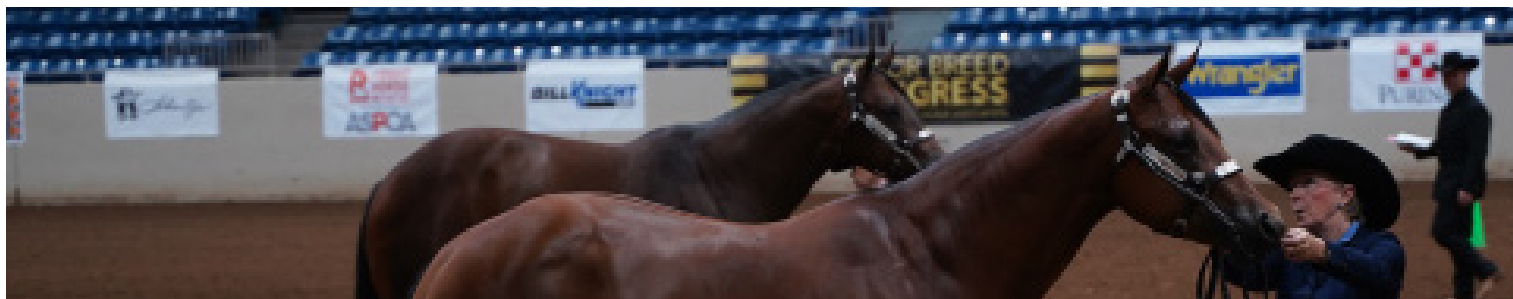


PtHA[®]



CORPORATE PARTNER OPPORTUNITIES



PtHA[®]



Pinto Horse Association of America, Inc.

**7330 NW 23rd Street • Bethany, OK 73008
(405) 491-0111 • (405) 787-0773 fax
www.pinto.org**

**For Corporate Partnership or Show Sponsor
opportunities please contact**

Jenna Henson
Marketing and Communications at
405-491-0111 ext 2240 or jhenson@pinto.org

ABOUT PTHA®

The Pinto horse originated in Spain and was introduced to North America by Spanish and other European explorers.

The Spanish explorers brought over Barb horses that had been crossed with other European breeds including Russian and Arabian strains, which are thought to give the horses their color patterns. When the Spanish herds were brought to North America, these horses mixed with the wild horses and were later domesticated by the Native Americans.

Later, when the West was being tamed, the pioneers had to cross their refined European horses with the wild herds to develop

a stockier and heavier muscled horse that would be more suited to the rugged and arduous conditions.

Often referred to as piebald or skewbald horses in literature about the Wild West, the Pinto horse was a favorite among American cowboys and Native Americans. Many famous Pintos include Tonto's Scout, Little Joe's Cochise and Frank Hopkins' Hidalgo.

The Pinto Horse Association started from a grassroots movement to selectively breed horses for good color and conformation.

Several horsemen in the 1930s formed the Pinto Horse Society with the

purpose of breeding superior colored horses. The registry they created is the basis of what is now known as the Pinto Horse Association of America Inc.

It took several years and several more organizations to form today's PTHA. Tired of the discrimination Pintos received in the show ring, Kay Heikens, Helen Hammond and other Pinto lovers decided to start a new organization and registry. The determined group finalized their hard work on May 18, 1956, in New Jersey when the PTHA was incorporated.

Today, the Pinto Family encompasses more than 54,000 members and 157,000 horses, ponies and miniatures.



ABOUT P+HA®

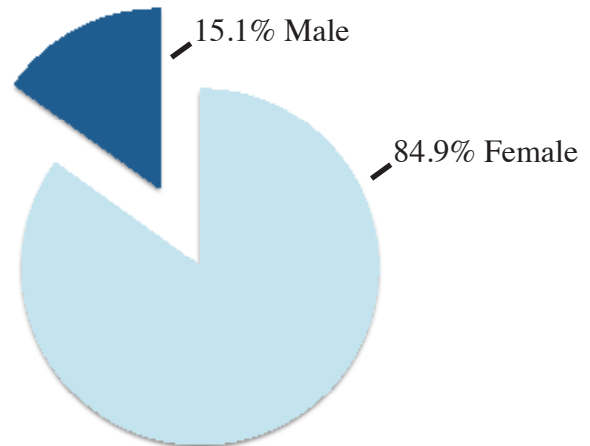
General Association

- 88,000 members within the United States and internationally
- 158,000 horses registered
- 2,000 Youth members
- 2,200 Amateur members

