



Sponsorship Opportunities

The VQHA Virginia-Bred Program program is designed to bolster the Virginia horse breeding industry by showcasing the talents and accomplishments of horses born in the state. It also offers prize money and promotion to exhibitors, breeders, and owners. The overall goal of the program is to demonstrate that Virginia represents a strong source of quality

To help in this initiative, we are asking members of the Virginia horse industry to invest in this program through sponsorships at levels from \$50 to \$500 or more.

Historically, the VQHA Virginia-Bred Program has offered specific show-ring opportunities to Quarter Horses born in Virginia and provided incentives for the owners/breeders.

In 2024, **five classes open only to Virginia-bred horses** will be offered at the November Jack O'Lantern Show: Ranch Rail, Hunter Under Saddle, Western Pleasure, and Halter (Open Adult Mare and Gelding). Classes will run concurrently with the corresponding all-breed classes and will be open to all stockhorse-type Virginia-bred horses.

Quarter Horses in Virginia

The Virginia Horse Industry Board notes that Quarter Horses are the most prevalent breed in Virginia, followed by thoroughbreds. The 2022 statistics from the AQHA show 18,990 quarter horses in the state. The number of state residents who pursue equine activities is estimated at 62,000, and 600,000 acres of land across the state are used for horse-related purposes.

The VQHA: Offering Opportunities to Quarter Horses and All Stockhorse-Type Horses

The VQHA has been active in providing opportunities to both quarter horses and all stock horse-type horses. In addition to classes open only to AQHA-registered horses, the VQHA offers a full slate of all-breed classes. This facet of VQHA activities has been developed to support all owners and exhibitors of stock horse-type horses. It provides an opportunity for entry level exhibitors as well as seasoned competitors, regardless of the horse's breed registration.

Sponsorship Levels

We invite you to make an investment in the future of stockhorse breeding and showing in Virginia. Our sponsorship levels are:

Level	Amount	Benefits of Sponsorship
Platinum	\$500	<ul style="list-style-type: none"> • Weekly shout outs on the Virginia-bred FB page. This can include corporate information about special offers, sales, etc. Other formats will be based on individual sponsors' needs. • Information (and links to additional information) in the monthly Virginia-bred newsletter • One page advertisement in the Virginia bred program available at the show • Banner on rail of ring with sponsor logo • Regular PA announcements • Prominent placement of logo and other material on large poster in show office • Handouts in the office
Gold	\$250	<ul style="list-style-type: none"> • Bi-weekly shout outs on the Virginia-bred FB page. This can include corporate information about special offers, sales, etc. Other formats will be based on individual sponsors' needs. • Information (and links to additional information) in the monthly Virginia-bred newsletter • ½ page advertisement in the Virginia bred program available at the show • Regular PA announcements • Prominent placement of logo and other material on large poster in show office • Handouts in the office
Silver	\$100	<ul style="list-style-type: none"> • Monthly shout outs on the Virginia-bred FB page. This can include corporate information about special offers, sales, etc. Other formats will be based on individual sponsors' needs. • Information (and links to additional information) in the monthly Virginia-bred newsletter • ¼ page advertisement in the Virginia bred program available at the show • Regular PA announcements • Placement of logo and other material on large poster in show office • Handouts in the office
Bronze	\$50	<ul style="list-style-type: none"> • Bi-monthly shout outs on the Virginia-bred FB page. This can include corporate information about special offers, sales, etc. Other formats will be based on individual sponsors' needs. • Information (and links to additional information) in the monthly Virginia-bred newsletter

		<ul style="list-style-type: none">• 1/8 page advertisement in the Virginia bred program available at the show• Regular PA announcements• Placement of logo and other material on large poster in show office• Handouts in the office
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Value of non-monetary sponsorship material (product, coupons, etc) will be credited equal to the monetary value.

A maximum of 25% of any sponsorship may be earmarked for a specific class; all other monies will be divided equally among the offered classes.

Checks to be made out to VQHA with a memo field note that the funds should be applied to Va Bred and sent to the VQHA official mailbox at:

VQHA
525-K East Market St. #199
Leesburg VA 20176