

# 2022 Sponsor Overview

WE CAN'T WAIT TO START THE NEW YEAR WITH YOU!

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AMERICAN

**P A I N T**

**H O R S E** ASSOCIATION

# What is this?

We have enclosed notes, details, and a calendar of due dates to fulfill your sponsorship benefits and help you plan your year.

\*Please note that an item may be present on the calendar that is not present in your contract – this is so you are aware of all available opportunities throughout the year. Read through this carefully and refer to as needed. If you have any questions, please do not hesitate to contact us.



 **Journal**

# Wrapping Up 2021

**January/February Paint Horse Journal**


- Stallion Issue & National Championships Showcase

**Happy Holidays!**

*The APHA Team*

HAPPY  
*holidays*



 **Journal**

# COVID-19 Updates

We are staying in contact with local and state authorities regarding the ongoing COVID-19 pandemic and will continue to keep you updated on how this may affect APHA events.

We were able to have all our 2021 events while observing the recommended safety protocols. With the help of our amazing sponsors, we were able to try new ways of engaging our members that allowed them to remain compliant with social distancing and masking procedures, such as:

- Holding our annual Convention through Discord to remain socially-distanced and compliant, and allow all national directors and members the opportunity to participate;
- Continuing with our virtual showing platform, E-SHOWS, to where members could affordably show from the comfort of their own barns;
- Offering our regional clubs access to PPE and other materials, with the help of our sponsors;

We will continue to think outside of the box and thank you so much for your support!

For more updates on all the Association is doing to progress on the safe path to success, visit <https://apha.com/covid-19-updates/>.

# Specs, Content Submission & Show Deadlines

## APHA Publication Specs

- **Paint Horse Journal:** Live Image Area: 7.25" x 9.5" | Trim Size: 8.25" x 10.5" | Bleed Size: 8.5" x 10.75"
- **CHROME:** Live Image Area: 8.5" x 10.75" | Trim Size: 10" x 12" | Bleed Size: 10.25" x 12.25"
- **Web Banner:** 728 x 90 OR 350 x 234

## APHA Content Submission

We ask that all your digital content submissions be made via Dropbox (for larger files) or sent in via email as an attachment (for smaller files) to ensure image quality. If Dropbox does not work, please share it with us via email or through another sharing medium. File resolution should be at least 300 dpi.

## World Show Note/Opportunity Deadlines

The Youth and Open/Amateur shows will remain together and be held in the summer, which means that we'll only have one set of deadlines for World Show materials. Please refer to the attached calendar for additional deadlines and opportunities.



# World Show Items

## Digital Items & Specs

- **Scoreboard/Livestream Commercial** : :30 second commercial as .MOV, .MP4, or MXF file
  - *Unless you otherwise specify, APHA will use your commercial for other events as needed.*
- **PSAs (if no videos)** : Provide text for arena announcements & desired logo to create a static commercial
- **Social Media Content**: Provide any images/content/links/etc. APHA will tailor to fit our audience.
- **Web Banner**: 728 x 90 pixels OR 350 x 234 pixels

*\*Email or Dropbox to [dmills@apha.com](mailto:dmills@apha.com)*

## Physical Items

- **Exhibitor Bag Items** : Fliers/samples (**WS Qty: 1900**)
  - This is also an opportunity to include items for other events, so you'll only need to ship once. If you do not wish to send additional items for these events, any remaining items will be used towards these.
- **Warm-Up Arena Vinyl Banners** : Up to two (2) banners, sizes 3'x6' or 3'x8'
  - We may have banners on file, but this is an opportunity to provide new banners if branding/message has changed.

*\*Ship to: APHA c/o Desiree Mills, 122 East Exchange Avenue, Suite 420, Fort Worth, TX 76164*

# The Halter Million\* Items

*\*Was the Lone Star Gathering in 2021*

## Digital Items & Specs

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  - *Unless you otherwise specify, APHA will use your commercial for other events as needed.*
- **PSAs (if no videos)** : Provide text for arena announcements & desired logo to create a static commercial
- **Social Media Content:** Provide any images/content/links/etc. APHA will tailor to fit our audience.
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## Physical Items

- **Exhibitor Bag Items** : Fliers/samples (**LSG/HM Qty: 300**)
  - Any remaining items will be used towards other events.
- **Warm-Up Arena Vinyl Banners** : Up to two (2) banners, sizes 3'x6' or 3'x8'
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*\*Ship to: APHA c/o Desiree Mills, 122 East Exchange Avenue, Suite 420, Fort Worth, TX 76164*

# Recommendations

## Scheduling

- For the items in your contract (please refer to your contract as it is a separate document), it is highly encouraged that you schedule out the date ranges for items to go out (i.e., eblasts, social media posts, etc.) so that we can help you manage the year. These items can be scheduled as far in advance as needed and then we can check in with you beforehand so that you have a reminder.
- Eblasts should be scheduled **at least two weeks in advance** of the date you'd prefer it to go out. This way, we can ensure that your date will not unnecessarily compete with any other scheduled eblasts, and all technical issues can be resolved with enough time.

