2018 NRHA EUROPEAN DERBY &
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS

JULY 22-29, 2018 | KREUTH, GERMANY

# SPONSORSHIP OPPORTUNITIES

2018 NRHA EUROPEAN DERBY &
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## Sports Management:

The National Reining Horse Association (NRHA) European Derby & European Affiliate Championships will be held in the beautiful facility in Kreuth, Germany July 22 – 29,2018.

The Ostabayernhalle arena is the perfect stage for the best 5-6-7 and 8-year-old Derby horses as well as for those vying for the prestigious NRHA European Affiliate Championship (EAC) titles.

The €156,300-added (subject to change based on nominations) European Derby offers four levels both in the Open and Non Pro divisions. In addition to the Derby and the EAC, the show will host a full slate of NRHA approved ancillary classes.

The NRHA European Derby & NRHA EAC not only attracts competitors from over 15 European nations, but also appeals to thousands of visitors. More than 10,000 visitors watched the go round and finals competition last year; television, digital and print media representatives came from across the continent to cover the event.

During the whole show, the spectators will have access to more than 40 vendors from across Europe.

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# GUT MATHESHOF, KREUTH, GERMANY

**One of a kind equine facility in Europe**

More than 20 years the home of leading reining events in Europe

- Ostbayern Halle
- Main show arena 80 x 40 m
- Hosts 5000 spectators
- Offers space for vendors to create a unique atmosphere
- Two additional indoor arenas, outdoor arenas and several covered round pens
- 605 indoor stalls offering comfort for horses and riders even in cold weather
- Hotel and appartments with more than 700 beds on-site

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# CENTRAL LOCATION IN EUROPE - FACTS

**Riding Facilities**
- Ost Bayern Halle (40 x 80 m)
- Two additional riding halls
- All-weather outdoor arena (60 x 100 meters)
- Seven other riding places
- Indoor arenas
- Cross country track
- Endless acres of farm ground with large pastures

**Barns/stalls & Parking Arena**
- Approximately 600 box stalls
- Wash areas in all locations
- More than 4000 parking lots
- Solarium in several locations

**Accommodation**
- Four-Star „Waldhotel"
- 81 Apartments (for 2 to 6 persons)
- 16 guest rooms in country style
- 6 log-cabins (for 2 to 4 persons)

**Restaurants**
- Culinary specialties at the "The rustic and cozy Manor Tavern Waldhotel"
- The "Tower Restaurants" in the Eastern Bavarian Hall

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# DERBY & SHOW

**DERBY Classes**

| | |
|---|---|
| Open Level 4 | €47.220 |
| Open Level 3 | €33.820 |
| Open Level 2 | €19.326 |
| Open Level 1 | €9.663 |
| Non Pro Level 4 | €19.380 |
| Non Pro Level 3 | €14.495 |
| Non Pro Level 2 | €8.282 |
| Non Pro Level 1 | €4.141 |
| All Derby Classes | €156.327 |

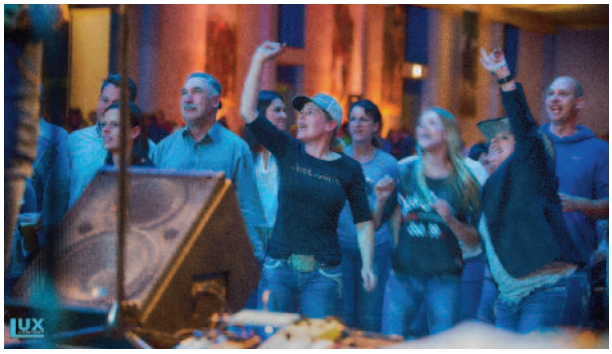
**All Ancillary Classes (horses of all ages)**

| | |
|---|---|
| Open | €1.875 |
| Intermediate Open | €800 |
| Limited Open | €400 |
| Non Pro | €1.500 |
| Intermediate Non Pro | €800 |
| Limited Non Pro | €400 |
| Youth 13 & Under | €—- |
| Youth 14-18 | €—- |
| Rookie | €—- |
| All Ancillary Classes | €5.775 |

