



AMERICAN **P A I N T**
H O R S E ASSOCIATION

2024 Sponsor Overview

IT'S GOING TO BE A GREAT YEAR WITH YOU!

What is this?

Explore the exciting world of sponsorship benefits with our enclosed notes, detailed information, and a dynamic calendar filled with due dates!

Plan your year with precision and discover additional opportunities not specified in your contract.

Dive into the details, stay informed, and unleash the full potential of your sponsorship.

Any questions? Don't hesitate to reach out – we're here for you!



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



Leadership Gathering

Digital Items & Specs

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

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

Physical Items

- Convention Bag Items: Fliers/samples (**Convention Qty: 300**)

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

- Opportunity to attend open events



Cowgirl Gathering

Digital Items & Specs

- Scoreboard/Livestream Commercial: 30-second commercial as .MOV, .MP4, or .MXF file
 - *Unless otherwise specified, APHA will use your commercial for other events as needed.*
- Social Media Content: Provide any images/content/links/etc. APHA will tailor it 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 and Fashion Show bags.
 - Any remaining items will be used for other events.
- Warm-Up Arena Vinyl Banners: Up to two (2) banners, sizes 6'x3' or 8'x3'
 - 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*



World Show

Digital Items & Specs

- Scoreboard/Livestream Commercial: 30-second commercial as .MOV, .MP4, or .MXF file
 - *Unless otherwise specified, APHA will use your commercial for other events as needed.*
- PSAs (if no videos): Provide text for arena announcements and desired logo to create a static commercial
- Social Media Content: Provide any images/content/links/etc. APHA will tailor it 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 6'x3' or 8'x3'
 - 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

Digital Items & Specs

- Scoreboard/Livestream Commercial: 30-second commercial as .MOV, .MP4, or .MXF file
 - *Unless otherwise specified, APHA will use your commercial for other events as needed.*
- PSAs (if no videos): Provide text for arena announcements and desired logo to create a static commercial
- Social Media Content: Provide any images/content/links/etc. APHA will tailor it 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 for other events.
- Warm-Up Arena Vinyl Banners: Up to two (2) banners, sizes 6'x3' or 8'x3'
 - 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

Digital Items & Specs

- Scoreboard/Livestream Commercial: 30-second commercial as .MOV, .MP4, or .MXF file
 - *Unless otherwise specified APHA will use your commercial for other events as needed. APHA will use your commercial for other events as needed.*
- Social Media Content: Provide any images/content/links/etc. APHA will tailor it 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: 140**)
 - Any remaining items will be used for other events.

**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 so that we can help you manage the year. These items can be scheduled as far in advance as needed, and 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

- 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.
- 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 Leadership Gathering:** opportunities for goodie bag items, attendance to events, etc.
 - **AjPHA (Youth Leadership Gathering & Conference):** banquets, scavenger hunt, scholarships, etc.
 - **E-SHOWS:** class sponsorships, awards, etc.
 - **World Show (Youth and Open/Amateur – combined):** hospitality rides, happy hours, receptions, VIP tables, vendor space
 - **Red Steagall Cowboy Gathering:** specific event sponsorships, attendance at events, etc.
 - **Cowgirl Gathering:** specific event sponsorships, goodie bags, attendance at events, etc.
 - **APHA/WCHA Halter Million:** class sponsorships, happy hours, receptions, etc.



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.

JANUARY

DATES TO KEEP IN MIND:



- **January 1** - APHA Office closed (New Year's observation)
- **January 5** - Spring *Paint Horse Journal* print deadline (Stallion Issue)

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FEBRUARY

DATES TO KEEP IN MIND:

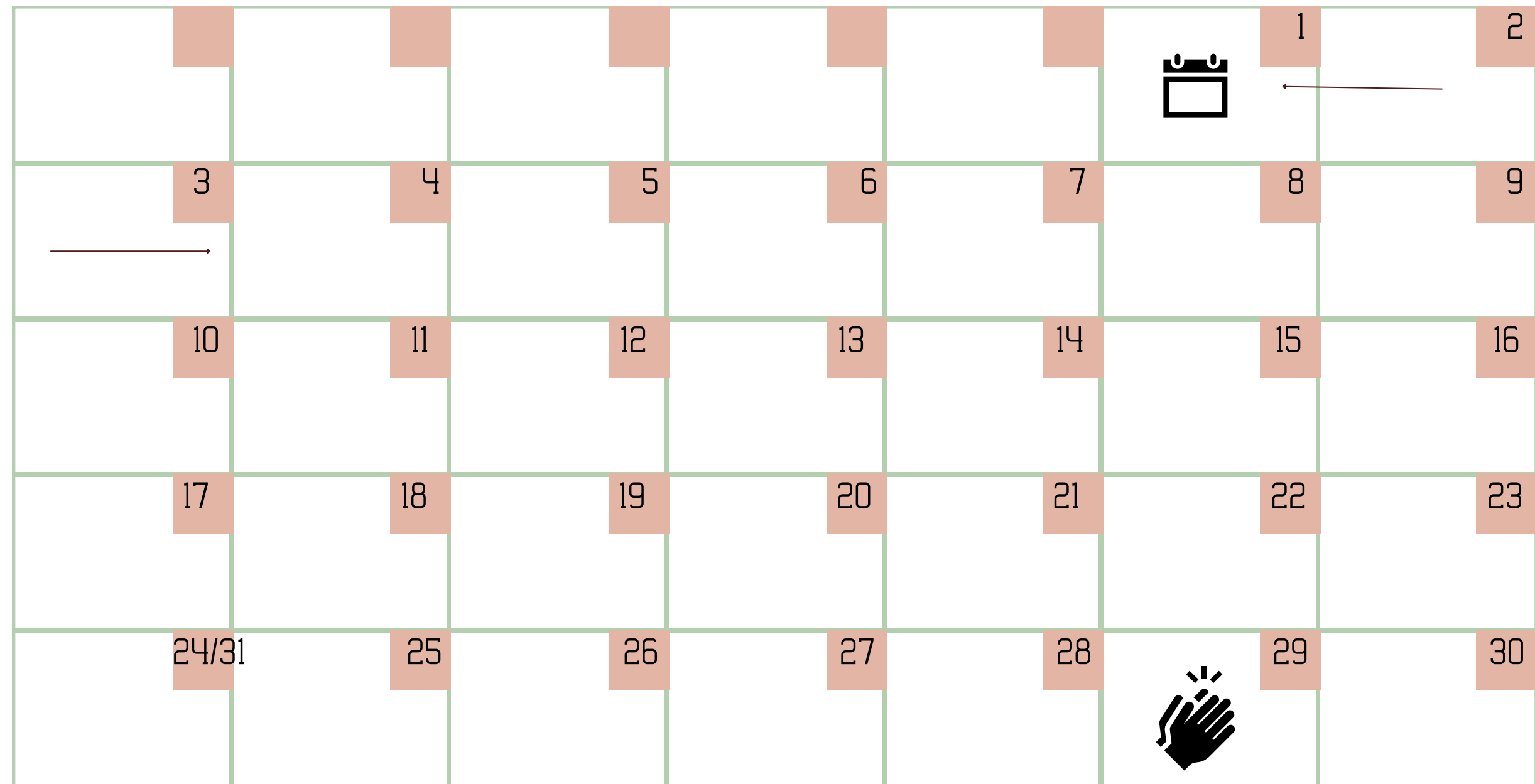
- **February 16** – Leadership Gathering bag item deadline
- **February 29 - March 3** – APHA & AjPHA Leadership Gathering, Fort Worth, TX

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MARCH

DATES TO KEEP IN MIND:


- **March 1** – Spring *CHROME* ad deadline
 - Including Style Guide insertion (blurb and lifestyle or product image)
- **February 29 – March 3** – APHA & AjPHA Leadership Gathering, Fort Worth, TX
- **March 29** – APHA Office closed (Good Friday)



APRIL

DATES TO KEEP IN MIND:

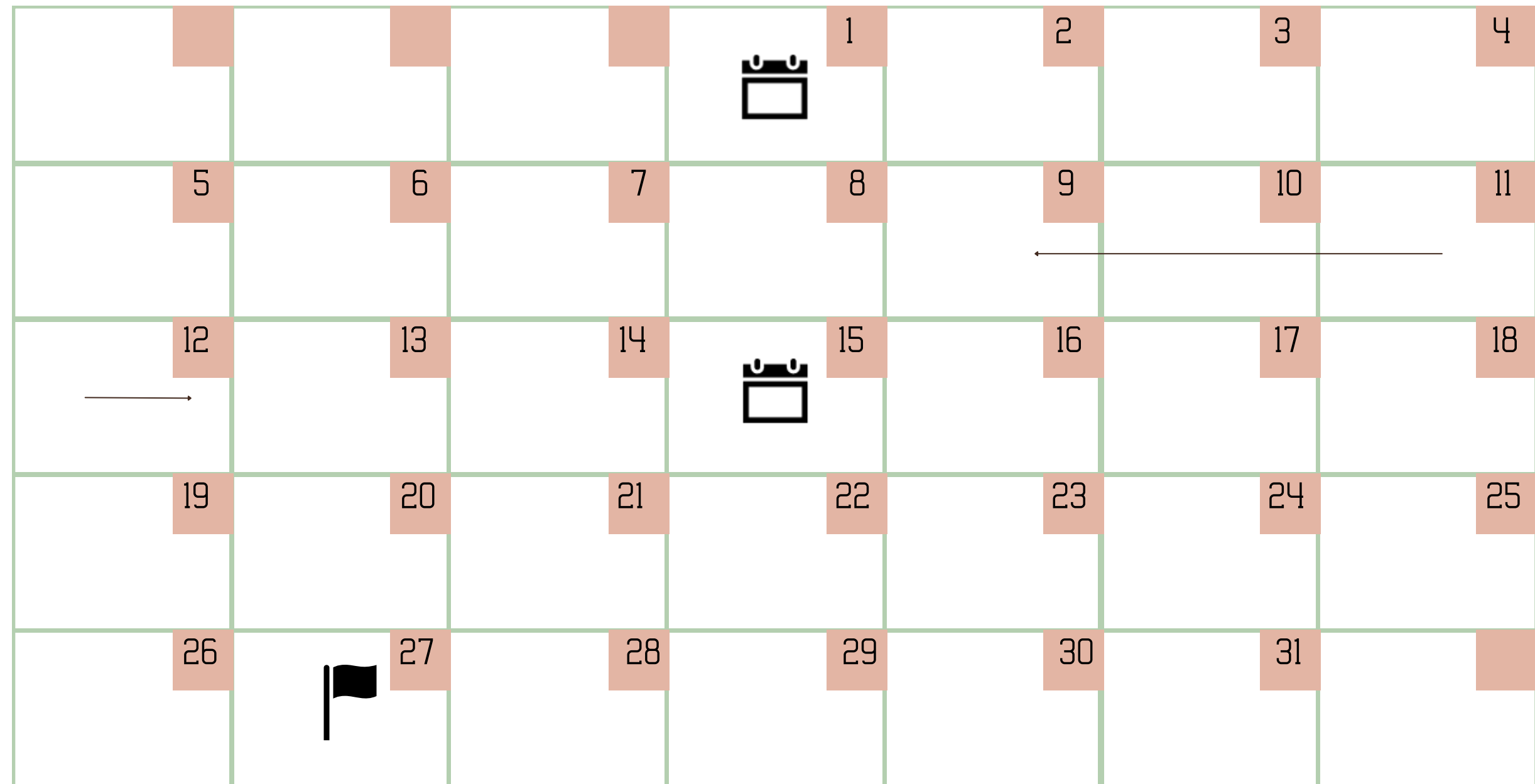
- **April 26** – Summer *Paint Horse Journal* ad deadline (World Show Program and Trainers Guide)

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MAY

DATES TO KEEP IN MIND:

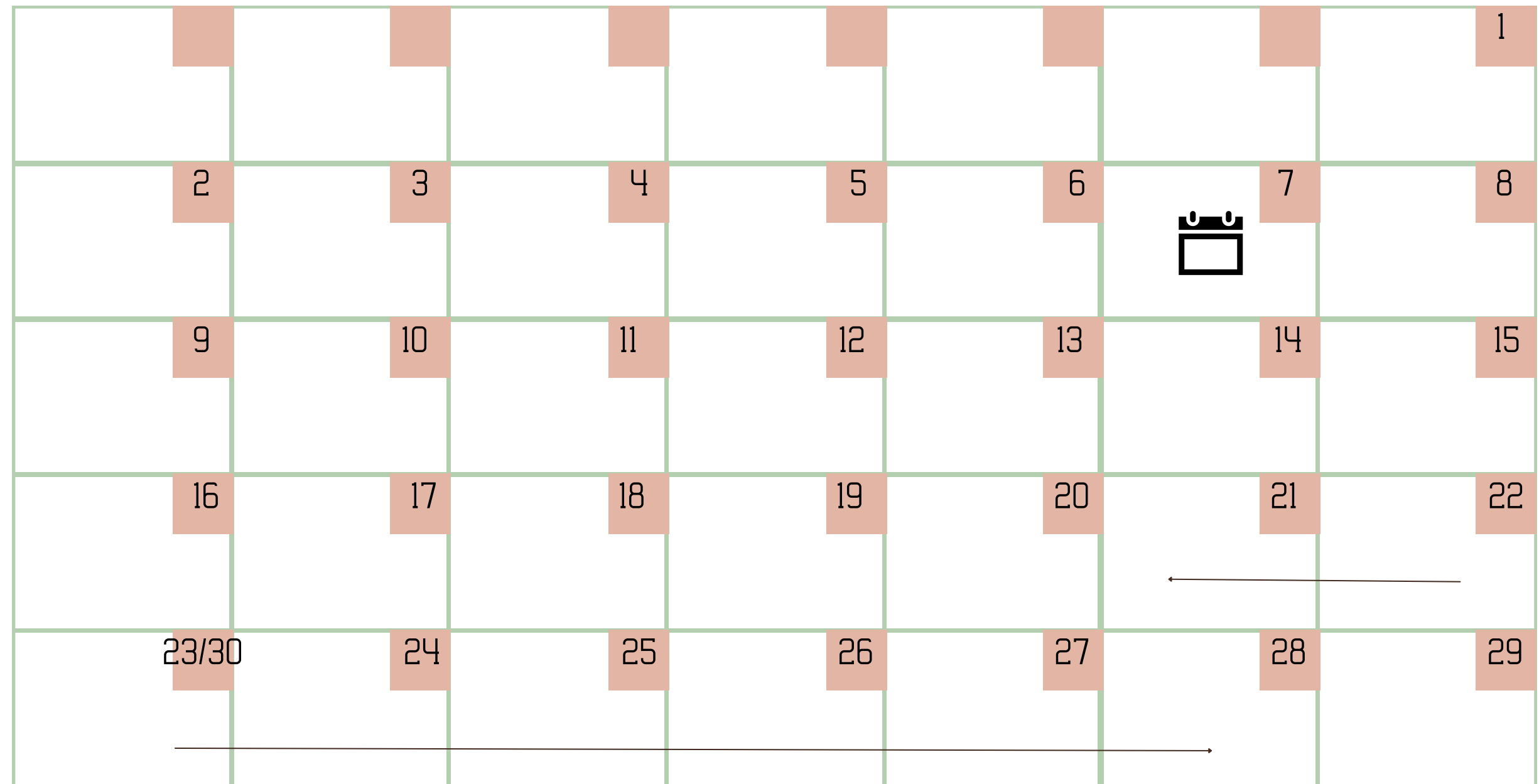
- **May 1** – Cowgirl Gathering goodie bag deadline
- **May 9–12** – Cowgirl Gathering, Fort Worth, TX
- **May 15** – Digital item deadline for World Show (Commercials, PSAs, web banners, social media)
- **May 27** – APHA Office closed (Memorial Day)



JUNE

DATES TO KEEP IN MIND:

