



**ABRA**

**Alberta Barrel Racing Association**  
[www.albertabarrelracingassociation.com](http://www.albertabarrelracingassociation.com)



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# **2017 SPONSORSHIP BROCHURE**

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# Over 20 Years of Continued Success

## The ABRA

The ABRA (Alberta Barrel Racing Association) is a provincial, non-profit organization which was formed in 1996 to promote the sport of barrel racing throughout Alberta.

The ABRA sanctions Open, Youth, and Peewee barrel races where each horse and rider has an equal opportunity to be competitive at their own level. By using a 3-Division format, the association is able to award riders in 3 different divisions. This format creates an opportunity for competitors at all levels to be awarded for their efforts. Events are structured to create a welcoming, yet competitive environment for all barrel racers, from beginner riders to the seasoned professionals.

The ABRA has experienced consistent growth throughout its 21 years of operation.

Currently throughout the province of Alberta the association consists of 11 Districts. In 2016 the association had over 2,400 official members and enrollment for 2017 is already on target to surpass this!

The ABRA consists of members of all ages and all levels of competition. Each one plays an important part in the continued success of the association. Whether a member chooses to host jackpots, serve on the board of directors, volunteer at an event, work with the finals committee, or simply compete as a barrel racer, they all play a vital part of the ABRA.

The association is run by an eager, dedicated board of directors who work diligently throughout each year to ensure the success and growth of the ABRA continues.

## The FINALS

For the past years the ABRA has hosted an annual, provincial finals event. 2017 marks our 22<sup>nd</sup> anniversary.

The 2017 finals will be held from August 23-27. Five full days of barrel racing excitement and competition hosted at the amazing Calnash Ag Event Centre in Ponoka, Alberta. Over 1,000 competitors along with hundreds spectators attend these finals every year and it has become a week highly anticipated by everyone!

With prize money and awards growing every year, the ABRA finals are not an event to be missed! The opportunity to win is great and so competitors arrive eager and excited! With our 5 Division format we are able to offer tremendous opportunity for our contestants to walk away with cash/prizes as each of the 5 divisions are awarded. This drives competitors at all levels to join us for the finals! A lot of hard work and determination goes into competing at the finals so it is very rewarding to be named as one of the finals winners!

Due to the dedication of the ABRA members and board of directors, The Finals has grown to be the “Largest non-profit Barrel Racing Event throughout Canada”. In 2016 the finals hosted over 2500 runs awarding over \$300,000 in cash and prizes.

In the past we have been ranked the 2nd highest added money barrel race and 6<sup>th</sup> highest payout in North America.

The finals consist of not only 5 full days of fast action competition but also a spectacular trade show, world-class photography, commemorative program, awards evenings and social gatherings. The ABRA’s “Big Week” offers something for every association member, spectator, sponsor, and the entire community.

Excitement and anticipation fills the air from the minute the first horse trailer pulls into town until the last one leaves!

The competition hosts a section of Open, Youth & Pee Wee racers over the 5 days. Each Open and Youth member will be guaranteed 2 runs with the chance to compete a 3<sup>rd</sup> time in the final round. Members are welcome to enter as many horses as they have qualified by attending the required number of jackpots throughout the year.

Pee Wee competitors will run once and this is often the most entertaining event of the show with kids under the age of 8 competing for money and prizes! In addition, a Derby, Futurity and Senior Incentive categories are as well recognized with money and prizes!

Competitors are qualifying and attending from not only Alberta but also BC, Saskatchewan and even some as far as Manitoba.

This event has grown into a first class occasion!

## The OPPORTUNITY

The ABRA finals offer an exciting opportunity for sponsors to show their support to competitors and to the sport of barrel racing! We welcome all of our past sponsors as well as new ones to join in the fun!

The association does rely on the support its sponsors to ensure the success and growth of the event continues!

In recognition of the many supporters, the ABRA strives to give back as much as possible. Sponsorship packages are set up to offer special recognition and several promotion activities such as program ads, website recognition, arena advertisement, awards recognition, and promotions by our announcer.

For additional information about the ABRA please go to [www.albertabarrelracingassociation.com](http://www.albertabarrelracingassociation.com).

To discuss sponsorship opportunities or for further information about our trade show place please contact Michelle Auclair (Sponsorship/Awards Director) at 403-704-7450 or [mdauclair@hotmail.com](mailto:mdauclair@hotmail.com).

### Program Ad Prices

Full Page - \$450 Half Page - \$250 1/4 Page - \$200 Business Card Size - \$100

## SPONSORSHIP LEVELS

### PLATINUM (\$2500+)

- Name on a Divisional Saddle
- Barrel Wrap & Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 36x12 Promo Booth at the finals
- Full Page Program Ad – (Print ready ads to be submitted by July 15)
- Advertising on the ABRA Website & Facebook Page

### GOLD (\$1500)

- Barrel Wrap & Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 24x12 Promo Booth at the finals
- ½ Page Program Ad – (Print ready ads to be submitted by July 15)
- Advertising on the ABRA Website & Facebook Page

### SILVER (\$1000)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 12x12 Promo Booth at the finals
- 1/4 Program Ad – (Print ready ads to be submitted by July 15)
- Advertising on the ABRA Website & Facebook Page

### BRONZE (\$500)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 6x12 Promo Booth at the finals
- Business Card Ad – (Print ready ads to be submitted by July 15)
- Advertising on the ABRA Website & Facebook Page

### CAST IRON (\$250 & UNDER)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- Business Card Page Black & White Program Ad - (Print ready ads to be submitted by July 15)
- Advertising on the ABRA Website & Facebook Page