

ABRA Corporate Sponsorship Packages



American Buckskin Registry Association, Inc.
Tulsa, OK

ABRA
AMERICAN
BUCKSKIN
REGISTRY
ASSOCIATION, INC.



Membership Details



26,000+ Equines
Registered



Divisions for
Open, Amateur,
Select, and Youth



Over 40
Approved Horse
Shows
throughout the
U.S.



2,500 Active
Members



12 Charter Clubs
across the U.S.



Youth Programs
for Education &
Leadership

Marketing Overview

Marketing content is shared through all four marketing channels - **website, email, social media, and print** - ensuring the organization reaches its audience on its preferred platform.



Website

Offering online registration and membership forms

Fully responsive website, easily readable on multiple devices

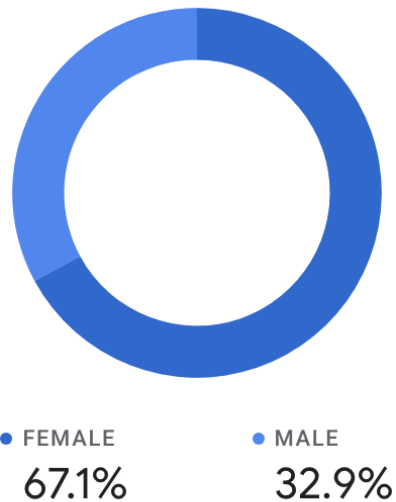
Daily blog postings to engage and educate viewers