## Digital Pieces

- If possible, please provide web banners in the two sizes (728x90 and 350x234 pixels). This has shown to offer more exposure and increase the promotion's click rate. JPG, PNG, or GIF banners are accepted.
- Please limit social media videos from :30 - :45 seconds.
- When using a digital piece, informational pieces are good, but a clear call-to-action is best.

## Opportunities

- All the below items are great opportunities to reach our members further at specific APHA events:
  - **APHA Convention:** will be hybrid this year, but opportunities for banner ads, commercials, etc.
  - **AjPHA (Youth Leadership Conference & Convention):** receptions, banquets, scavenger hunt, scholarships, etc.
  - **E-SHOWS:** class sponsorships, awards, etc. (<https://apha.com/showing/e-shows/>)
  - **World Show (Youth and Open/Amateur – combined):** hospitality rides, happy hours, receptions, VIP tables, tradeshow booth
  - **Cowgirl Gathering:** specific event sponsorships (<http://www.cowgirlgathering.com/>)
  - **Halter Million:** class sponsorships, happy hours, receptions, etc. (<https://apha.com/thelonestargathering/>)


## Ideas

- We are open to your ideas to further promote your organization and the Association. Let us know if there is something you are interested in pursuing.



# DATES TO KEEP IN MIND:

- **December 31** - APHA Office closed  
(New Year's observation)

2022 JANUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# 2022 FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					


## DATES TO KEEP IN MIND:

- **February 18** – March/April ad deadline – Year-End Results [PHJ]
- **February 15 – 22, 25-27** – APHA Convention, Fort Worth, TX
  - Tentative dates:
    - February 15 – 22: Committee Zoom Meetings
    - February 25: Expo and Welcome Party
    - February 26 – 27: General Membership Meeting

# DATES TO KEEP IN MIND:

- **March 3** – Spring ad deadline  
[CHROME]

# 2022 MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# DATES TO KEEP IN MIND:

- **April 15** – APHA Office closed (Good Friday)
- **April 22** – May/June World Show Program ad deadline [PHJ]



# 2022 APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 	16
17	18	19	20	21	22 	23
24	25	26	27	28	29	30

## DATES TO KEEP IN MIND:

- **May 16** – Digital item deadline for World Show (Commercials, PSA's, web banners, social media)
- **May 30** – APHA Office closed (Memorial Day)





# 2022 MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 	17	18	19	20	21
22	23	24	25	26	27	28
29	30 	31				

# DATES TO KEEP IN MIND:

- **June 10** – Physical item deadline for World Show (Banners, bag items)
- **June 16** – July/August ad deadline – Trainers & Horse and Farm Care [PHJ]
- **June 24-July 10** – APHA World Show & AjPHA National Convention, Fort Worth, TX




# 2022 JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10 	11
12	13	14	15	16 	17	18
19	20	21	22	23	24	25 
26 	27	28	29	30		

# DATES TO KEEP IN MIND:

- **July 1** – Hall of Fame Induction Ceremony, Fort Worth, TX
- **July 4** – APHA Office closed (Fourth of July)
- **June 24-July 10** – APHA World Show & AjPHA National Convention, Fort Worth, TX
- **July 12** – Fall ad deadline [CHROME]



# 2022 JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 	2 →
3 →	4 	5	6	7	8	9 →
10 →	11	12 	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## DATES TO KEEP IN MIND:




- **August 1** – September/October World Show Program & National Championships ad deadline [PHJ]
- **August 19** – Winter CHROME fashion photo shoot item deadline

# 2022 AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19 	20
21	22	23	24	25	26	27
28	29	30	31			





# 2022 SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 	6	7	8	9 	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
						

## DATES TO KEEP IN MIND:

- **September 5** – APHA Office closed (Labor Day)
- **September 9** – The Lone Star Million bag item deadline
- **September 27 – October 2** – The Halter Million, Fort Worth, TX
  - Opportunity to reach halter population



# 2022 OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21 	22
23	24	25	26	27	28	29
30	31					

## DATES TO KEEP IN MIND:

- **October 3** – Winter ad deadline [CHROME]
- **October 21** –  
November/December ad deadline  
– Breeders' Showcase [PHJ]



# 2022 NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24 	25 	26
27	28	29	30			

## DATES TO KEEP IN MIND:

- Cowgirl Gathering (specific dates TBD)
- November 24 - 25 – APHA Office closed (Thanksgiving)

# 2022 DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 	24
25	26 	27	28	29	30	31

## DATES TO KEEP IN MIND:

- **December 2** – January/February 2023 PHJ ad deadline – Stallion Issue
- **December 23-26** – APHA Office closed (Christmas)

*marked for greatness™*



Questions?

Contact **Kurt Crawford** ([kcrawford@apha.com](mailto:kcrawford@apha.com), 817.222.6445) or **Desiree Mills** ([dmills@apha.com](mailto:dmills@apha.com), 817.222.6404).