**EUROPEAN AFFILIATE CHAMPIOSHIPS Classes**

| | |
|---|---|
| Open | €9.500 |
| Intermediate Open | €3.800 |
| Limited Open | €475 |
| Rookie Professional | €475 |
| Non Pro | €4.750 |
| Intermediate Non Pro | €2.850 |
| Limited Non Pro | €475 |
| Youth 13&Under | €95 |
| Youth 14-18 | €95 |
| All Europena Affiliate Championships | €22.515 |

Riedener Festhalle offers room for 2000 people for events and draw party



Ranch & Stallion Bar

For Gourmets VIP-Catering by

Kuffler CATERING
FRANKFURT MÜNCHEN WIESBADEN

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# 2017 NRHA EUROPEAN DERBY L4 OPEN CHAMPION

**Gennaro Lendi & Spatatino, owned by Sara Fabbri**

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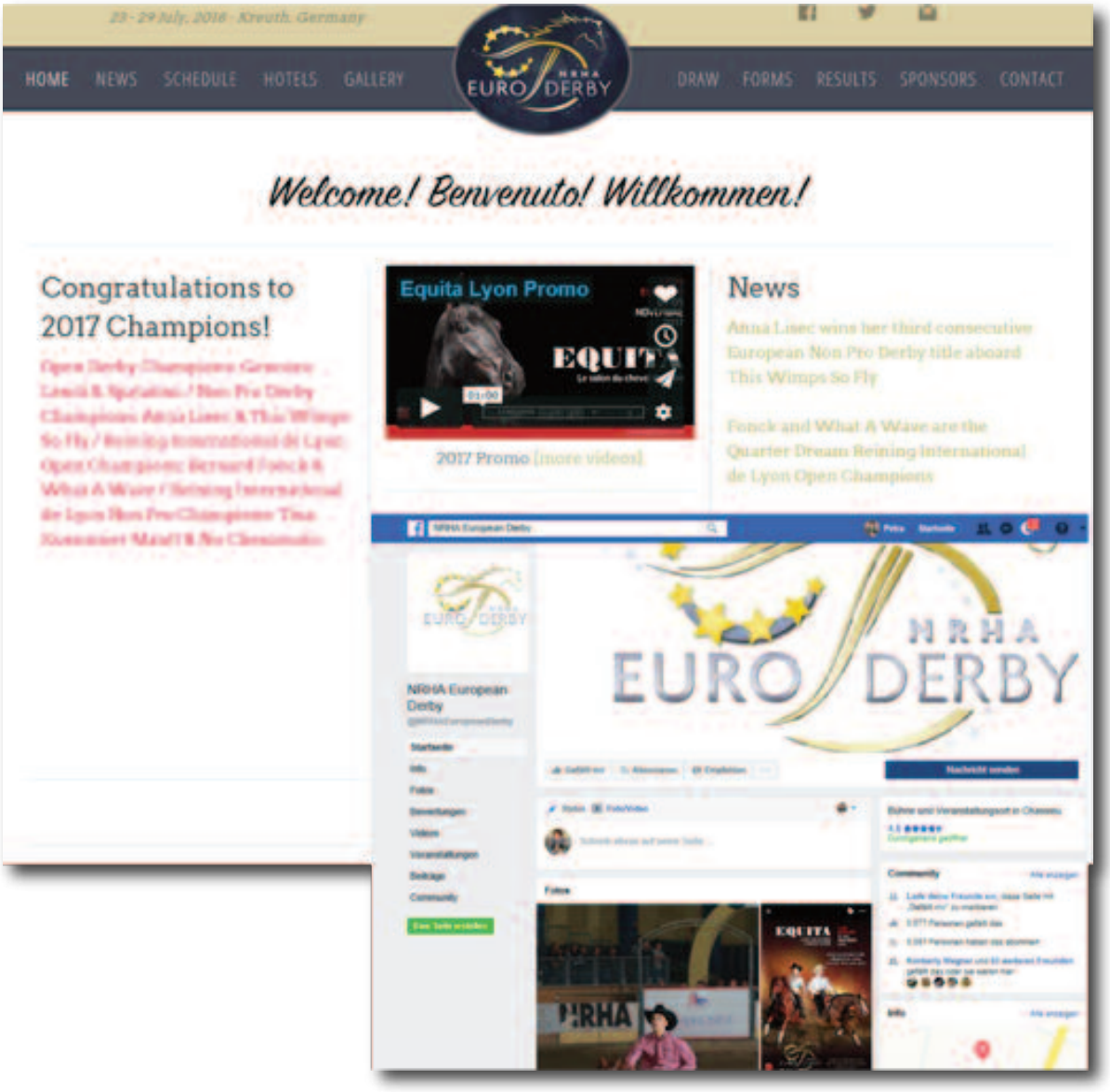
# 2017 NRHA EUROPEAN DERBY L4 NON PRO CHAMPION

