



APPALOOSA HORSE CLUB

THE INTERNATIONAL BREED REGISTRY
FOR APPALOOSA HORSES SINCE 1938

MORE THAN 690,000 APPALOOSAS

...have been registered since the ApHC was founded in 1938. More than 300,000 owners worldwide enjoy the Appaloosa horse, providing the ApHC a stable share in the multi-million dollar equine market.

The Appaloosa Horse Club maintains a network of more than 135 regional clubs and 22 international affiliates. During 2009 the ApHC approved more than 600 Appaloosa horse shows around the world. Points earned at these shows are accumulated at the ApHC office in Moscow, Idaho, and year-end awards are presented every year in more than 100 categories.



Appaloosas are known the world over for their beautiful coat patterns, athletic ability, intelligence and heart.



Now in it's 46th year, the Chief Joseph Trail Ride is as popular as ever.

Pleasure trail riding is the fastest growing activity in the equine industry. The ApHC offers four week-long trail rides, where riders enjoy time with their horse and other Appaloosa enthusiasts.

The Trail Department sponsors distance and saddle log programs honoring participants for competitive and endurance miles

completed and hours in the saddle. The ApHC also offers a 50-mile National Championship Endurance Ride which horses and riders must qualify for.



2720 W. Pullman Rd.
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(208) 882-5578

BETWEEN 12,000 AND 15,000

...exhibitors, members, and visitors attend the National and World Championship Shows each year. The World Championship Appaloosa Show, National Appaloosa Show & World Championship Appaloosa Youth Show are held on an annual basis. These shows draw the top equine athletes of the Appaloosa breed.



Appaloosas are one of the most versatile breeds. They compete in Halter, English, Western, Stock/Working and Over Fence classes. Reining and dressage are increasing in popularity for Appaloosas, which excel at these events as well. In addition, Appaloosas have proven themselves on the racetrack, setting new speed records against other breeds.



The Youth World Show averages more than 2,000 entries per year.



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SPONSORSHIP OPPORTUNITIES

There are unlimited ways to get your name out to the more than 24,000 members of the Appaloosa Horse Club. Some opportunities sponsors took advantage of in 2006:

- ★ Horsemanship clinics and educational seminars at the World, Youth World, and National Shows.
- ★ Sponsorship of the live webcam feed of the World Championship Show viewed by thousands of Appaloosa fans throughout the world.
- ★ *Appaloosa Journal* advertisements - the official publication of the ApHC, sent to every member each month.
- ★ Trade show space at the Best of the West Gift Expo, held in conjunction with the World, Youth World, and National Shows.
- ★ Special discounts offered to Appaloosa Horse Club members.
- ★ Award sponsorship & naming rights for World, Youth World, and National Show classes.
- ★ Product raffles and giveaways at the World, Youth World and National Shows.
- ★ Sponsorship of rest stops at endurance and trail rides.
- ★ Direct links to sponsors' websites from *Appaloosa Journal* online and the ApHC website.
- ★ Joint-use of trade show booth space with the Appaloosa Horse Club.
- ★ Mailing lists of ApHC members worldwide or in a specific area.

SPONSOR LEVELS

Just as there are many different ways to be involved with the ApHC, there are many different ways we recognize our valued sponsors. Sponsorship levels vary depending on the amount of the sponsorship:

- ★ **Platinum - \$20,000 and above**
Sponsorship at this level includes many benefits uniquely tailored to the sponsor. The possibilities are endless.
- ★ **Gold - \$10,000**
*A gold level sponsorship includes trade show space and other benefits at both of the premiere shows, in *Appaloosa Journal*, and through the ApHC website.*
- ★ **Silver - \$6,000**
*Silver level sponsors receive premium benefits at both of the premiere shows, in *Appaloosa Journal*, and through the ApHC website.*
- ★ **Bronze - \$2,000**
*Bronze level sponsors receive benefits at both of the premiere shows, in *Appaloosa Journal*, and through the ApHC website.*
- ★ **Winner's Circle - under \$2,000**
Winner's Circle sponsors are unique to the World & National Shows, and receive recognition and promotion in event advertising and at the shows.