INTRODUCTION TO APHA & SPONSORSHIP OPPORTUNITIES
The endless ways Nature works her palette in creating an American Paint Horse is a large part of the breed’s appeal. Paints appear in a dazzling array of hues with an infinite variety of coat patterns.

No two Paints are ever alike
AMERICAN PAINT HORSE ASSOCIATION | Founded 1962

World’s Second Largest Equine Breed Registry

Fort Worth, TX
The Birth of APHA

Horses with color always have been part of the history and bloodlines of the American Quarter Horse. But the founders of AQHA labeled horses with excessive white “Cropouts” and chose to exclude them from their registry. That decision produced the birth of APHA and fueled its growth into the world’s second-largest equine breed association.
THE BIRTH OF APHA

FORMATION

• Created to officially recognize the quality and value of horses with beautifully colored coats and sound Western stock horse conformation

• Strictly opposed early perceptions that horses of color were unworthy of existing stock horse registries because they were “half-breeds” with undesirable excessive white markings

• About 1960, a small but determined group of advocates led by Rebecca Tyler Lockhart began speaking up against prevailing establishment and advocated creation of Paint stock-type horse registry

• Formed American Paint Stock Horse Association (APSHA) in 1962; by the end of the year, had attracted 150 members and registered 250 horses

MERGER PROPELLED GROWTH

• During the same period, the American Paint Quarter Horse Association (APQHA) had been formed in Abilene to register non-solid-colored foals resulting from the mating of two Quarter Horses

• In 1965, the two Paint Horse organizations merged to become the American Paint Horse Association (APHA) based in Fort Worth, TX; by year end, it had 1,350 members and 3,800 horses in its registry

• By 1997, APHA had become the second-largest equine breed association and stepped to the forefront of Western equine organizations

HAS NOW REGISTERED OVER ONE MILLION AMERICAN PAINT HORSES
APHA celebrates and supports the lifestyle around the beauty, athletic ability and uniqueness of the American Paint Horse.
APHA DELIVERS

• Prestige brand
• Large national membership base
• Attractive demographics
• Attractive geographics
• Passionate and loyal membership

SPONSOR RECEIVES

• Significant sales opportunities
• High-profile platform for producing trial and repeat purchase and growing sponsor’s share-of-market among APHA members
• Specific opportunities involving:
  OWNERSHIP – Valuable APHA real estate to occupy and own
  EYEBALLS – Timely reach and frequency of exposure
  ACCESS – 1:1 member engagement and interaction at national, regional and local levels
  STRATEGIC PLACEMENT – Sponsor’s product placed intelligently before the right influencers and buyers
  CONNECTIONS – Access to, and affiliation with, top Paint Horse performers, APHA leadership, corporate partners, alliance partners

UNIQUE SPONSORSHIP OPPORTUNITY

56% OF APHA MEMBERS ARE MORE LIKELY TO PURCHASE PRODUCTS SOLD BY APHA SPONSORS

• Valuable APHA real estate available to occupy and own
• Activation opportunities
• Return-on-Investment
In the many thousands of American households that include Paint Horses, strong bonds are formed, and the Paints become members of the family. They draw close to those around them melting hearts with their gentle disposition, loyalty and willing nature.
APHA MEMBER PROFILE STUDY

- Online survey by Decision Analyst Inc., Arlington, TX
- "Mini Simmons Consumer Study" customized for APHA
- Eight Chapters/120 Questions
- 5,282 completed surveys
- Approximately 9% of APHA membership
- Thorough demographics
- Participation profile
- Horse profile
- Sponsor support
- Products/services used
- Brands used
- Purchasing habits and patterns with specific spending on categories and brands
To us, Paint Horses are a link to nature in an increasingly mechanized and digitized world. We may no longer need them to get around or earn a living, but we certainly love the way they feed our souls.
COMPOSITE APHA MEMBER PROFILE

- Live in Rural Area (63%)
- Own 8 Horses; universe of 400,000 horses
- APHA Member for 7 years (46% 7+ years)
- 68% Female
- Avg. Age 45
- 50% Age 40-59; 75% Age 59 and under
- 62% Married
- $97,500 Average HHI
- 3.5 average HH size = 175,000
- 20% Own Business
- 45% Manager, Owner, Executive
- 65% Some College, College Graduate, Post Graduate
- $4.875 billion in cumulative HHI