**Anna Lisec & This Wimps So Fly**

# ONLINE MEDIA – DURING THE SHOW

**www.nrhaeuropeanderby.com**
**www.facebook.com/NRHAEuropeanDerby**
**Livestream and Livescore**



# MEDIA PARTNERS

**USA**
Quarter Horse News
WorldWide Slide
AQHA Journal

**GERMANY**
www.nrha.de
Western Horse
Quarter Horse Journal
www.westerninfo.de
www.wittelsbuerger.com
www.western-journal.de

**FRANCE**
Newestern

**ITALY**
Reining Italia News

**AUSTRIA**
Western News

**GREAT BRITAIN**
Western Horse Magazine

**SWITZERLAND**
Westerner

**NEDERLANDS**
De Quarter Magazine

**LOCAL PRESS**
Amberger Nachrichten
Amberger Zeitung
TV Radio Ramasuri

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# PLATINUM SPONSOR PACKAGE

4.000,00 EUR

## NRHA EUROPEAN DERBY PLATINUM AMENITIES

**VIP Logo Placements:**
- Logo displayed in sponsor rotation on Main Arena electronic Score Board
- Logo displayed in sponsor rotation on Live Scoring page of the event website
- Listed as Platinum Sponsor in the event Draw Sheet
- Logo placement on official NRHA European Derby website, with link to sponsor website

**VIP Ticketing:**
- Two (2) VIP Badges good for entire event including admission to VIP receptions

**Your Euro Derby Recognition:**
- Recognized in sponsor announcements during the event
- Recognized on the "Thank You to Sponsors" page in the NRHA Reiner
- Recognized on the "Thank You Banner" in Main Arena • Recognized in a special edition of the NRHA European Derby e-newsletters
- Recognized in NRHA press releases of the NRHA European Derby, where practicable
- Recognized in post event coverage where practicable

**Merchandising:**
- Gives the right to have your logo on official outfit or jacket (first come, first serve)

**Premium stalls:**
- Gives the right to rent a maximum of 12 stalls located in barn A/B/C

**Main Arena:**
- Gives the right for two (2) arena banners
located in Warm-Up Arena for free
- Gives the right for buying arena banners in location B in Main Arena

**Platinum Sponsor only**
40% discount on advertising opportunities list

2018 NRHA EUROPEAN DERBY &
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

# GOLD SPONSOR PACKAGE

3.500,00 EUR

## NRHA EUROPEAN DERBY GOLD AMENITIES

**VIP Logo Placements:**
- Logo displayed in sponsor rotation on Main Arena electronic Score Board
- Logo displayed in sponsor rotation on Live Scoring page of the event website
- Listed as Gold Sponsor in the event Draw Sheet
- Logo placement on official NRHA European Derby website, with link to sponsor website

**VIP Ticketing:**
- Two (2) VIP Badges good for entire event including admission to VIP receptions

**Your Euro Derby Recognition:**
- Recognized in sponsor announcements during the event
- Recognized on the "Thank You to Sponsors" page in the NRHA Reiner
- Recognized on the „Thank You Banner" in the Main Arena
- Recognized in a special edition of the NRHA European Derby e-newsletters

**Premium stalls:**
- Gives the right to rent a maximum of 6 stalls located in barn A/B/C

**Main Arena:**
- Gives the right for buying arena banners in location C in Main Arena

**Gold Sponsor only**
30% discount on advertising opportunities list

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NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

