



Contact Information  
 405-818-7556  
[www.srcha.org](http://www.srcha.org)  
[glenz@lenzenterprises.com](mailto:glenz@lenzenterprises.com)

## SRCHA Capital Campaign for 2017

SRCHA would like to invite you to join our Capital Sponsorship Campaign for 2017. Knowing that you and many of our sponsors get many requests and you have many choices where to place your sponsorship money, we want you to know that we appreciate all you do for the horse industry in general and hope you can join with us this year and wish you success in whatever endeavors you have for the year.

Our goal is to collect \$75,000.00 in sponsorships to supplement the SRCHA association and the August SRCHA Pre Futurity event in Ft. Worth. With NRCHA Snaffle Bit Futurity moving to Ft. Worth in 2017, our Pre-Futurity is bound to grow. We would like to keep the entry fees the same as past years but grow our payout to attract entries from across the nation. This Pre-Futurity is an integral part in the training process of a Snaffle Bit Futurity horse and having our Pre-Futurity in the same arena as the NRCHA Snaffle Bit Futurity should attract the attention of top competitors nationwide.

We have developed 3 sponsorship levels; 1) Named Futurity Sponsor for \$10,000 and Up ) Named Derby Sponsor for \$7,500 - \$10,000 ) A commitment of \$2,500 for a 3 years for a total of \$7,500. Each buy in slot would be considered a corporate sponsor for this event in 2017-2018-2019. This amount would be locked in for 3 years. Buying in at one year would not guarantee the same price for future years. Derby and Futurity sponsorships are subject to availability.

Corporate sponsors would receive signage for each slot purchased. Signs will be placed in the arena for the August event and at all other SRCHA events after the sponsorship is funded. SRCHA will arrange for signs to be produced with the sponsor's provided information or logo. Additionally, website, webcasts, social media and print advertising before, during and after the event will feature sponsor's names or logos. Sponsors will be announced throughout each SRCHA show during the year and at the SRCHA Pre Futurity Event. Sponsors may also provide advertising materials to be distributed at the shows. Finally, sponsors will be given a display booth at the any of our events as needed. (on a first commitment basis given the limited number of booths available).

SRCHA's goal, in all we do, is to provide a place for our members to showcase their horses and to increase awareness about our sport. Last year our association put on several clinics including a Free youth clinic that attracted over 50 kids, there were no fees what so ever for them to pay. At our August event all the youth entry fees were sponsored and our entry numbers for the youth classes were tripled from previous year. Our top trainers, volunteers and membership are dedicated to spreading the word regarding the Cow Horse. Our 2016 entry numbers were up by 44%, our payout out for the year was over \$276,000.00 in prize money and over \$24,000 in awards so we think 2017 is going to be GREAT and we couldn't do it without our sponsors. SRCHA shows are in the top 10 of all NRCHA approved events, 6 of which are NRCHA produced events. We are beyond excited to be in that category and it's because of you that we are. Thank you for helping us spread the word that Cow Horses are A Ride Of A Lifetime.

### Payout Schedule for the past several years.

	2013	2014	2015	2016
March	\$11,890.00	\$14,920.00	\$16,030.00	\$18,185
April	\$12,840.00	\$11,820.00	\$15,546.00	\$18,125
May	\$32,840.00	\$31,356.00	\$28,150.00	\$69,125
August	\$26,781.00	\$97,744.00	\$119,826.00	124,029
October	\$27,355.00	\$47,864.00	\$42,322.00	\$46,547
November	\$22,901.00	No Event	No Event	No Event
<b>TOTALS</b>	<b>\$134,607.00</b>	<b>\$203,704.00</b>	<b>\$221,874.00</b>	<b>\$276,011.50</b>
		52% Increase	9% Increase	25% Increase

**Entry Numbers**

<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
1437	2422	2499	3594
31% Increase over Previous Yr.	69% Increase over Previous Yr.	4% Increase over Previous Yr.	44% Increase over Previous Yr.

Thank you so much for your consideration and I have attached several items that include more about our sponsorship opportunities. As always we welcome any discussion or ideas you might have that would better your experience with SRCHA and benefit us both. Feel free to call me at anytime at this number 405-818-7556 or email at [glenz@lenzenterprises.com](mailto:glenz@lenzenterprises.com).

Sincerely,

Gay Lenz  
SRCHA Executive Director

***Officers: 2017***

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*President*

***Chris Dawson***  
*Vice President*

***James McBride***  
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***Birgit Self***  
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*Todd Crawford*  
*Chris Dawson*  
*CJ Shopbell*

**SRCHA Capital Campaign to Secure Added Money for SRCHA  
and the 2017 SRCHA Pre-Futurity in Ft. Worth, TX.**

Thank you for agreeing to be a corporate sponsor for our association and the August SRCHA Pre-Futurity and Horse Show.

- \$10,000 or Up Named Futurity Sponsor (2 Available Aug/Oct)
- \$7,500 -\$10,000 Named Derby Sponsor (2 Available Aug/Oct)
- ~~\$2,500-\$5,000 Named May Derby Sponsor (Taken)~~
- \$2,500 Three Year Commitment (2017-2018-2019)

I have agreed to the above Commitment to SRCHA and for the August SRCHA Pre Futurity & Horse Show.

\* \_\_\_\_\_  
Signature

Send logos or any information you would like on your signage and a bio for our website and other advertising material to [glenz@lenzenterprises.com](mailto:glenz@lenzenterprises.com) For questions call Gay Lenz at 405-818-7556.

Please send payment at your convenience.

Check       Credit Card \$ \_\_\_\_\_  
Amount Enclosed/Charged

\_\_\_\_\_cv#\_\_\_\_\_Zip\_\_\_\_\_

\_\_\_\_\_  
Card Number

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Name on Card

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Signature for Credit Charge