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## **Certified Horsemanship Association Offers Sponsorship Opportunities for the 2018 CHA International Conference**

*(August 2018)* – Now is the chance for companies wishing to be featured at the CHA International Conference to sign up as a sponsor. Companies that come on board for the 2018 conference can reach more than 12,000 equine professionals. This audience includes riding instructors, equine facility managers, horse trainers, camp staff, trail guides, veterinarians, equine enthusiasts, and others, and the sponsorship packages allow companies to reach out to attendees of the conference, to CHA’s monthly e-blast subscribers, and to the equine media.

The National Reining Horse Association (NRHA) is returning as a sponsor at CHA’s International Conference. “NRHA understands and values the individuals who attend the CHA International Conference, and that is why it is such an easy choice to sponsor this event,” said Hayley Eberle, NRHA’s Manager of Marketing and Outreach. “The people attending are the ones who are connecting new equine enthusiast with horses in a safe environment while providing effective and fun education. Their effort is what helps funnel new people into the equine industry and helps them stay hooked. Of course if we can get them on a reining horse at some point or competing at an NRHA event that’s even better, but helping grow the equine industry is something we can’t lose sight of.”

The packages opportunities include:

- Golden Sponsor for \$7,500
- Blue Ribbon Sponsor for \$5,000
- Red Ribbon Sponsor for \$2,500
- Yellow Ribbon Sponsor for \$1,000

Benefits for all packages include having the company name and logo on signage and welcome displays, press releases, and publicity leading up to the event; the chance to make a greeting and remarks by a representative of your company during the event; the chance to put company materials and/or a take-away gift in the welcome bags that go to conference attendees; booth space at the event; registration for company representatives to attend the conference with meals provided; and advertising space in the conference program and in

CHA monthly eblasts (and in CHA's magazine, *The Instructor*, for packages beyond the Yellow Ribbon sponsorship), which goes to the full CHA membership.

For those wanting the most exposure, the Golden Sponsor package offers naming rights of the entire event along with the ability for a company representative to address the audience at the awards banquet, in addition to the annual meeting. The Golden Sponsor is also recognized at each main function of the event. Registration is provided for five company representatives to the conference, with all meals provided. In addition, this sponsorship provides for one full-page ad in *The Instructor* in spring of 2019 and in the event program, advertising in the CHA e-blast for one full year, a listing on the CHA website with a link back to your company website, and sponsorship of one CHA Radio Show during the year. It is the package with the best value and the most exposure to CHA's various audiences.

The Blue Ribbon Sponsor gets to name an event of their choice during the conference, such as the welcome reception, round table dessert evening, Saturday Keynote lunch, or Sunday Awards Banquet, with the option to address attendees at your sponsored event.

To view all sponsorship packages, visit [https://cha-ahse.netloutsecure.com/product\\_images/uploaded\\_files/Sponsorship%20Opportunities.pdf](https://cha-ahse.netloutsecure.com/product_images/uploaded_files/Sponsorship%20Opportunities.pdf). Those wishing to be a sponsor should contact CHA at [office@CHA-ahse.org](mailto:office@CHA-ahse.org).

Booth space is also available ala carte for \$550, which includes a 10 x 10 booth space, one table and one chair, electricity upon request, and all meals during the conference for one person per day. Attendees can visit vendors on Friday from 9 a.m. to 7 p.m., and on Saturday and Sunday from 8:30 a.m. onward. To reserve booth space, please fill out the [online form](#).

For more information on the conference, please visit [www.CHAINstructors.com/conference](http://www.CHAINstructors.com/conference).

*CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, Certified Horsemanship Association, please visit [www.CHA-ahse.org](http://www.CHA-ahse.org) or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit [www.CHAINstructors.com](http://www.CHAINstructors.com).*