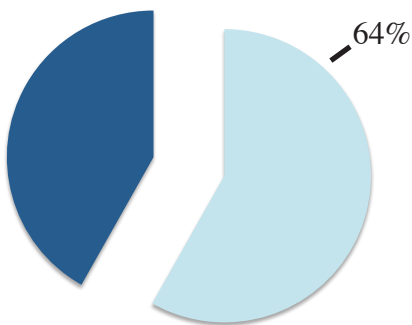
Online Survey

- Median age.....53
- Female members.....84.9%
- Married members.....64.0%
- Self employed..... 28%
- Median years of education..... 16
- Median annual income..... \$80,000
- Household size..... 1.6
- Horses owned..... 8.7
- Members started as youth..... 11.3%
- Members in other associations.....75.8%

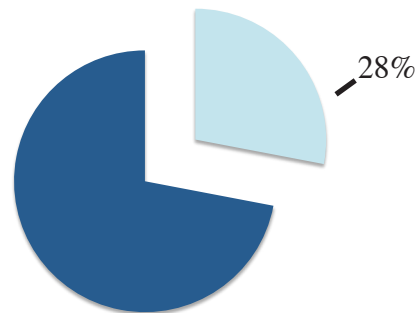
Gender



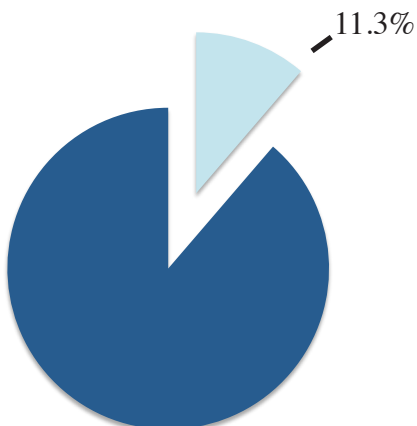
Members who are married



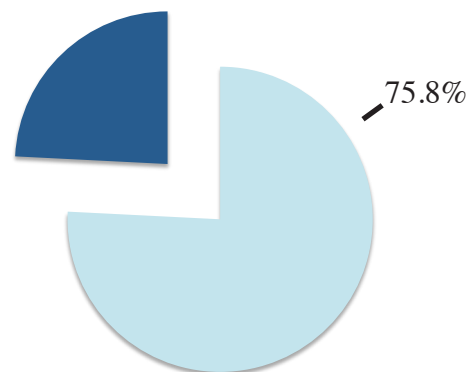
Members who self employed



Members who started at youth



Members in other associations



PINTO STATS

TOP PINTO HORSE SHOWS

1. Pinto World Championships
(Tulsa, Oklahoma)
2. Pinto Color Breed Congress
(Tulsa, Oklahoma) - (PtHA, ABRA and PHBA)
3. Minnesota
4. Michigan
5. Oregon
6. Wisconsin
7. New York
8. Indiana
9. Iowa
10. Ohio



PINTO HORSE PARTNERSHIP SUMMARY

GENERAL

- Pinto Horse Official Rights
- Pinto Horse World Championships
- Pinto Color Breed Congress (PtHA, ABRA, PHBA, and the Mule & Donkey Congress)
- All Pinto Horse sanctioned events
- Pinto Horse Online Publications
(Name or logo included in six newsletters per year)
- One (1) ads in each quarterly online publication per year
- Logo included on Partner Page of the Pinto Horse Website with link.
- Banner Ad and Sponsor hot link
- All social media
- Included in all PtHA® email blasts with hot link.

PINTO WORLD CHAMPIONSHIPS AND COLOR BREED CONGRESS

- World Championship live feed
- Arena banners
- Logo inclusion in printed material
- Onsite activation
- For you or your local retailer a 10 X 10 booth
- Included during arena announcements
- Coupon promotions to drive traffic back to local retailers
- Ability to place promotional material in the exhibitor packets.
- Arena jumbotron
- Logo inclusion on jumbo tron during shows

For Gold Spur Level and above

- Thirty second spot during live feed
(Over 195,000 views in 2022)

CORPORATE PARTNERS

It is important to note the following packages are just our basic framework for partner levels, if you would like to customize your own partnership based off one of these packages that is an option, please contact jhenson@pinto.org for more information!