IN VolvEMENT
Compete
Ride for Recreation/Pleasure
Breed/Train
With their magnificently patterned coats, Paint Horses appeal to our uniquely American desire to **Stand out from the crowd.**
THE APHA WOMAN

- 34,000 female members
- Horse is a friend, true member of family
- Have relationship with horses; own them for longer periods of time vs. horses as commodity
- Make informed and thoughtful decisions in caring for horses and always seek best care
- Value:
  - Active western lifestyle
  - Unique and distinctive beauty of the Paint Horse
  - Social experience shared with family and friends
  - Exercise and fitness
  - Choice to compete casually or more intensely
Our Paint Horse was born and bred in the USA. His ancestors came to the continent with the Spanish Conquistadores. His forerunners were revered by Native Americans who not only appreciated the horse’s stamina but also believed its unique markings held magical qualities.
**APHA TOP 20 STATES**

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<thead>
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<th>Rank</th>
<th>State</th>
<th>Members</th>
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<tr>
<td>20</td>
<td>Idaho</td>
<td>755</td>
</tr>
</tbody>
</table>
Working the Cattle Ranches

Painted Horses worked the huge, early-day cattle ranches. Along the way, they caught the eye of romantics everywhere and were immortalized by writers, artists and photographers.
STRONG PRINT MEDIA OFFERING

REACH 50,000 MEMBERS

FAMILY OF PUBLICATIONS DELIVERS ENGAGED READERS

CHROME
- Award-winning lifestyle and feature magazine launched in 2013
- Top five in circulation among all equine lifestyle publications
- Published three times a year (April, August, November)
- Reach entire APHA membership
- Printed edition to 44,000 members in North America plus digital edition to 6,000 international members

PAINT HORSE JOURNAL
- Monthly
- Circulation of 10,000
- Performance Horse exhibitors
- Average reader spends 3½ hours with each issue
When speaking of Paint Horses, the term color refers to not one, but two, characteristics: the animal's background color and the pattern created by its white markings.

3 basic Paint coat patterns

Tobiano, Overo and Tovero
APHA INTERACTIVE

POWERFUL SOCIAL MEDIA PRESENCE

APHA FACEBOOK
- 290,000+ Loyal Fans
- 67% Female
- 51% Age 18-34
- 24% Age 45+
- 11% Age 13-17
- 14% Age 35-44
- 47% U.S.
- 53% International (50+ Countries)

FRESH PAINT
- Monthly Video Broadcast hosted by APHA Executive Director Billy Smith
- Episodes archived on APHA Video YouTube Channel

BROAD-BASED WEB PLATFORM
- apha.com
- aphaonline.com
- apha.com/join (New member site)
- aphaworldshow.com (World Show site)
- mychromelife.com (CHROME site)
- apha.com/pbrip (Paint Barrel Racing Incentive Program site)
- Strong traffic & valued content
- Banner & video advertising availabilities

ANNUAL STATISTICS
- 700k+ Unique Visitors
- 1.4+ Million Visits
- 44.86% New Visitors
- 55.14% Returning Visitors
- 5.5+ Million Page Views
- Avg. 2.34 Pages/Visit
- 84% U.S. Visitors
- 16% International Visitors
- 04:33 Average Visit Duration
That brightly colored patterned coat encases a body built to perform. The Paint Horse conformation combines usefulness and beauty resulting in a mount that can do whatever you need him to do and look smashing in the process.
TWO MAJOR APHA SHOWS PRODUCED ANNUALLY IN FORT WORTH

- Founded 1985
- June, 13 days

- Will Rogers Memorial Center
- World of Color Gift Show

- 2016 Actual:
  - More Than $150,000 In Scholarships Paid Out
  - Third time: conducted simultaneously with National Appaloosa & Youth World Championship Shows
  - Significantly increased show size for both parties, sponsors and vendors
  - Social activities and certain competition classes shared with ApHC
  - 45 States Represented
  - 950 Horses (AjPHA & ApHC)
  - 4,000 Entries (AjPHA & ApHC)
  - 94 AjPHA Classes
  - 81 World Champion Titles
  - iEquine Live Broadcast Streaming
    - Active Countries: 86
    - Total Views: 68,966

- Founded 1984
- September, 11 days
- Will Rogers Memorial Center
- Colors of the Season Gift Show

- 2016 Actual:
  - More than $600,000 In Cash & Prizes Paid Out
  - 42 States & 5 Countries Represented
  - 1,050 Horses
  - 3,100 Entries
  - 282 Classes
  - 185 World Champion Titles
  - iEquine Live Broadcast Streaming
    - Active Countries: 95
    - Total Views: 318,341
Strength & explosive speed

