



Est. 1998



# Ranch Horse Association of America

**B**ack in the late 1990s, a group of cowboys organized a friendly competition among ranch cowboys to determine who rode the best ranch horse. The idea was not new; these lively contests date back to the 1800s, often taking place between neighboring ranches, after the work was done.

But this one was different. It was an organized affair, presented before a panel of judges.

And it drew a **big** crowd.

The success of the venture led to the birth of the Ranch Horse Association of America. Since 1998, the association has grown like a wildfire whipping across the open prairie. Today, RHA oversees a large number of sanctioned shows across the United States, and provides an organized forum for ranch horse enthusiasts -- both exhibitors and spectators -- to enjoy an art created by the American cowboy.

## What is the Ranch Horse Association of America?

Ranch Horse Association of America is comprised of horse enthusiasts who enjoy riding and preserving the quality of horses created by American ranches. The association is managed by a board of directors and employees a full time secretary to handle day-to-day association business.

## Who Are Our Members?

Ranchers. Veterinarians. Pharmaceutical Representatives. Cowboys. Teachers. Stock Brokers. Our membership reaches across a wide array of demographics. Many members are businessmen who utilize ranch horses at their "office," managing vast acreage and raising beef to feed American families. Some members work in the agricultural service industry, providing products and technologies for farmers and ranchers. And yet other members work "in town" as part of the mainstream workforce, but relish a piece of Americana.

## Where Is Our Membership?

RHAA members live across **14 states** ranging from Alabama to Montana. Most members live in Texas, closely followed by Oklahoma, New Mexico and Colorado.

The association's membership includes individual members and corporate ranch memberships. Since 1998, **the association has represented over 2,500 different individuals.**

Larger venues that host an RHAA competition bring a strong audience turn out. Our three largest venues include:

★ **World Championships of the Working Ranch Cowboys Association** ★

Amarillo, Texas

★ **Texas Ranch Roundup, the oldest organized Ranch Rodeo in the country** ★

Wichita Falls, Texas

★ **Western Heritage Classic Ranch Rodeo, Bit & Spur Show** ★

Abilene, Texas

Crowds at these big events typically range between **10,000 and 30,000 people.**

## What Do We Do?

The RHAA sanctions local working ranch horse competitions, provides a uniform set of rules, qualifies working ranch horse competition judges, and promotes uniformity and consistency in judging. Shows sanctioned by the Ranch Horse Association of America run 12 months of the year. Typically, between 15 and 18 shows are held annually.

## Who Are Our Partners or Alliances?

In 2004, the American Quarter Horse Association recognized the success of the RHAA. The two associations formed an Alliance Partnership, whereby achievements of horses in the Ranch Horse Association of America are placed on the horses' permanent record with AQHA. Other prestigious associations that have similar alliances include the National Cutting Horse Association, the National Reining Horse Association and the National Reined Cow Horse Association.



## Just The Numbers...

20	<b>RHAA shows</b> held each year
300	<b>members</b> enrolled this year
5,000	<b>horses</b> cared for
60,000-plus	<b>spectators</b> each year
120,000-plus	<b>head of cattle</b> cared for by competitors
4.5 million	<b>acres</b> managed by RHAA members

### On a routine basis, these individuals purchase:

- Pickup Trucks
- Horse Trailers
- Livestock Pharmaceuticals
- Livestock Equipment
- Livestock & Horse Feed
- Insurance -- Health, Auto, Home, Crop, Disability coverage
- Computers & Agricultural Management Software
- Tractors
- 4-Wheelers and other ATV equipment
- Fencing Supplies -- Wire, Posts, Insulators, Solar Chargers, etc.
- Tack & Other Leather Goods
- Clothing -- Jeans, Coats, Vests, Boots, Shirts, Hats, etc.
- Heavy Equipment -- Road Graders, Bulldozers, Front End Loaders, Back Hoes
- Gasoline & Diesel
- Tires

The RHAA Website, online since 2004, reaches members and other parties interested in ranch horses. **Hits on rhaa.org average 7,000 per month, 235 hits per day.**

### What Can RHAA Do For You?

- ★ **Promote your business at all of our sanctioned shows with banners & announcements about your business and your sponsorship**
- ★ **Include your business's logo in our monthly newsletter mailed to all active RHAA members**
- ★ **Place your logo on the RHAA web site, linked back to your business**
- ★ **Encourage RHAA membership to support your business**
- ★ **Promote your business to the large crowds at our major venues throughout the year**

## **RHAA National Finals Sponsorship Opportunity**

The RHAA National finals are conducted each year in Abilene, Texas on the second weekend of May in conjunction with the Western Heritage Ranch Rodeo. Contestant have qualified throughout the year at various RHAA sanctioned events throughout the nation and compete at the finals for year end honors.

Your business would receive recognition at the finals in addition to the following benefits:

Sponsorship levels are available as follows:

- \$1000 sponsorship receives advertising for one year.
- \$2500 sponsorship receives advertising for one year and two tickets each night to WHC rodeo.
- \$5000 sponsorship receives advertising and recognition as class sponsor at finals, four tickets each night to WHC rodeo.
- \$7500 to \$10,000 sponsorship receives advertising, six tickets each night to WHC rodeo and one complimentary hotel room for one night.

Your support of the RHAA is greatly appreciated. Please complete the form below and return to the RHAA office or the Director from who you received this packet.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

(Link will be added to RHAA website)

Level of sponsorship: \_\_\_\_\_



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**JIM FRANK RICHARDSON,**

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