# SILVER SPONSOR PACKAGE

2.500,00 EUR

## NRHA EUROPEAN DERBY SILVER AMENITIES

**VIP Logo Placements:**
- Logo displayed in sponsor rotation on Main Arena electronic Score Board
- Logo placement on official NRHA European Derby website, with link to sponsor website

**VIP Ticketing:**
- Two (2) VIP Badges good for entire event including admission to VIP receptions

**Your Euro Derby Recognition:**
- Recognized in sponsor announcements during the event
- Recognized on the "Thank You to Sponsors" page in the NRHA Reiner
- Recognized on the „Thank You Banner" in Main Arena
- Recognized in a special edition of the NRHA European Derby e-newsletters

**Premium stalls:**
- Gives the right to rent a maximum of 4 stalls located in barn A/B/C

**Main Arena:**
- Gives the right for buying arena banners in location D in Main Arena

**Silver Sponsor only**
20% discount on advertising opportunities list

2018 NRHA EUROPEAN DERBY &
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

# BRONZE SPONSOR PACKAGE

1.500,00 EUR

## NRHA EUROPEAN DERBY BRONZE AMENITIES

**VIP Logo Placements:**
• Logo displayed in sponsor rotation on Main Arena electronic Score Board • Logo placement on official NRHA European Futurity website, with link to sponsor website

**VIP Ticketing:**
• Two (2) VIP Badges good for entire event including admission to VIP receptions

**Your Euro Derby Recognition:**
• Recognized in sponsor announcements during the event
• Recognized on the "Thank You to Sponsors" page in the NRHA Reiner
• Recognized on the "Thank You Banner" in Main Arena

**Premium stalls:**
• Gives the right to rent a maximum of 2 stalls located in barn A/B/C

**Main Arena:**
• Gives the right for buying arena banners in location E in Main Arena

**Bronze Sponsor only**
10% discount on advertising opportunities list

2018 NRHA EUROPEAN DERBY &
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

# STALL SPONSOR – 10 STALLS

4.000,00 EUR

**Stall**
• 10 stalls located in barn A/B/C

**Arena Banner**
• One (1) arena banner no larger than 1 m x 3 m include production

**Video**
• Logo displayed in sponsor rotation on Main Arena electronic Score Board

**Advertising**
• 1/1 Page Full color DIN A 4

# STALL SPONSOR – 5 STALLS

2.500,00 EUR

**Stall**
• 5 stalls located in barn A/B/C

**Arena Banner**
• One (1) arena banner no larger than 1 m x 3 m include production

**Video**
• Logo displayed in sponsor rotation on Main Arena electronic Score Board

**Advertising**
• 1/1 Page Full color DIN A 4

**Order deadline for stalls A/B/C:** 22.6.2018 - First come first serve
**Priority** Event Sponsor - Platinum Sponsor - Gold Sponsor - Silver Sponsor - Bronze Sponsor - Stall Sponsor

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NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

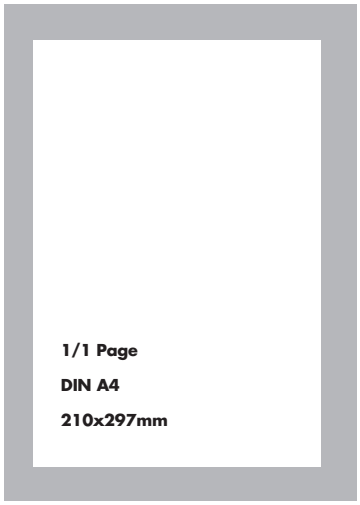
# ADVERTISING

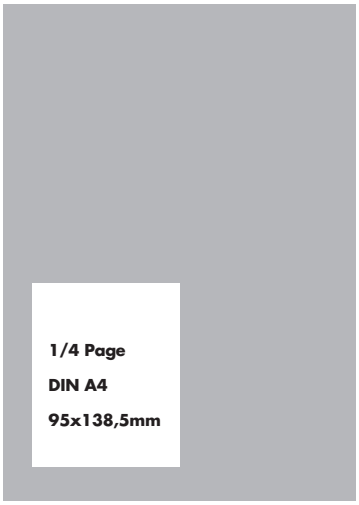
## EVENT CATALOG

**1/1 Page Full Color DIN A4 €500,00**
**1/2 Page Full Color DIN A4 €300,00**
**1/4 Pages Full Color DIN A4 €200,00**

Format: 210 x 297mm
Additive 3mm trim (bleed)
Closing date: 22.6.2018
File Types: PDF (highest quality), JPG, TIFF
Color space: CMYK
Resolution: 300 dpi

