



## **The California Championship Quarter Horse Show returns September 1-4, 2022 to the renowned Paso Robles Event Center**

### **About the Show:**

**California Championship AQHA Show Circuit Set For Sept. 1-4, 2022 in Paso Robles.** We are excited to announce that the 2022 California Championship show will be held at the lovely Paso Robles Event Center in the center of the charming town of Paso Robles. The show is a 4-day event featuring with a full slate of Ranch, Western, English, Trail, and Futurity classes.



### **About the Facilities:**

Paso Robles Event Center is minutes from the center of town, with many restaurant, hotel and wineries close by. The facility features four huge arenas (3 are covered) and have excellent footing, fencing, lights and speakers. New public address system throughout the stabling and arena area. There are 454 permanent, safe and matted stalls for the horses. There 110 RV Hook-ups all include water and sewer. Five washracks are available for the horses and have working drains. In addition, the newly remodeled restrooms are beautiful.

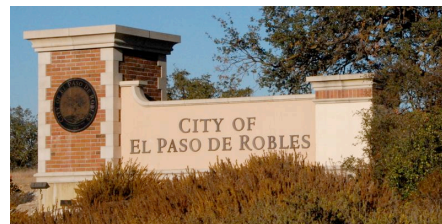
### **EQUESTRIAN CONSUMER FACTS & FIGURES**

Equestrian exhibitors, trainers, owners and their families constitute an ideal market for high quality products and services.

The American Horse Council indicates that the industry has a \$102 billion impact on the economy annually. As a group, they are well-educated, employed, and 40%+ have a net worth of over \$500,000. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Further, with the continued expansion of social media, riders, trainers, and owners are exerting an increasing amount of influence and buying power.

### **"EQUESTRIANS GENERATE A COMMUNITY WIDE ECONOMIC IMPACT WHILE AT HORSE SHOWS"**

Equestrians and the horse shows they participate in have a strong economic impact on the local community. They are strong social media followers and post multiple times daily at each show. In addition, the California Championship page hit over 20,000 likes during the 2021 show. That means with every post, there are thousands of potential customers seeing your ad, logo and message. Daily expenditures total average more than \$500 per day per person, including food, lodging, gas, shopping and horse care, visits to tack stores, entertainment, leisure shopping, and specialty stores, including vehicle dealerships and farm equipment stores.



Horse showing is a family affair, a life style. Equestrians are passionate about their sport and invest significant time and resources in the enjoyment of it. As a result, shows are attended by riders, trainers, owners, grooms, support staff, as well as parents and extended family – all with time to shop, both in-person and on their phones. It is estimated that each horse participating at a horse show generates three people in attendance. Equestrians are very brand conscious, and they are loyal to brands that support or represent their sport.

**Important California Championship Sponsor/Vendor Details:**

**Name:** \_\_\_\_\_ **Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Name(s) for print/online promos:** \_\_\_\_\_

**20 word description:** \_\_\_\_\_



Email this form and Logo/photo to [PCQHAoffice@gmail.com](mailto:PCQHAoffice@gmail.com)

**Credit card #:** \_\_\_\_\_ **Exp:** \_\_\_\_\_

**Choose Sponsorship Amount:** \_\_\_\_\_

**☐ GOLD SPONSOR: \$1000**

Web banner on website with logo and link (sponsor provides) for one year  
Press Announcement on FB page  
Eblast email to all PCQHA members  
PA Announcements @ Horse Show  
Sponsor logo on Trail Course Obstacle  
Preferred stalling or Vendor space at show  
Full-page ad in show program  
Banner Display in arena  
Social media post with logo and link  
Photo Opportunity in Winners Circle  
Option to host educational clinic or social event(s)

**☐ SILVER SPONSOR: \$700**

Eblast email to all PCQHA members  
Half-page ad in show program  
Social media post with logo and link  
Banner Displayed @ Shows in arena  
Vendor space at show  
Logo and link on website

**☐ BRONZE SPONSOR: \$500**

Eblast email to all PCQHA members  
One-Fourth page ad in show program  
PA Announcements @ Horse Show  
Social media post with logo and link  
Logo and link on website

**☐ CLASS SPONSOR: \$200**

Eblast email to all PCQHA members  
One-fourth page ad in show program  
PA Announcements @ Horse Show  
Social media post with logo and link



**☐ HOSPITALITY SPONSOR: \$250**

Logo/sign on golf cart  
Website logo and link  
PA Announcements  
Social media post with logo and link

**☐ SUPPORTING SPONSOR \$100**

Mention in PCQHA Eblast email  
Website logo and link  
PA Announcements  
Social media post with logo and link

**☐ SHOW VENDOR CHAMPIONSHIP SPONSOR: \$500**

Vendor Space at show (electricity is add'l)  
Eblast email to all PCQHA members  
One-Fourth page ad in show program  
PA Announcements @ Horse Show  
Social media post with logo and link  
Logo and link on website

**☐ EXHIBITOR HOSPITALITY EVENTS: \$500**

Exhibitor wine and cheese receptions/ special event hospitality  
Signage display at the event (sponsor provides)  
Banner Display in arena  
PA Announcements  
Website logo and link  
Social media post with logo and link

*Thank You*

**Questions? (805) 835-8817**

**Email this form and Logo/photo to [PCQHAoffice@gmail.com](mailto:PCQHAoffice@gmail.com)**