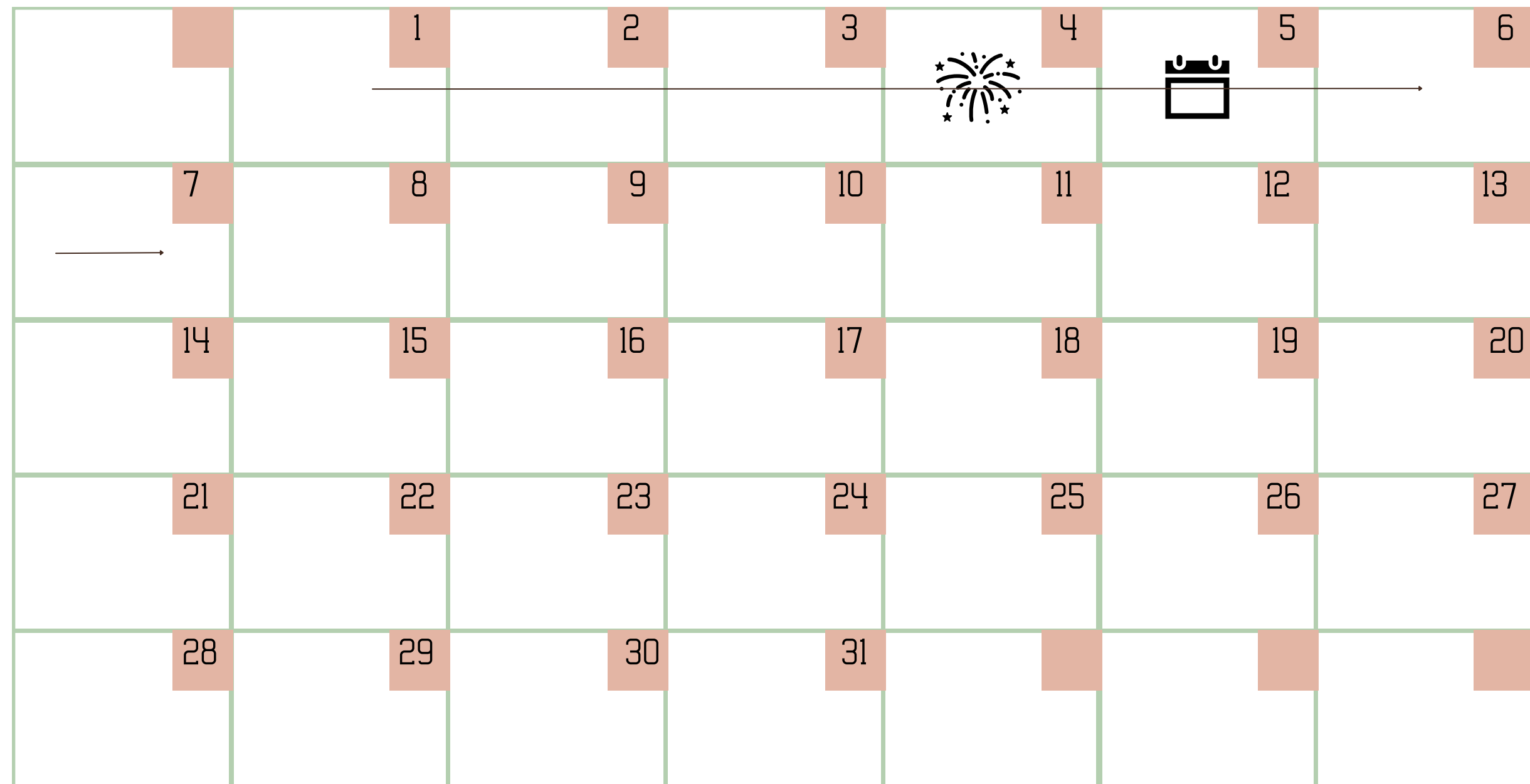
- **June 7** – Physical item deadline for World Show (Banners, bag items)
- **June 21-July 7** – APHA World Show & AjPHA National Convention, Fort Worth, TX
 - **Date TBD** – APHA Hall of Fame Induction Ceremony & Reception



JULY

DATES TO KEEP IN MIND:

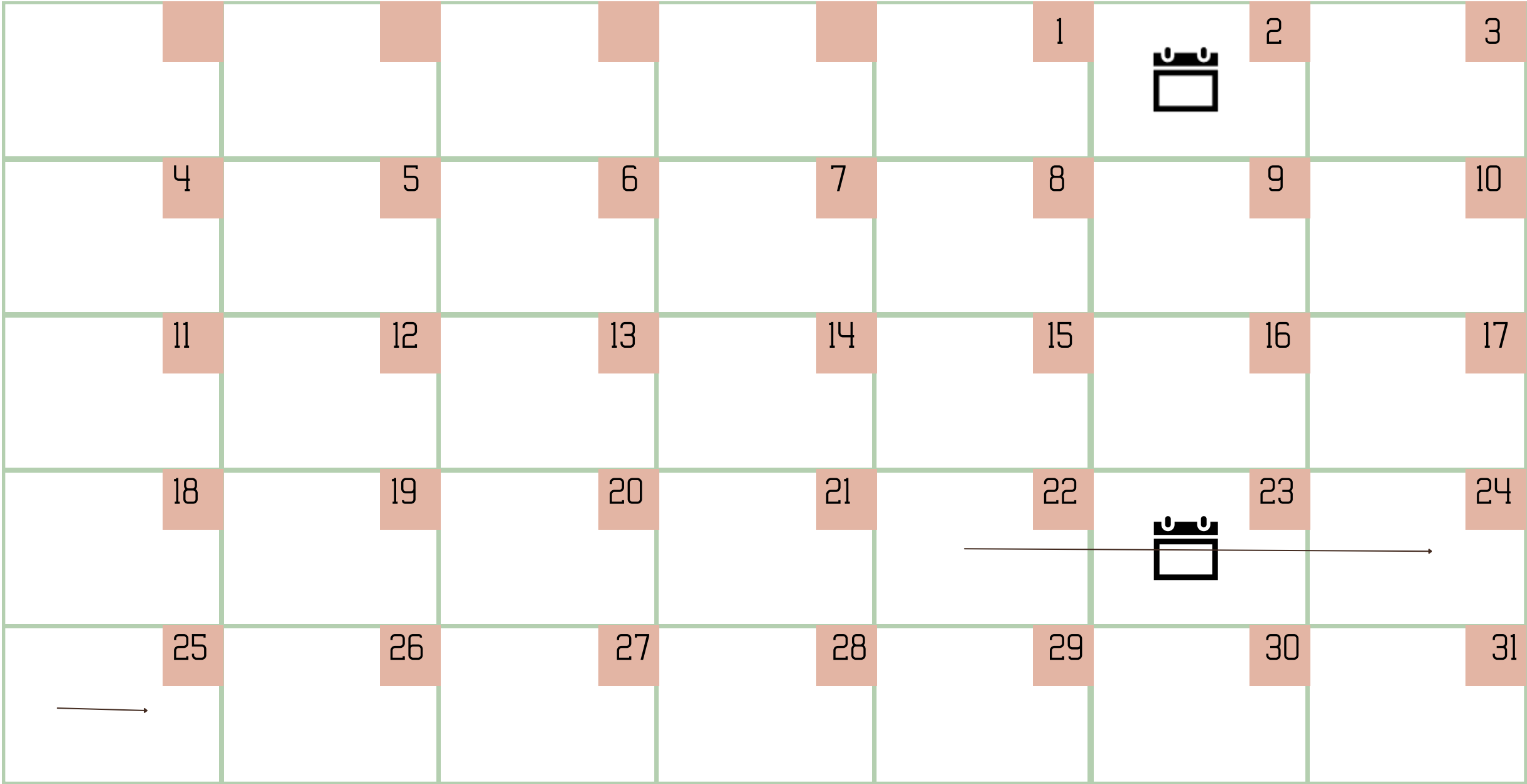
- **July 4** – APHA Office closed
(Fourth of July)
 - APHA World Show Horse Show
Office will remain open during this
time.
- **June 21-July 7** – APHA World
Show & AjPHA National
Convention, Fort Worth, TX
- **July 5** – Fall *CHROME* ad
deadline



AUGUST

DATES TO KEEP IN MIND:

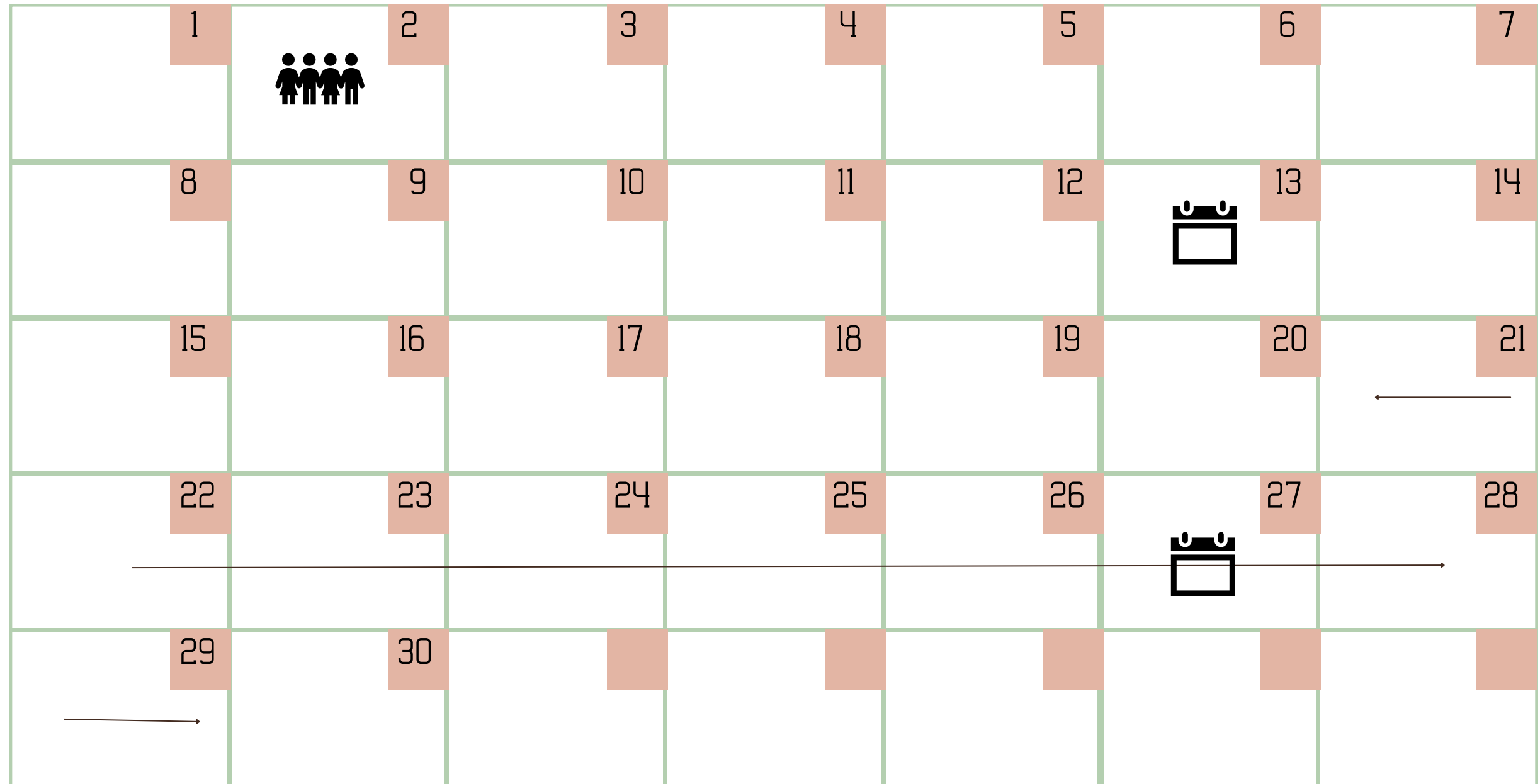
- **August 2** – Fall *Paint Horse Journal* ad deadline
- **August 22-25** – APHA Eastern National Championship
 - World Equestrian Center, Wilmington, OH
- **August 23** – Winter *CHROME* fashion photo shoot item deadline
- **August 23** – Halter Million digital items deadline



SEPTEMBER

DATES TO KEEP IN MIND:

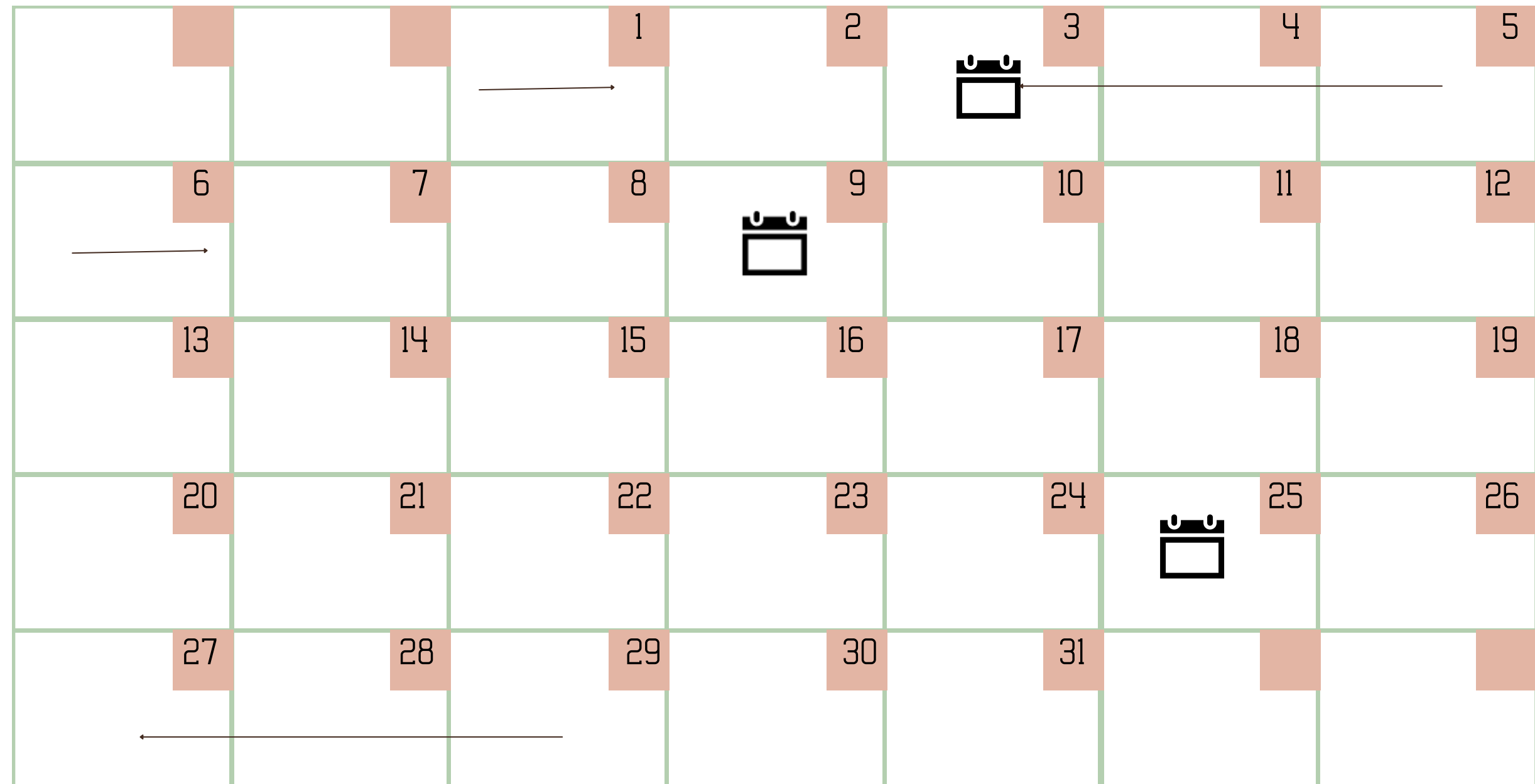
- **September 2** – APHA Office closed (Labor Day)
- **September 13** – Halter Million bag item deadline
- **September 27** – Red Steagall Cowboy Gathering bag item deadline
- **September 21-29**– Halter Million, Fort Worth, TX



OCTOBER

DATES TO KEEP IN MIND:

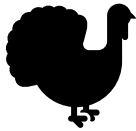
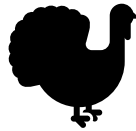
- **September 23 – October 1** – Halter Million, Fort Worth, TX
- **October 3** – Winter *CHROME* ad deadline
- **October 3-6** – APHA Western National Championships
 - South Point Arena & Equestrian Center, Las Vegas, NV
- **October 9** – Cowboy Gathering physical item deadline
- **October 25** – Winter *Paint Horse Journal* ad deadline
- **October 27 – 29** – Red Steagall Cowboy Gathering, Fort Worth, TX



NOVEMBER

DATES TO KEEP IN MIND:




- **November 28 - 29** – APHA
Office closed (Thanksgiving)

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DECEMBER

DATES TO KEEP IN MIND:

- **December 24-26** – APHA Office closed (Christmas)

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	29		30		31								



Questions?

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