A Paint looks like a color-splashed Quarter Horse with an overall build that bespeaks strength and athletic ability. Muscling is substantial and well defined throughout his body. The hindquarters are powerfully built with noticeable muscling in the croup, hip, stifle and gaskin – all markers of explosive speed.
**2016 APHA OPEN AMATEUR WORLD SHOW**

**SPECIAL ACTIVITIES**

**New Classes**

- All Breed ACHA Cutting Classes
- All Breed NCHA Cutting Classes
- Non-Pro 3-year-old and 4-, 5- & 6-year-old Reining Challenges
- Open and Non-Pro 4- & 5-year-old Working Cow Horse Challenges
- Non-Pro Limited Working Cow Horse Challenge
- Expanded Open and Amateur Ranch Riding & Trail Classes

**USTRC sanctioned all-breed team qualifier roping event presented by APHA**

- November 13-15 (three days)
- Will Rogers Memorial Coliseum
- First of five Open Division qualifying events for RFD-TV’s The American $2 million one day rodeo
- $5,000 cash bonus awarded to APHA members competing on registered Paint Horses
- More than 1,200 teams participated
Paint Horses come fully loaded with Brains, brawn and athletic ability.
## GENERAL APHA SPONSORSHIP OPPORTUNITIES

<table>
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<tr>
<th>ANNUAL SPONSORSHIP INVESTMENT</th>
<th>ANNUAL INVESTMENT PER MEMBER</th>
<th>INVESTMENT PER MEMBER PER MONTH</th>
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<td>$15,000</td>
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<tr>
<td>$100,000</td>
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### SPECIFIC OPPORTUNITIES

- **Title Sponsorship of Open/Amateur World Show**
- **Title Sponsorship of AjPHA Youth World Show**
- **Paint Horse Journal Pro Team** (presenting sponsorship & product contributions)
- **Markel APHA Professional Horsemen Program** (product contributions)
- **“Paint Cash” incentive program for events outside APHA including Reining, Roping, High School Rodeo, etc.** (title sponsorship & product contributions)
- **Paint Alternative Competition (PAC)** (title sponsorship & product contributions)
- **APHA Year-End Awards program product contributions**
- **2017 APHA Convention Welcome Party** (title sponsorship)
- **APHA World Show Intermediate Division Sponsorship**
- **APHA World Show Walk-Trot Division Sponsorship**

- **$15,000** – World Show Sponsorship (cash/in-kind)
- **$25,000** – Beginning level of Corporate Partnership with customized opportunities; ownership of certain designated APHA real state
- **$75,000** – Beginning level of category exclusivity
- **$100,000+** – Major sponsorship involving naming rights as title or presenting sponsor of event
The Versatile Paint Horse can do whatever we ask of them: carry us down a trail, sort a herd of cattle, perform in a show ring, or race down a track.
GENERAL DELIVERABLES

WE WORK WITH YOU TO FULLY CUSTOMIZE FROM RANGE OF OPTIONS

- Define exclusive APHA real estate ownership opportunities
- Formal announcement of partnership & initiatives
- Publications (editorial and advertising – CHROME, Paint Horse Journal, World Show Programs, etc.)
- Mail list access & APHA mailing inclusions
- Targeted email blasts
- Digital advertising on various APHA websites
- Venue signage and recognition (scoreboard, announcements, awards presentation)
- Premium Gift Show space
- Strategic social media inclusion
- APHA World Show receptions and social gatherings
- Special corporate hospitality opportunities for supply chain and end users
- 1:1 interaction with membership
- Promote product trial and repurchase
- Equine industry publicity
- Exceptional customer service from APHA Staff
- Other TBD in response to your needs; target and support your strategic areas of interest
Pride

Performance
PERFECT TIME TO CONSIDER SPONSORSHIP WITH WORLD’S SECOND LARGEST EQUINE ASSOCIATION

- Full court press on creating and building strong corporate partnerships going into 2018 and beyond
- Ground floor opportunity to establish significant immediate presence within APHA sponsorship hierarchy
- Deliverables designed in partnership to maximize impact and ensure investment is fully leveraged through high profile year-around presence
- Commitment to execute fully and to a high standard
- Expand reach into stock horse market; gain valuable additional frequency of exposure among those who are also AQHA members
- Eager to begin demonstrating our value
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kcrawford@apha.com

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