



## Great Lakes Cutting Horse Association

Business Address:  
2898 Greenwood Road  
Lapeer, MI 48446  
www.glcha.com

Ph: 810-664-9623  
Fax: 810-667-6775

### The Great Lakes Cutting Horse Association

GLCHA is a regional affiliate of the National Cutting Horse Association (NCHA) and has been in existence for 30+ years. As a non-profit club, its purpose has been to encourage the development of, and public interest in, livestock through the promotion and sponsorship of public cutting horse contests.



### Sponsorship, Marketing, and Advertising Opportunities

GLCHA is presenting an opportunity to the business community to market its products or services to a wide variety of individuals and groups. Participants and audiences typically include rural, suburban, and urban individual and families; ranchers; farmers; professionals; and other business owners.



Advertisers and sponsors of GLCHA can reach these groups by a variety of methods in NCHA's Michigan, Ohio, and Indiana "Area 15" region. Currently, GLCHA is planning at least seven weekend events throughout the year, plus its annual awards banquet.

- Primary Sponsorship, Product or Service Sponsorship, Customized Program Sponsorship





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## Primary Sponsorship

- Prominent display of a 2'x6' banner in or near the show arena during all GLCHA events
- Public announcements during all GLCHA events recognizing the sponsor's support
- Marketing flyers and the GLCHA website recognition of the sponsor
- Requires the sponsor providing all necessary digital artwork
- Cost to sponsor is \$300 per year



## Product or Service Sponsorship

- Public announcement during the particular GLCHA event for which the product or service is provided
  - Specific horse show events
  - Awards banquet
- Marketing flyers and the GLCHA website recognition of the sponsor's support
- Typical products or services have included; but certainly not limited to; equine tack, hotel and restaurant accommodations, livestock feed, award trophies, etc.

## Customized Program Sponsorship

- Any variety of specialized promotion, sponsorship, or advertising needs can be accommodated by GLCHA .
- Contact any GLCHA representative or Bob Runkle, Director of Sponsors, for more information (269-663-2078)