STEEL SPUR

\$3,000

Example of Benefits

General

- Presented by status in all print, media and web material
- Corporate signage at all PtHA® events
- Included in annual PtHA® print campaign
- Logo included on website with a hot link
- One half-page color ad in each Pinto Horse Online Magazine
- Promotional information displayed at the PtHA® promo booth at annual Convention
- Table stand with partner logos displayed on each table at both Convention Banquets
- Two (2) VIP tickets to receptions at annual Convention
- Logo on display in the Pinto Heritage Museum at PtHA® headquarters
- Banner displayed at PtHA® events, Pinto World Championship Show and Color Breed Congress
- One (1) promotional email blast to the PtHA® membership per year
- Inclusion in the PtHA® e-news and mail out publications
- PtHA® Associate Membership
- Included in all Social Media accounts such as Facebook.
- Complimentary Pinto Horse Quarterly publication
- Traveling Kiosk to PtHA® events with partner logo to link back to partner website
- Corporate Partner display included in the Pinto traveling booth

World Show (PWC) and Congress (CBC)

- Presented by status on all Social Media accounts
- Logo on video loop in main arena and on webcast during PWC and CBC
- One 10x10 foot vendor space at PWC and CBC on "Partner Row" (non-transferrable)
- One quarter page ad in the PWC and CBC Premium Books
- Logo on partner page of the PWC and CBC Premium Books
- Logo on inside back cover of the PWC and CBC pattern books
- One (1) association provided banner displayed in each show arena at PWC and CBC (up to three)
- Included in daily announcements recognizing partners at PWC and CBC

CORPORATE PARTNERS

LOGO DISPLAYED IN OUR TRAVELING BOOTH AT SEVERAL SHOWS



LOGO ARENA BANNERS



CORPORATE PARTNERS

BRONZE SPUR

\$5,000

Example of Benefits

General

- Presented by status in all print, media and web material
- Corporate signage at all PtHA® events
- Included in annual PtHA® print campaign
- Logo included on website with a hot link
- One (1) full-page color ad in each Pinto Horse Online Magazines
- Promotional information displayed at the PtHA® promo booth at annual Convention
- Table stand with partner logos displayed on each table at both Convention Banquets
- Three (3) VIP tickets to receptions at annual Convention
- Logo on display in the Pinto Heritage Museum at PtHA® headquarters
- Banner displayed at PtHA® events, Pinto World Championship Show and Color Breed Congress
- Two (2) promotional email blast to the PtHA® membership per year
- Inclusion in the PtHA® e-news and mail out publications
- PtHA® Associate Membership
- Included in all Social Media accounts such as Facebook (including a collaboration of sharing Facebook posts)
- Complimentary Pinto Horse Quarterly publication
- Traveling Kiosk to PtHA® events with partner logo to link back to partner website
- Corporate Partner display included in the Pinto traveling booth

World Show (PWC) and Congress (CBC)

- Presented by status on all Social Media accounts
- Logo on video loop in main arena and on webcast during PWC and CBC
- Two (2) 10x10 foot vendor space at PWC and CBC on "Partner Row" (non-transferrable)
- One half page ad in the PWC and CBC Premium Books
- Logo on partner page of the PWC and CBC Premium Books
- Logo on inside back cover of the PWC and CBC pattern books
- One (1) association provided banner displayed in each show arena at PWC and CBC (up to three)
- Included in daily announcements recognizing partners at PWC and CBC
- Opportunity to distribute product/promotional items to exhibitors at PWC & CBC

CORPORATE PARTNERS

LOGO IN QUARTERLY ONLINE NEWSLETTER TO MEMBERSHIP



PINTO HERITAGE FOUNDATION DONATIONS
 Make a difference in the lives of our members!

CONTRIBUTOR: _____

AMOUNT: _____

DATE: _____

REMARKS: _____

REPRESENT! BE A YOUTH DIRECTOR!

Represent your state or nation at the National Youth Director's Conference. This is the only way to be eligible to become an officer of PHSA. The only way to be eligible to become an officer of PHSA is to be a Youth Director. You must be a member of PHSA and be a Youth Director. You must be a member of PHSA and be a Youth Director. You must be a member of PHSA and be a Youth Director.