Platinum Sponsors - 40%
Gold Sponsors - 30%
Silver Sponsors - 20%
Bronze Sponsors - 10%





# MERCHANDISING

**JEANS JACKET LOGO PLACEMENT**
**Location: Priority by sponsor level**
**Price €500**

*Unisex Jacket*

*Woman Jacket*

# MERCHANDISING

**CAP LOGO PLACEMENT**
**Only for main and platinum sponsors**

**Location 1 - 4 (reserved for main & platinum & sponsors)**

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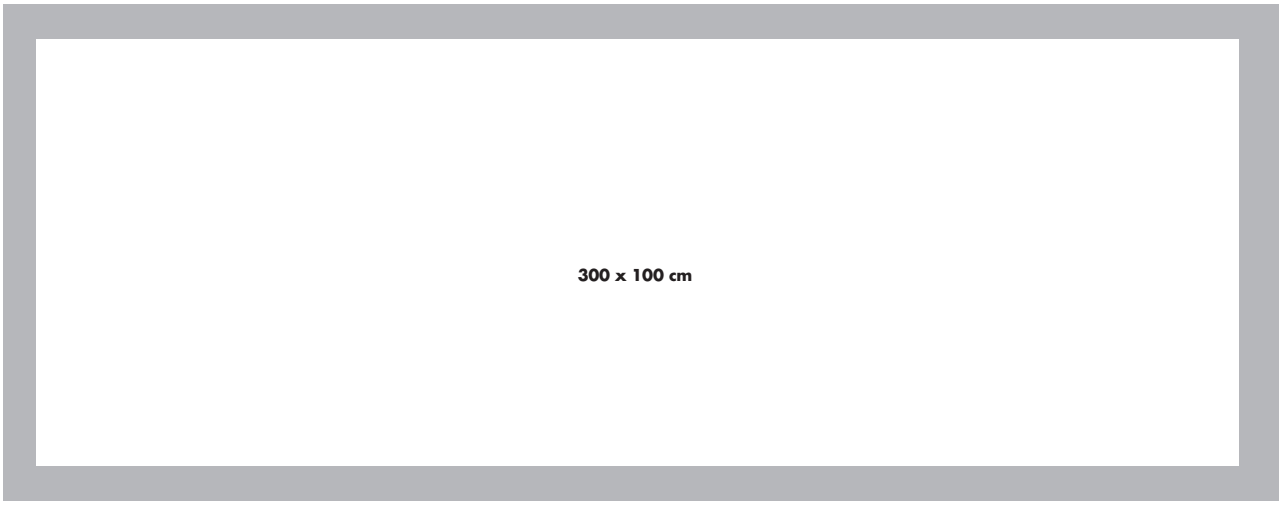
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

# ARENA BANNER INFORMATION

**ARENA BANNER** €**400,00**
**Production:** €**90,00**




Format: 300 x 100 cm
Closing date: 22.6.2018
File Types: PDF (highest quality), JPG, TIFF
Color space: CMYK
Resolution: 150 dpi

