

Sponsoring
guides

Many thanks!



Opportunities



Dear horse friends,

The Appaloosa belongs to the 3 most popular American horse breeds with currently around 650'000 registered horses all over the world. The Appaloosa has roots dating back to the Nez Perce Indians who were the only tribe that already carried on the breeding of horses by carefully considering the same criteria horse breeders account for today. Appaloosas are known the world over for their unique coat patterns, for their strength, speed, power of endurance and athletic ability and for their intelligence.

In 1938 the Appaloosa Horse Club — a sport and breeding association — was founded in Moscow (Idaho) aiming to promote and spread Appaloosa horses. Since then affiliate associations have been founded in many countries all over the world. The affiliates pursue the same goals, principles and rules within their borders as the head quarter in Moscow does.

We — the European Appaloosa Foundation — are the European affiliates with currently around 150 members. Each year we put in place a project with international importance: the organization of the European Championship for Appaloosas.

With more than 100 horses and 450 entries, this competition is going to be the biggest European event of our breed. Along competitors from Germany, Austria, France, Italy and Switzerland also participants from Netherlands, Denmark, Sweden, Belgium, Czech Republic, Great Britain are expected to join each year.

Since many years the European Championships is organised succesfully and are looking forward to this challenge this year.

The **European Championship** will be held from October 17th - 23rd, 2022 in Grathem (NL) at the Reining center Murthenhof facility located between Maastrich and Eindhoven, closed to the German and Belgian borders. In addition to many active volunteers we rely on financial support – it is impossible to perform such an event without any sponsors. The aid money will be exclusively used for this event.

To bring more horses and riders, We will organise, at the same time, an NSBA competition: A **European Color Breed Congress**. This will be the first time such kind of show will be organised in Europe. In such competition, Appaloosa will compete with competitors from other American breeds approved by the NSBA.



This year we launched a European Futurity program dedicated to promote European breeding programs. The first Futurity classes will be organised during the Championship.

Could you think of supporting our European Championship and the European Color Breed Congress with a certain amount? We can offer you different sponsoring opportunities (see details on the next slides):

- Main sponsor € 2'500
- Advertising in the program € 80 - € 340
- Advertising in sports fields (per m2) € 100
- Sponsoring of a class € 300
- Stand during the horse show € 150 - € 200
- Sponsoring a champion buckle € 250
- Back number sponsor € 600
- Trail gate sponsor € 200
- Benefactor € 50

We would appreciate very much getting you as a sponsor of the European Championship Appaloosa Show 2022. In behalf of the organization committee we already thank you in advance for your trust.

For further questions don't hesitate to contact us.

Kind regards





Main Sponsor

€ 2'500

At most 3 main sponsors are allowed and they appear on every publication in conjunction with the European Championship

- Exclusive advertisement on entry forms, in program, on all entry and result lists and on our website in the internet, streaming and Facebook.
- Advertising in sports fields and appearance of the company logo during all award ceremonies (therefore guaranteed photo present)
- Distribution of information material to participants and the audience
- Stand during the show
- Naming and appraisal within all reports referring to the European Championship
- Advertising on the Facebook page of the European Appaloosa Championship

Advertising in the Program (+ Streaming and Facebook cover)

The program is sent to all participants and distributed to the audience for free (print run of about 400 pieces)

- A6 black and white advertisement € 80
- A5 black and white advertisement € 120
- A6 colored advertisement € 130
- A5 colored advertisement € 220
- A5 colored ad on back cover (first come first served) € 340

Advertising in sports fields per m2

€ 100

Hanging up an advertising in sports fields in the main arena, In the warm-up arena or somewhere else on the show ground (the way you prefer)

Sponsoring a Class

€ 300

The company logo appears on all entry and result lists and by the announcer during the award ceremony + Fstreaming and Facebook cover.

If possible, personal attendance at the award ceremony for the winner photo (photo will be published in several reports and medias afterwards). € 200 will be distributed as price money to the 3 bests. The remaining amount pays the cost for medals, sash and ribbons.



Stand during the Horse Show

€ 150- € 200

Stand during 2 days for € 150 or during the whole 4 days lasting European Championship for € 200 in Grathem (the place for the stand is defined by the organization committee) + Facebook cover.

Sponsoring a Champion Buckle

€ 250

The most important awards during the European Championship are valued by an engraved sterling-silver champion buckle from Montana Silversmiths. These are the All Around Champions and Reserve Champions (Youth, Non-Pro und Open) and the Halter Grand and Reserve Grand Champions (Stallions, Mares and Geldings).