AMANIYA ABDUL HASHID - MINNESOTA

My name is Amaniya Abdul Hashid. I was selected to represent the Minnesota Association of PHSAs at the National Youth Director's Conference. I was selected to represent the Minnesota Association of PHSAs at the National Youth Director's Conference. I was selected to represent the Minnesota Association of PHSAs at the National Youth Director's Conference.

EMELY CHILDS - CALIFORNIA

Emely Childs is a 17-year-old Eventer from the state of California. She is the President of the PHSA and the Champion of her country. She is the President of the PHSA and the Champion of her country. She is the President of the PHSA and the Champion of her country.

ROBERT CHIVSI - MISSISSIPPI

Robert Chivsi is a 17-year-old Eventer from the state of Mississippi. He is the President of the PHSA and the Champion of his country. He is the President of the PHSA and the Champion of his country. He is the President of the PHSA and the Champion of his country.

SCHOLARSHIP DEADLINE!

There are 2000 scholarships available. January 15, 2024. Please make sure all forms are submitted by January 15, 2024. Please make sure all forms are submitted by January 15, 2024.



2019 INTERNATIONAL EQUINE JUDGES SEMINAR

January 11-12, 2019



PHSA FUTURE PROGRAMS

PHSA FUTURE PROGRAMS

PHSA FUTURE PROGRAMS

THANK YOU TO OUR CORPORATE PARTNERS



PREMIUM BOOK ADS



VISIT TULSA

Discover the beauty and culture of Tulsa, Oklahoma. Visit Tulsa, Oklahoma. Discover the beauty and culture of Tulsa, Oklahoma. Visit Tulsa, Oklahoma. Discover the beauty and culture of Tulsa, Oklahoma.



RENT A STALL MAT

Protect your horse's hooves and stall floor. Rent a Stall Mat. Protect your horse's hooves and stall floor. Rent a Stall Mat. Protect your horse's hooves and stall floor. Rent a Stall Mat.



TULSA IN PROGRESS

Discover the beauty and culture of Tulsa, Oklahoma. Tulsa in Progress. Discover the beauty and culture of Tulsa, Oklahoma. Tulsa in Progress.



CHRONICLE

Discover the beauty and culture of Tulsa, Oklahoma. Chronicle. Discover the beauty and culture of Tulsa, Oklahoma. Chronicle.