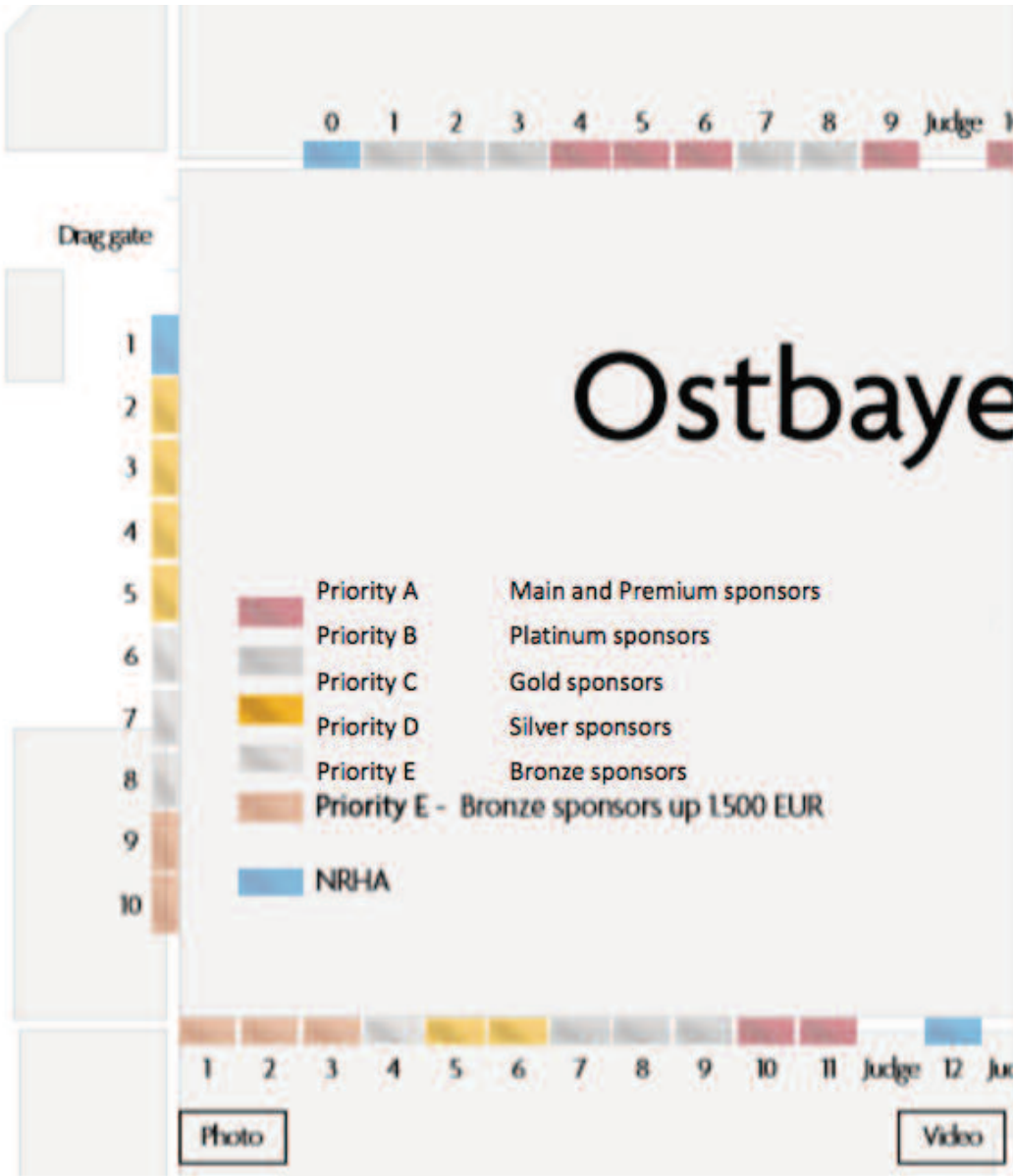
2018 NRHA EUROPEAN DERBY &
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**