The sponsoring of such a champion Buckle contains:



- Appearance of the company logo on the result list and in the internet (+streaming and Facebook)
- If possible, personal attendance at the award ceremony for the winner photo (photo will be published in several reports afterwards)

Back Number Sponsor (+streaming and Facebook)

€ 600

We print your company logo on each back number. By doing so, Your logo is omnipresent since back numbers have always to be attached at the saddle blanket or at the rider's jacket.

Trail Gate Sponsor

€ 200

The gate is an interesting must-have element of a trail parcour and very often used as a photo subject. As a trail gate sponsor your company logo will be attached in big letters on the gate and therefore be high-profile. (+ Streaming and Facebook cover)

Benefactor

Financial support from € 50 without any service in return is welcome as well.

Many thanks!





EC 2022 Sponsoring:

Facebook page : European Appaloosa Championship
Web page : www.europeanappaloosa.com

Bank Connection: E.M. Mathysen
European Appaloosa Foundation
IBAN : NL69ABNA0847273172

BIC : ABNA

Contact :

Ester Mathysen : 0031625038573 (Dutch—English)

Christina Ottersbach: 00491782784119 (German—English)

Francesco Auriema : 00393921873654 (Italian—English)

Marie Bentley : 0032476702424 (French—English)

***Or by email:
europeanappaloosafoundation@gmail.com***



Information about the Show

In this show, horse and rider primarily compete for World Show qualification points allowing them to participate in the biggest Appaloosa event held every year in Fort Worth (Texas). The European Championship is called a 4-pointed competition which means that the event is simultaneously judged by 4 judges. In order to assure the independency between participants and judges, we do not oblige European but American judges.

ANL2A

Depending on the age of horse and rider, different classes are offered.

The best 8 horse-rider-combinations receive an imprinted ribbon. In addition the best 3 horse-rider-combinations get an engraved medal. And before the national anthem is played, the winning horse gets an imprinted sash put on around it's neck.





Halter

In Halter classes, horses are presented from the ground and are — segregated by sex and age — assessed according to conformation, exterior and expression



Most Colorful At Halter

In this class the horse with the most extraordinary coat pattern and body is elected independent of sex and age.



Showmanship (Western and English)

Here, the exhibitor is evaluated according to his ability to perform a given sequence of maneuvers from the ground. Presence, body tension, control about every movement and precision are required.



Trail

In this course, the rider has to navigate his horse precisely through several obstacles such as poles, bridges and gates and in the given gait.



Western Pleasure

Here, the horse wins that seems to be the most comfortable in every gait. The horse is expected to perform on a slack rein and to show smooth movements.



Hunter under Saddle

In order to demonstrate the versatility of the breed, horses are as well shown in the English manner of riding. Akin to pleasure except that another type of horse and movement is rewarded.



Western Riding

In Western Riding the horse is expected to perform many precise and smooth flying lead changes on loose reins.



Equitation (Western and English)

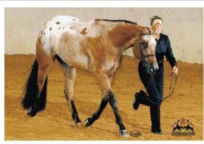
This disciplin is also called horsemanship since the rider is judged according to his seat and preferably invisible cues.



Longe Line

The one, two or three year-old horses are shown in walk, jog and lope on a longe on both sides. The qualities of gaits are assessed with regard to their later eligibility as a pleasure horse.





Hunter in Hand

The exhibitor presents the horse in English headstall and attire in walk and trot. Movement, conformation and temperament of the horse are evaluated with regard to its suitability for halter classes.



Reining

Among all western disciplines the only FEI discipline. Contestants are required to run an approved pattern divided into 7 or eight spectacular manoeuvres such as sliding stops, spins or roll backs.



Heritage

Since the Appaloosa is rich in history, this class is designed to vividly portray some of this history. The class is judged on authenticity of trappings and equipment.



Working Cowhorse

This cow discipline consists of two parts. In the first part the athletic ability of the ranch horse type is shown by performing a reining pattern without any cow (thus also referred to „Dry Work“). In the second part (the „Fence Work“), the rider is expected to keep the cow at the short fence of the arena (called boxing) before he has to turn and circle the cow on both sides.



Hunter Hack

Appaloosa horses are very versatile. The Hunter Hack class demonstrates this in an impressive way, where jumps of almost a meter has to be performed in a relaxed and comparative manner.



Pleasure Driving

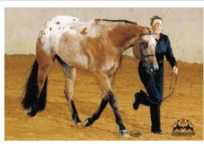
This class is designed to depict the early American or Frontier age of which the Appaloosa was a part and shall depict the usefulness of the Appaloosa as a family horse used for pleasure driving.



Cutting

In this discipline, a cow has to be separated from the herd and prevented to return to it's herd. By doing so, the horse shall work absolutely independent. All necessary cues given by the rider are penalized.





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**European
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Championship**

2022