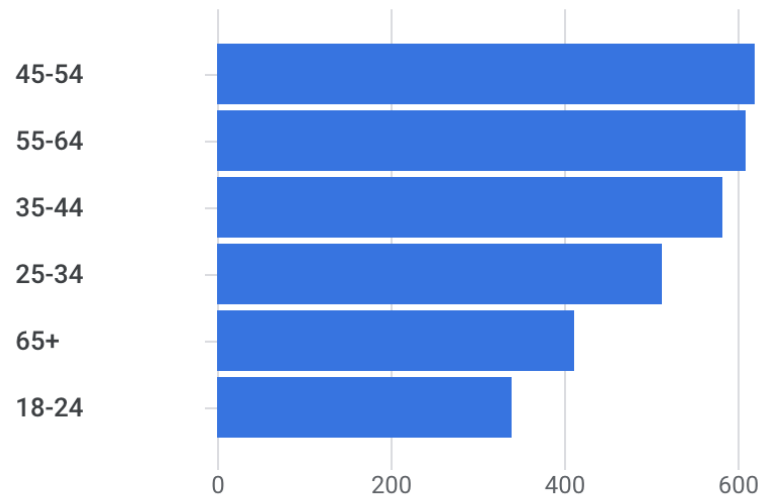
Website Analytics: Demographics

Google G4 Metrics

Gender



Age



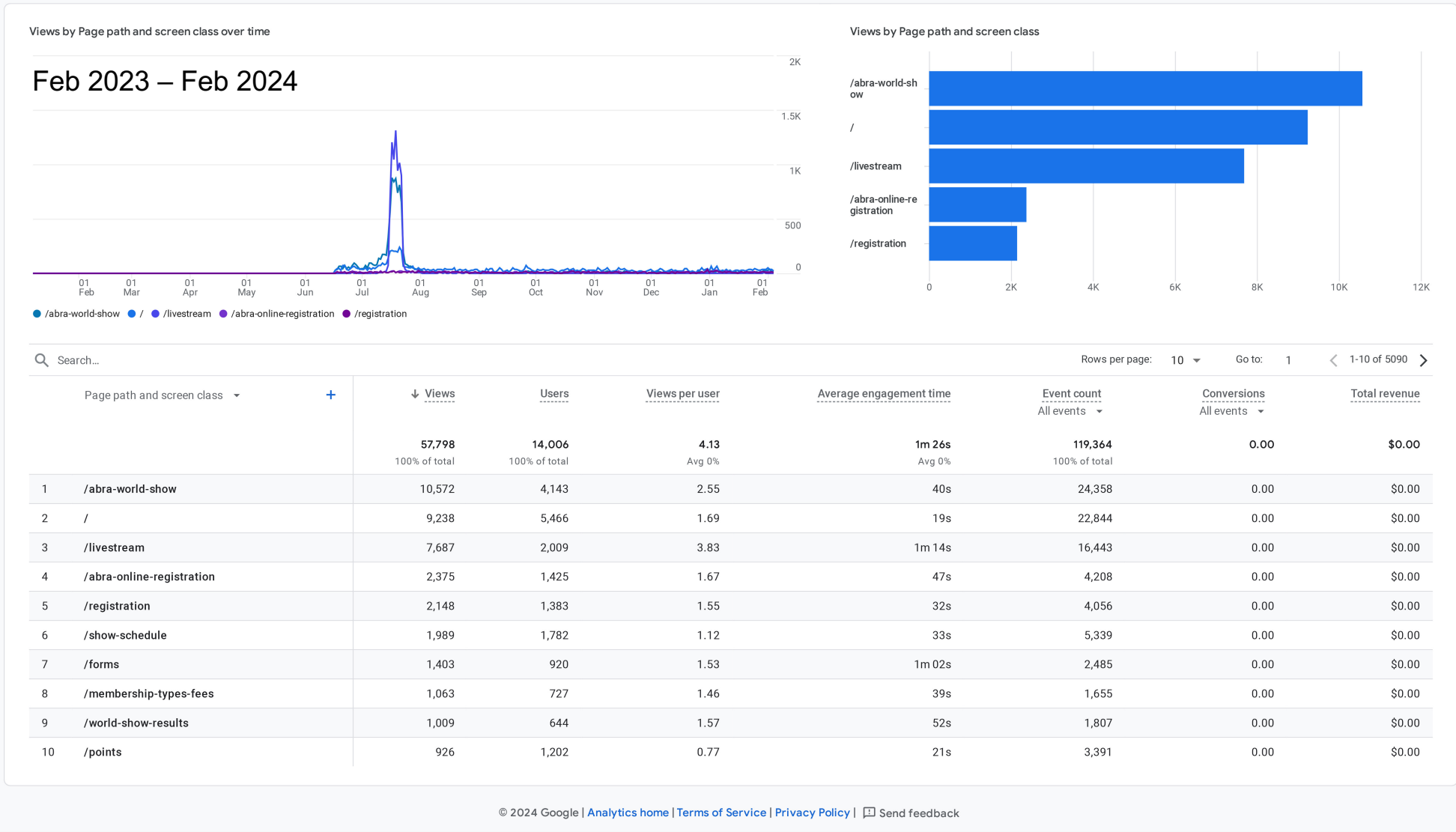
City

Users▼ by City



CITY	USERS
Dallas	1K
Chicago	747
Oklahoma City	390
Seattle	357
Ashburn	295
Kansas City	257
Houston	212

Website Analytics: Page Views



Email Marketing



970+
Subscriber List



Email Newsletters sent
Quarterly

Metrics

99%
Delivery
Rate

55+ %
Open
Rate

5% Click
Rate

Social Media & Print Marketing



Regular postings
on Facebook,
Instagram &
Twitter

4,616 followers on
Facebook



Annual World
Show advertising
in top industry
publications:

NSBA Way To Go
Equine Chronicle
AQHA Journal



Annual World Show



1,100 People
in Attendance
with 400
Stalls Sold



Watch the
Show real time
on Show's
Livestream
Service



Over 225
Classes:
Open,
Amateur &
Youth



130 NSBA
Classes with
Bronze
Trophies



High-Point
Saddle
Awards &
Class Trophy
Buckles



\$4,500+ Prize
Money:
Futurities &
Added Money
Classes



10 -15
Vendors in
Attendance



Jumbotron,
Livestream &
Banner
Advertising



World Show Offerings



Your Company
Logo on ABRA
homepage
website



Advertising
space on the
ABRA Website



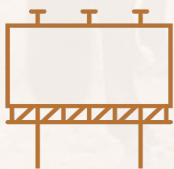
Newsletters &
social media
networks



Banners
displayed at the
World Show



Class
Sponsorships -
Your Company
or Name
announced



Jumbotron
Advertising at
the World Show



Advertising
space in the
Official World
Show Program



Sponsor
Recognition
Plaque



Booth space at
the World Show



Advertising on
the World Show
Livestream

Corporate Sponsorship Packages

\$2,500 BRONZE	\$5,000 SILVER	\$7,500 GOLD	\$10,000 PLATINUM
Your Company Logo on ABRA homepage website with a backlink to your website	Your Company Logo on ABRA homepage website with a backlink to your website	Your Company Logo on ABRA homepage website with a backlink to your website	Your Company Logo on ABRA homepage website with a backlink to your website
Monthly recognition on the ABRA Newsletters & social media networks (Facebook, Instagram, X)	Monthly recognition on the ABRA Newsletters & social media networks (Facebook, Instagram, X)	Monthly recognition on the ABRA Newsletters & social media networks (Facebook, Instagram, X)	Monthly recognition on the ABRA Newsletters & social media networks (Facebook, Instagram, X)
TWO (2) Banners displayed at the World Show	FIVE (5) Banners displayed at the World Show	SEVEN (7) Banners displayed at the World Show	TEN (10) Banners displayed at the World Show
TWO (2) Class Sponsorships - Your Company or Name announced as a Class Sponsor during award announcement at class end	FIVE (5) Class Sponsorships - Your Company or Name announced as a Class Sponsor during award announcement at class end	SEVEN (7) Class Sponsorships - Your Company or Name announced as a Class Sponsor during award announcement at class end	TEN (10) Class Sponsorships - Your Company or Name announced as a Class Sponsor during award announcement at class end
Jumbotron Advertising at the World Show	Jumbotron Advertising at the World Show	Jumbotron Advertising at the World Show	Jumbotron Advertising at the World Show
Your Company Logo in the Official World Show Program (Digital & Print)	1-page advertising space in the Official World Show Program (Digital & Print) - Sponsor supplies graphic ad	2-pages of advertising space in the Official World Show Program (Digital & Print) - Sponsor supplies graphic ad	FRONT OR BACK COVER advertising space in the Official World Show Program (Digital & Print)
Bronze Sponsor Recognition Plaque	Silver Sponsor Recognition Plaque	Gold Sponsor Recognition Plaque	Platinum Sponsor Recognition Plaque
	Monthly Advertising promotions space on the ABRA Website	Monthly Advertising promotions space on the ABRA Website	Monthly Advertising promotions space on the ABRA Website
	10 x 10 Booth space at the World Show	10 x 10 Booth space at the World Show	10 x 20 Booth space at the World Show
	Advertising on the World Show Livestream	Advertising on the World Show Livestream	Advertising on the World Show Livestream
	Silver sponsorship name recognition throughout the World Show	Gold sponsorship name recognition throughout the World Show	Platinum sponsorship name recognition throughout the World Show



Thank You!

We look forward to working with you!

[Click Here for PDF Order Form to
Submit Payment with Check](#)

[Click Here for Online Order Form to
Submit Payment Credit Card](#)



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