

2023 Sponsor Overview

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



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.



Wrapping Up 2022

Holiday eblasts and social media posts

- Eblasts: Need HTML or jpg flier with click-thru link, subject line, desired send date range, audience
- Social Media : Need imagery, copy, and desired send date range

January 2023 Web Banners

- Sizes 728x90 pixels and/or 350x234 pixels
- Provide click-thru links and run dates

Spring 2023 Paint Horse Journal

- Stallion Issue

Happy Holidays!

The APHA Team



 **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 2022 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 pixels

Paint Horse Journal Rate Card

CHROME Rate Card

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 held in the summer, and the Halter Million show will be held in the fall. To provide ease of submission, materials can be used for both events unless otherwise specified by sponsor. Please refer to the attached calendar for additional deadlines and opportunities.



Annual Convention Items

Digital Items & Specs

- **Social Media Content:** Provide any images/content/links/etc. APHA will tailor to fit our audience.

**Email or Dropbox to dmills@apha.com*

Physical Items

- **Convention Bag Items :** Fliers/samples (**Convention Qty: 300**)
- **Opportunity to attend general Convention events**

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

AMERICAN PAINT HORSE ASSOCIATION

CONVENTION
& membership meeting 2023



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 OR 350 x 234 pixels

*Email or Dropbox to 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



Halter Million 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 OR 350 x 234 pixels

*Email or Dropbox to dmills@apha.com

Physical Items

- **Exhibitor Bag Items** : Fliers/samples (**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'
 - 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



Red Steagall Cowboy Gathering 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.*
- **Social Media Content:** Provide any images/content/links/etc. APHA will tailor to fit our audience.
- **Web Banner:** 728 x 90 OR 350 x 234 pixels

**Email or Dropbox to dmills@apha.com*

Physical Items

- **Exhibitor Bag Items** : Fliers/samples (**Red Steagall Qty: 50**)
 - 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'
 - 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
Cowgirl
Gathering

Cowgirl Gathering 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.*
- **Social Media Content:** Provide any images/content/links/etc. APHA will tailor to fit our audience.
- **Web Banner:** 728 x 90 OR 350 x 234 pixels

**Email or Dropbox to dmills@apha.com*

Physical Items

- **Exhibitor Bag Items** : Fliers/samples (**Cowgirl Gathering Qty: 250**)
 - Items to be split between Essence Exchange bags and Fashion Show bags.
 - 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'
 - 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*

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 to 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 goodie bag items, attendance to events, 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
 - **Red Steagall Cowboy Gathering:** specific event sponsorships (<https://www.redsteagallcowboygathering.com/>)
 - **Cowgirl Gathering:** specific event sponsorships (<http://www.cowgirlgathering.com/>)
 - **Halter Million:** class sponsorships, happy hours, receptions, etc. (<https://apha.com/haltermillion/>)

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:

- **January 1** - APHA Office closed (New Year's observation)
- **January 6** – Spring Paint Horse Journal print deadline (Stallion Issue)

January 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
 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:

- **February 10** – Convention bag item deadline
- **February 24-26** – APHA Convention, Fort Worth, TX

February 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
				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					

Calendar annotations:

- A calendar icon is located in the cell for February 10.
- A right-pointing arrow is located in the cell for February 26.
- A left-pointing arrow is located in the cell for February 24.

DATES TO KEEP IN MIND:

- **March 3** – Spring CHROME ad deadline
 - Including Style Guide insertion (blurb and lifestyle or product image)

March 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			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 14** – APHA Office closed (Good Friday)
- **April 28** – Summer Paint Horse Journal ad deadline (World Show Program and Trainers Guide)




April 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						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 1** – Cowgirl Gathering goodie bag deadline
- **May 12 – 26** – Cowgirl Gathering
- **May 15** – Digital item deadline for World Show (Commercials, PSA's, web banners, social media)
- **May 29** – APHA Office closed (Memorial Day)



May 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	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 9** – Physical item deadline for World Show (Banners, bag items)
- **June 23-July 9** – APHA World Show & AjPHA National Convention, Fort Worth, TX
 - **June 30** – APHA Hall of Fame Induction Ceremony & Reception

June 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
					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 4** – APHA Office closed (Fourth of July)
 - APHA World Show Horse Show Office will remain open during this time.
- **June 23-July 9** – APHA World Show & AjPHA National Convention, Fort Worth, TX
- **July 7** – Fall CHROME ad deadline

July 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						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 4** – Fall Paint Horse Journal ad deadline
- **August 25** – Winter CHROME fashion photo shoot item deadline
- **August 25** – Halter Million digital items deadline
 - If changing from what was sent for the World Show


August 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		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:

- **September 4** – APHA Office closed (Labor Day)
- **September 8** – The Halter Million bag item deadline
- **September 29** – Red Steagall Cowboy Gathering bag item deadline
- **September 23 – October 1** – The Halter Million, Fort Worth, TX
 - Opportunity to reach halter population

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
	3	4	5	6	7	8
						
	10	11	12	13	14	15
	17	18	19	20	21	22
	24	25	26	27	28	29
						

DATES TO KEEP IN MIND:

- **September 23 – October 1** – The Halter Million, Fort Worth, TX
- **October 2** – Winter CHROME ad deadline
- **October 9** – Cowboy Gathering physical item deadline
- **October 27** – Winter Paint Horse Journal ad deadline
- **October 27 – 29** – Red Steagall Cowboy Gathering

October 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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:

- **November 23 - 24** – APHA Office closed (Thanksgiving)

November 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			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:

- **December 23-26** – APHA Office closed (Christmas)

December 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat		
						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								

marked for greatness™



Questions?

Contact **Kurt Crawford** (kcrawford@apha.com, 817.222.6445) or **Desiree Heath Mills** (dmills@apha.com, 817.222.6404).