



# PARTNERSHIP *Opportunities*



CoWN was formed in 2010 by a panel of like-minded horsemen and women from the four corners area. They were gathering together to try their hands out at this "Ranch Versatility" thing that was starting to make a big stir in the horse show community. The majority of the shows were being held in Texas and Oklahoma, so as you can imagine there was a lot of travelling involved. Until one fateful day in Greeley, CO at one of the few Versatility shows in the area, the idea for CoWN was born!



## Helping people ride a better horse

Welcoming  
Enviroment

All  
experience  
levels

Affordable

Family fun

Education

Industry  
support

Youth Focus

## EDUCATION IS KEY

CoWN promotes events throughout the Colorado, Wyoming & Nebraska area that allows riders to grow not only in their showing careers but also in an educational way by providing opportunities to ride with many different horse industry professionals, all of whom help us to "ride a better horse".


## CoWN GOALS & FOCUS

- ♣ Developing partnerships between rider and horse
- ♣ Novice clinics
- ♣ One-on-one learning opportunities
- ♣ Collegiate programs
- ♣ Seminars Providing live cattle for people to practice & learn
- ♣ Affordable fun Learning atmosphere
- ♣ Providing competition at various levels so riders can compete against their peers

## CoWN Brings People to the Equine Industry

CoWN-SH  
August 4, 2021 · 🌐

You've asked and we have made it so! An Intro to Versatility Ranch Horse Clinic for CoWN members only! To get signed up TEXT "yes" with your name to Kathleen (her number is on the flyer)

 **CoWN – Intro to Cow Work and Trail Clinic**

•Taught by Warrick Bergroth, Kerry Coburn, and Kathleen McPhaul•

Are you interested in learning how to compete in these classes? Want to improve your scores and hone your skills? Come have fun and leave with tips for a successful competition!

**August 14, 2021**  
9 am – 12:30 pm, lunch provided  
(Please be ready to start at 9 am)

A Rising Star Equestrian Center  
9470 Indiana St., Arvada, CO 80007

Overnight boarding not available, current Coggins required

Open to CoWN members only, 10 rider limit  
\$175 for the day

Please contact Kathleen (970) 371-7199 to sign up or if you have questions!

Our members are **DEDICATED** and **LOYAL**. In a few short years, CoWN went from a grass-roots organization to being nationally recognized. In 2017, Stock Horse of Texas (SHTX) approached CoWN about becoming their first affiliate outside of Texas. The membership and board agreed, it was a great idea! A CoWN membership also includes membership with SHTX and all the rights and benefits of their organization. This allows us to host high quality shows and year-end prizes, a strong family atmosphere, and a great weekend experience keep our members coming to shows regularly all year long.



As a member of SHTX, members can also qualify for the NRSHA National Championship show through the National Ranch and Stock Horse Alliance (NRSHA). As an all-breed show, any member who qualifies can attend without additional memberships! Further, for AQHA members, year end awards, accomplishments and earnings will be reported to AQHA. Earnings will also be reported for all breeds to Robin Glenn.

CoWN is part of the future of the horse industry, promoting Youth and Collegiate stock horse programs! As a member of SHTX, CoWN has Strategic Marketing Alliances with NRCHA, AQHA and APHA recognizing SHTX as one of the leaders in the stock horse industry.





Advertising through this modality provides more opportunities for exposure to potential customers than other avenues. Advertising continues through announcements at shows, banners, website placement, social media, and show fliers. Show attendance at multiday shows not only targets the horse community, but also fiends and family who come to cheer on their competitor! This is a great affordable option for advertising which also supports our non-profit organization. **We look forward to you joining our team!!**



### **Shows are held across the Colorado, Wyoming, Nebraska Region**



**We can be found on Facebook  
(@cownstockhorse) & at cownsh.com**

### **Quick Facts**

- 8-10 CoWN Shows per Year
- 6-7 CoWN Clinics per Year
- plus more through SHTX
- 150-200 Exhibitors at multiday shows
- 1000+ Members
- Over 1800 Facebook followers
- Ability to participate in SHTX World Show in the fall
- Opportunities to show with AQHA, APHA, etc.



## CoWN Sponsorship Levels

Sponsor Level	Arena banner	Booth space	Buckle Sponsor	Show Recognition	Logo Placement					CoWN jackets	Exhibitor benefits	Cost per show*
					Website	Facebook	Email	Show fliers	Year end apparel			
<b>Platinum</b> \$5,000 +	✓✓	CoWN hosted shows		Annual naming rights of all COWN hosted shows Show announcements	✓	✓	✓	✓	✓	2	1 VIP RV reservation at every show	\$1250
<b>Gold</b> \$2,500	✓	CoWN hosted Shows		Annual naming rights of 3 classes Show announcements	✓	✓	✓	✓		1	1 VIP RV reservation at every show	\$625
<b>Silver</b> \$1,500	✓	CoWN hosted Shows		Annual naming rights of 1 class or Ranch Riding Jackpot class Show announcements	✓	✓	✓	✓				\$375
<b>Bronze</b> \$350	✓			Announcements at show	✓	✓		✓				\$88
<b>Buckle</b> \$1000	✓		Sponsor Buckles for a single show	Announcements at show				✓				
<b>Individual Buckle</b> \$150	✓		Class buckle sponsor of your choice for a single show	Announcements at show				✓				

\*Based on 4 CoWN Sponsored shows/year

10x10' Show Booth space: \$250 per show hosted by CoWN. \$50 for each additional 10' required.



Sponsorship Level \_\_\_\_\_

Name/Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Credit Card \_\_\_\_\_ exp \_\_\_\_\_ zip \_\_\_\_\_ cvv \_\_\_\_\_

Please return to:

Colorado, Wyoming, Nebraska Stock Horse Association

1926 14<sup>th</sup> Street Rd, Greeley, CO 80631

[cownmarketing@gmail.com](mailto:cownmarketing@gmail.com)



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[cownsh.com](http://cownsh.com)