Visit a Cart for the Show

Call Renee Woodruff at (800) 798-3308

CORPORATE PARTNERS

SILVER SPUR

\$10,000

Example of Benefits

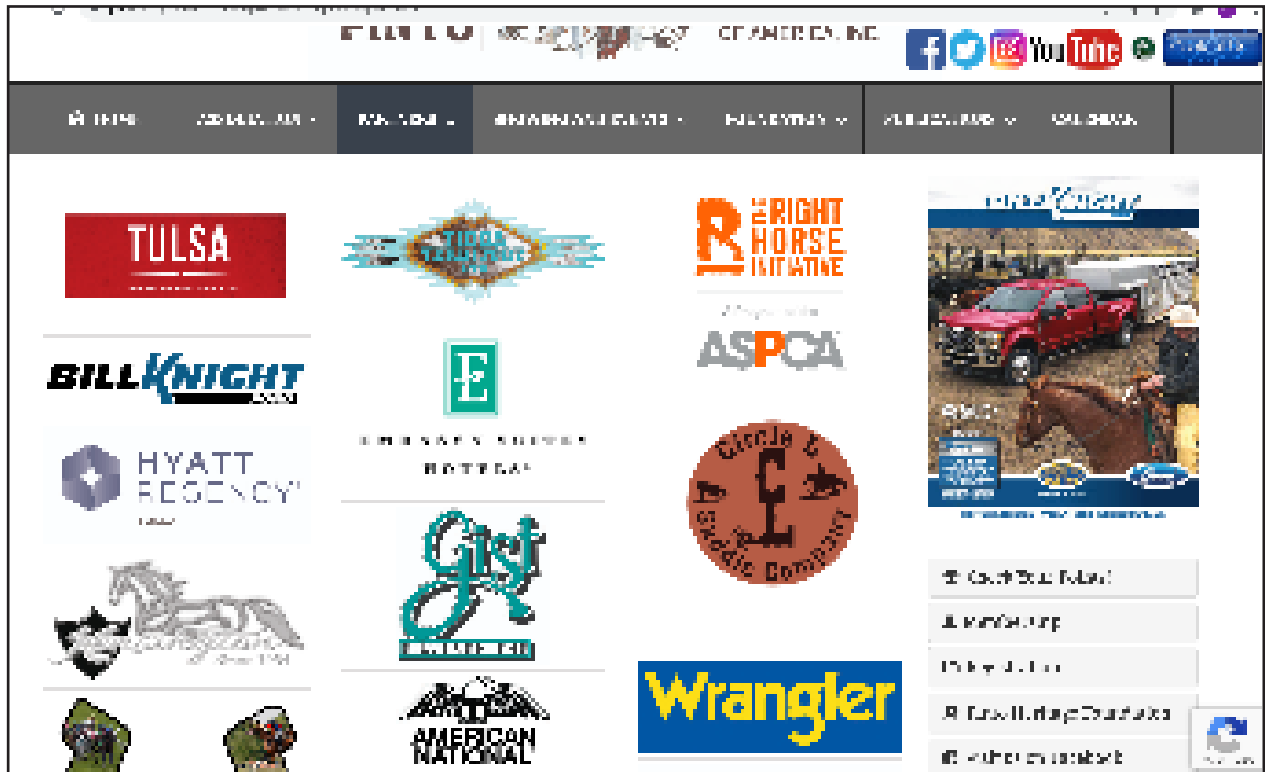
General

- Presented by status in all print, media and web material
- Corporate signage at all PtHA® events
- Included in annual PtHA® print campaign
- Logo included on website with a hot link
- One (1) full-page color ad in each Pinto Horse Online Magazines
- Promotional information displayed at the PtHA® promo booth at annual Convention
- Four (4) VIP tickets to receptions at annual Convention
- Table stand with partner logos displayed on each table at both Convention Banquets
- Logo on display in the Pinto Heritage Museum at PtHA® headquarters
- Banner displayed at PtHA® events, Pinto World Championship Show and Color Breed Congress
- Three (3) promotional email blast to the PtHA® membership per year
- Inclusion in the PtHA® e-news and mail out publications
- PtHA® Associate Membership
- Included in all Social Media accounts such as Facebook (including a collaboration of sharing Facebook posts)
- Complimentary Pinto Horse Quarterly publication
- Traveling Kiosk to PtHA® events with partner logo to link back to partner website
- Corporate Partner display included in the Pinto traveling booth

World Show (PWC) and Congress (CBC)

- Presented by status on all Social Media accounts
- Logo on video loop in main arena and on webcast during PWC and CBC
- Three (3) 10x10 foot vendor space at PWC and CBC on "Partner Row" (non-transferrable)
- One full page ad in the PWC and CBC Premium Books
- Logo on partner page of the PWC and CBC Premium Books
- Logo on inside back cover of the PWC and CBC pattern books
- One (1) association provided banner displayed in each show arena at PWC and CBC (up to three)
- One (1) partner provided commercial to run in video loop
- Two (2) sponsor provided banners in warm-up arenas at PWC and CBC
- Included in daily announcements recognizing partners at PWC and CBC
- Option to present class awards/participate in awards' ceremonies at PWC and CBC
- Option to distribute product/promotional items to exhibitors at PWC & CBC
- Option to include Partner's flyer in exhibitor packets at PWC and CBC
- Catered lunch and dinner provided daily during the PWC and CBC to vendor booth staff

CORPORATE PARTNERS



CORPORATE PARTNERS

GOLD SPUR

\$20,000

Example of Benefits

General

- Naming rights as the official Association Partner Product
- Presented by status in all print, media and web material
- Corporate signage at all PtHA® events
- Included in annual PtHA® print campaign
- Logo included on website with a hot link
- Two (2) full-page color ad in each Pinto Horse Online Magazines
- Promotional information displayed at the PtHA® promo booth at annual Convention
- Five (5) VIP tickets to receptions at annual Convention
- Table stand with partner logos displayed on each table at both Convention Banquets
- Logo on display in the Pinto Heritage Museum at PtHA® headquarters
- Four (4) promotional email blast to the PtHA® membership per year
- Inclusion in the PtHA® e-news and mail out publications
- PtHA® Associate Membership
- Included in all Social Media accounts such as Facebook (including a collaboration of sharing Facebook posts)
- Complimentary Pinto Horse Quarterly publication
- Traveling Kiosk to PtHA® events with partner logo to link back to partner website
- Corporate Partner display included in the Pinto traveling booth