# MAIN ARENA BANNERS

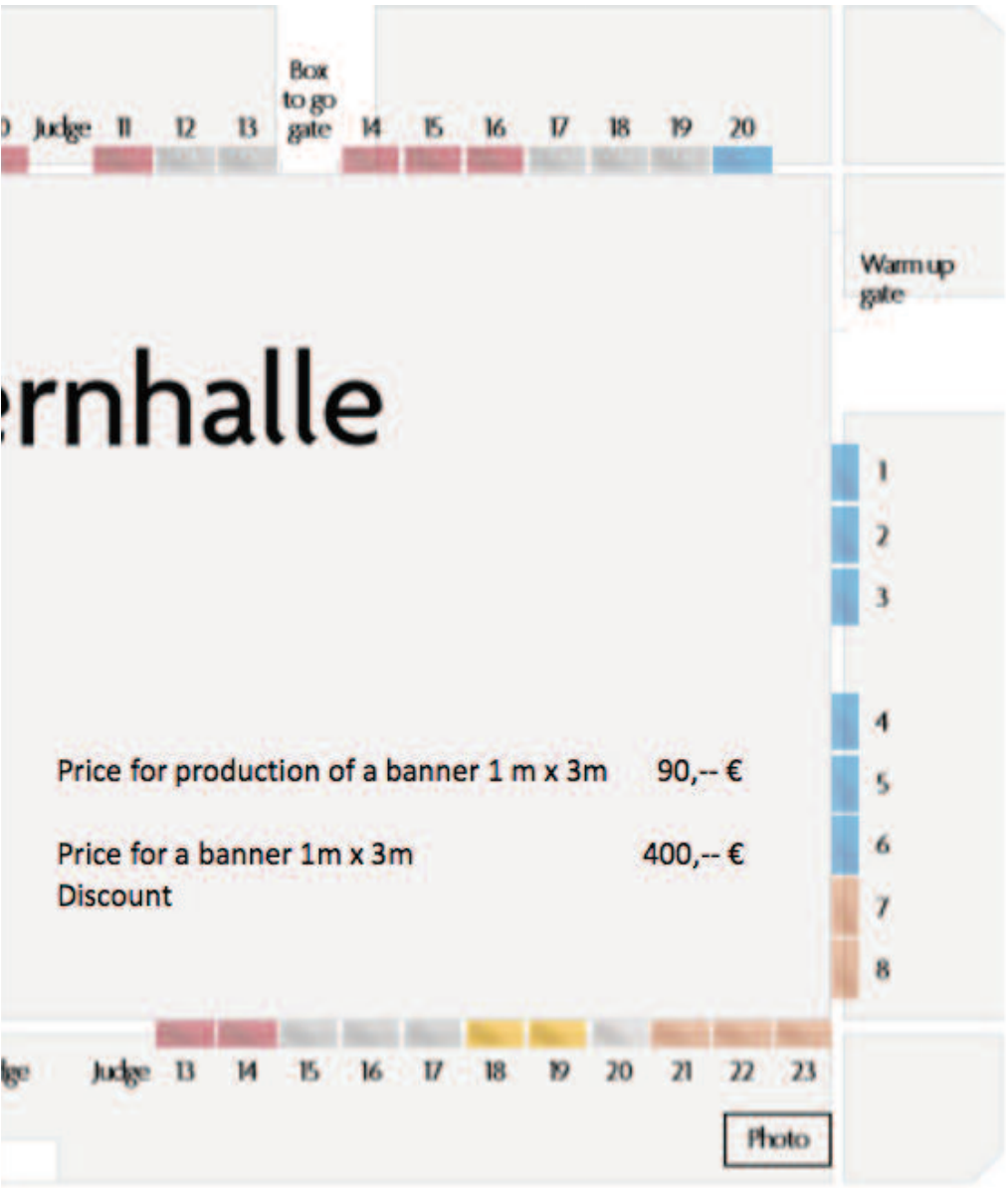
**Main Arena Banner Information**

Format: 300 x 100 cm with 10 cm trim
File Types: PDF (highest quality)

