CORPORATE PARTNER OPPORTUNITIES
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.
**General Association**
- 80,000 members within the United States and internationally
- 157,000 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**
- 15.1% Male
- 84.9% Female

**Members who are married**
- 64%

**Members who self employed**
- 28%

**Members who started at youth**
- 11.3%

**Members in other associations**
- 75.8%

**Website Stats**
- Over 2 million hits on www.pinto.org
- 205,000 hits on world show website from 68 countries
- 70,000 hits on our Color Breed Congress show website from 60 countries
- 320,000 video streams from 26,000 different computers

**Social Media**
- Over 103,000 likes on the PtHA® Facebook page

**NEW FOR 2021!**
For Silver Spur level partners and above, an additional web banner advertisement placement that will remain at the top right on all web pages of our new website.
**GENERAL**

- Pinto Horse Official Rights
- 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) ad 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.

**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 MEDIA STATS**

**SHOW WEBCAST**

- Logo inclusion
- Thirty Second spots
- Over 90,000 views from X countries in 2020
- Rotating banner

**PINTO WEBCAST VIEWS**

<table>
<thead>
<tr>
<th>Show Year</th>
<th>Main Streamers</th>
<th>Main Viewers</th>
<th>Arena 1 Streamers</th>
<th>Arena 1 Viewers</th>
<th>Arena 2 Streamers</th>
<th>Arena 2 Viewers</th>
<th>Arena 3 Streamers</th>
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<th>Total Streamers</th>
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<tr>
<td>2020</td>
<td>41,940</td>
<td>21,987</td>
<td>37,455</td>
<td>26,223</td>
<td>9,201</td>
<td>9,408</td>
<td>92,767</td>
<td>62,075</td>
<td>135,600</td>
<td>127,656</td>
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<tr>
<td>2019</td>
<td>71,377</td>
<td>41,835</td>
<td>63,579</td>
<td>27,227</td>
<td>43,434</td>
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<td>157,696</td>
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<td>252,846</td>
<td>227,564</td>
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<td>2018</td>
<td>75,913</td>
<td>41,127</td>
<td>38,366</td>
<td>22,612</td>
<td>33,260</td>
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<td>108,075</td>
<td>62,075</td>
<td>170,150</td>
<td>152,127</td>
<td>2018</td>
</tr>
<tr>
<td>2015</td>
<td>75,525</td>
<td>42,871</td>
<td>44,956</td>
<td>27,495</td>
<td>48,298</td>
<td>27,466</td>
<td>146,806</td>
<td>103,854</td>
<td>250,660</td>
<td>203,764</td>
<td>2015</td>
</tr>
</tbody>
</table>

**PINTO HORSE PARTNERSHIP SUMMARY**

**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 banner
- Logo inclusion on jumbo tron during shows

For Gold Spur Level and above

- Thirty second spot during live feed
(Over 90,000 views in 2020)
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

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 mbarnes@pinto.org for more information!

OPTION FOR ADDITIONAL BANNERS TO BE HUNG UP IN WARM-UP AREAS

CORPORATE PARTNERS
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 NEWSLETTER TO MEMBERSHIP

PREMIUM BOOK ADS

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 Magazine
- 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 on 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
**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 PHA® events
- Included in annual PHA® 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 PHA® 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 PHA® headquarters
- Four (4) promotional email blast to the PHA® membership per year
- Inclusion in the PHA® e-news and mail out publications
- PHA® 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 PHA® 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
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
DIAMOND SPUR
$50,000

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