World Show (PWC) and Congress (CBC)

- Presented by status on all Social Media accounts
- Logo on video loop in main arena and on webcast during PWC and CBC
- Four to Five (4-5) 10x10 foot vendor space at PWC and CBC on "Partner Row" (non-transferable)
- One full page ad in the PWC and CBC Premium Books
- Logo on partner page of the PWC and CBC Premium Books
- Logo on inside back cover of the PWC and CBC pattern books
- One (1) association provided banner displayed in each show arena at PWC and CBC (up to three)
- Two (2) sponsor provided banners in warm-up arenas at PWC and CBC
- Included in daily announcements recognizing partners at PWC and CBC
- Option to present class awards/participate in awards' ceremonies at PWC and CBC
- Option to distribute product/promotional items to exhibitors at PWC & CBC
- Option to include Partner's flyer in exhibitor packets at PWC and CBC
- Option for product demonstration/informational presentation
- One (1) partner provided commercial to run in video loop
- Catered lunch and dinner provided daily during the PWC and CBC to vendor booth staff

CORPORATE PARTNERS

PLATINUM SPUR

\$35,000

Example of Benefits

General

- Naming rights as the official Association Partner Product
- Presented by status in all print, media and web material
- Annual rotating logo on PtHA® Website Homepage
- Corporate signage at all PtHA® events
- Included in annual PtHA® print campaign
- Logo included on website with a hot link
- Two (2) full-page color ad in each Pinto Horse Online Magazines
- Promotional information displayed at the PtHA® promo booth at annual Convention
- Six (6) VIP tickets to receptions at annual Convention
- Table stand with partner logos displayed on each table at both Convention Banquets
- Option for partner information to be displayed in PtHA® booth at other events
- Option for direct mailing to be sent through PtHA® membership twice during the year
- Logo on display in the Pinto Heritage Museum at PtHA® headquarters
- Five (5) promotional email blast to the PtHA® membership per year
- Inclusion in the PtHA® e-news and mail out publications
- PtHA® Associate Membership
- Included in all Social Media accounts such as Facebook (including a collaboration of sharing Facebook posts)
- Complimentary Pinto Horse Quarterly publication
- Traveling Kiosk to PtHA® events with partner logo to link back to partner website
- Corporate Partner display included in the Pinto traveling booth

World Show (PWC) and Congress (CBC)

- Presented by status on all Social Media accounts
- Logo on video loop in main arena and on webcast during PWC and CBC
- Four to Five (4-5) 10x10 foot vendor space at PWC and CBC on "Partner Row" (non-transferable)
- One full page ad in the PWC and CBC Premium Books
- Logo on partner page of the PWC and CBC Premium Books
- Logo on inside back cover of the PWC and CBC pattern books
- One (1) association provided banner displayed in each show arena at PWC and CBC (up to three)
- Two (2) sponsor provided banners in warm-up arenas at PWC and CBC
- Included in daily announcements recognizing partners at PWC and CBC
- Option to present class awards/participate in awards' ceremonies at PWC and CBC
- Option to distribute product/promotional items to exhibitors at PWC & CBC
- Option to include Partner's flyer in exhibitor packets at PWC and CBC
- Option for product demonstration/informational presentation
- Day at the show named after partner
- Two (2) partner provided commercials to run in video loop
- Catered lunch and dinner provided daily during the PWC and CBC to vendor booth staff

CORPORATE PARTNERS



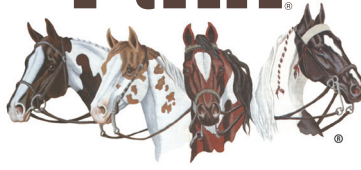
DIAMOND SPUR

\$50,000

General

Opportunities and benefits at the diamond level will be individually tailored to meet the sponsor's needs.

PtHA[®]



CORPORATE PARTNERS

DIAMOND SPUR



GOLD SPUR



SILVER SPUR



BRONZE SPUR



STEEL SPUR