# MAIN ARENA BANNERS



# MAIN ARENA BANNERS



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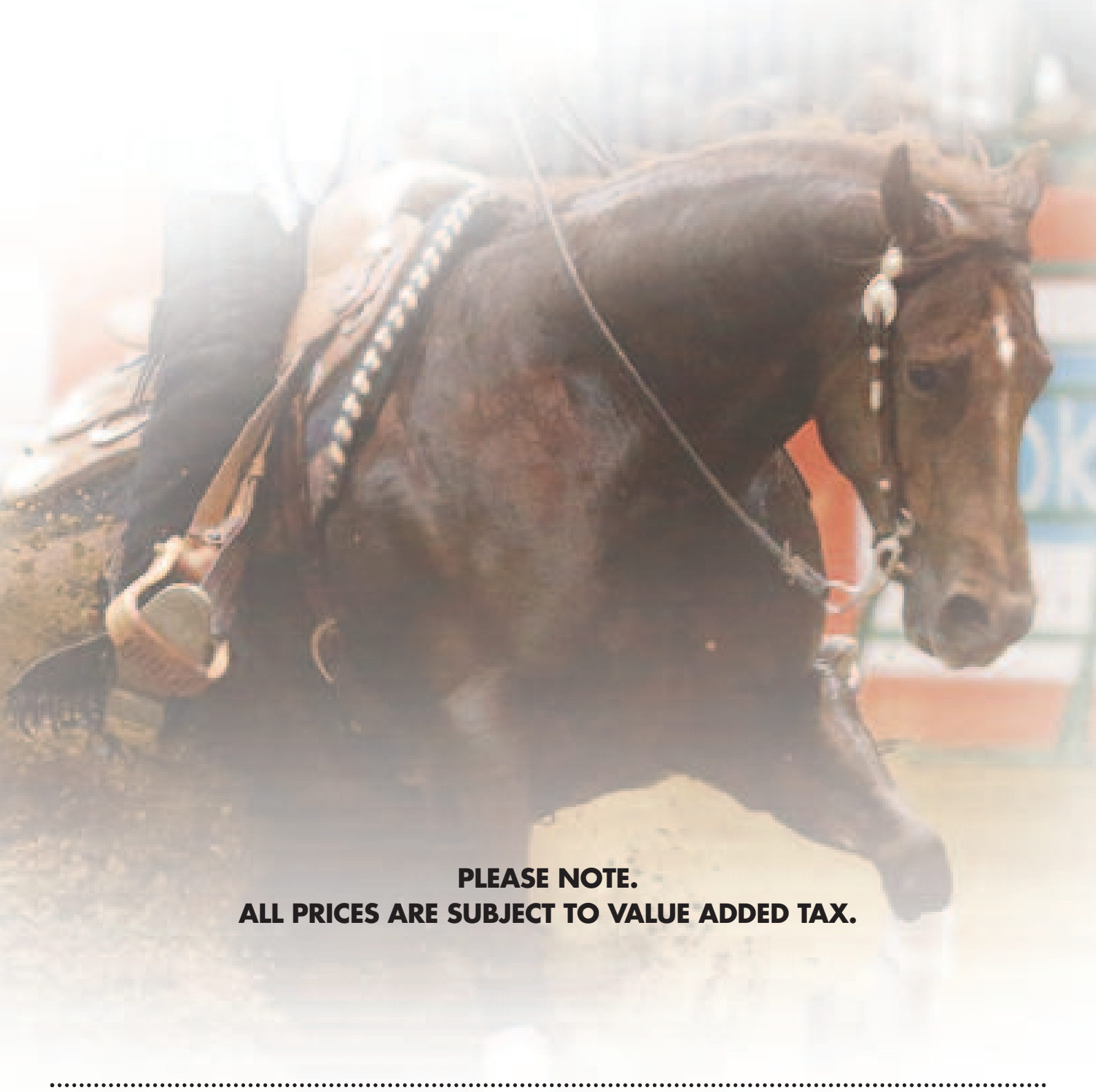
NRHA EUROPEAN AFFILIATE CHAMPIONSHIPS
**SPONSORSHIP OPPORTUNITIES**



**PLEASE NOTE.**
**ALL PRICES ARE SUBJECT TO VALUE ADDED TAX.**

# MANAGEMENT

**in corporation NRHA Germany and Italian Reining Horse Association**

**Show Manager**
Todd Knerr
showmanager@nrha.com

**Entries / Show Office/Management**
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**Press & Graphics**
Chiara Milani
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**Advertising / Sponsoring / Vendors**
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+49 (0) 171- 41 28 974
presse@nrha.de

**Host:**
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(NRHA Germany e.V.)
Oberes Tor 1
63916 Amorbach
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Fax: 09373-7190
www.nrha.de

Registergericht
Amtsgericht Obernburg
Registernummer 793

www.nrhaeuropeanderby.com