



CANADIAN QUARTER
HORSE ASSOCIATION

42186 Twp Rd 240
Calgary, Alberta T3Z 2X8
admin@cqha.ca | www.cqha.ca

June 2025



admin@cqha.ca
www.cqha.ca

Dear Potential Sponsor,

The Canadian Quarter Horse Association (CQHA), the official AQHA International Affiliate for Canada, is committed to supporting and promoting Quarter Horse ownership and participation nationwide. In line with this mission, we are proud to introduce the inaugural **2025 CQHA Canadian National Amateur Virtual Championship (CNAVC)**—a new, inclusive event that removes geographic and financial barriers for Canadian exhibitors.

Open to Amateurs and Select Amateurs (50+) who are Canadian residents and CQHA/AQHA members in good standing, this virtual show will run from **August 15 to September 15, 2025** on the [Wild Rose Virtual Horse Show platform](#). Exhibitors will submit unedited video entries for one or more of 12 judged classes, evaluated by an AQHA-certified judge.

We invite you to support this landmark event. For **\$300**, you can sponsor a class—or contribute **in-kind goods or services valued at \$500+**—to be recognized as a CQHA Partner. This includes:

- Placement on our CQHA Partners page and corporate banner (on every CQHA.ca page)
- Feature in national event press releases
- Dedicated promotional posts across CQHA social platforms

All sponsors will be acknowledged. Those contributing smaller in-kind items, gift certificates, or lower-value donations will be recognized on the CNAVC event page and included in grouped acknowledgements during social media winner announcements. A detailed **sponsorship tier chart** follows below, outlining the specific promotional benefits for each level of support—whether cash or in-kind. Each confirmed sponsor receives tailored promotion to ensure national visibility through CQHA platforms.

Your support will directly contribute to providing equitable competitive opportunities to Canadian Quarter Horse enthusiasts from all regions.

Attached is the sponsorship form, where you can include your promotional information, website, and hashtags. Completed forms and promotional assets can be submitted to admin@cqha.ca. Sponsorships can be sent by cheque payable to: Canadian Quarter Horse Association 42186 Twp Rd 240 Calgary, Alberta T3Z 2X8 or via e-Transfer to info@cqha.ca (please include your name or business and “CNAVC” in the comment). Additional promotional assets can be submitted to admin@cqha.ca.

Please click this link to access the sponsorship form:

https://www.cognitoforms.com/CanadianQuarterHorseAssociation/_2025CQHACanadianNationalAmateurVirtualChampionshipSponsorshipRegistrationForm

We would be honoured to partner with you on this exciting initiative.

Warm regards,

Sharon Forbes-Hanks

CQHA Director, Chair of the Amateur Committee

📞 204-825-7055

✉️ admin@cqha.ca

The Canadian Quarter Horse Association (CQHA) is the Canadian affiliate of the American Quarter Horse Association (AQHA), and representative of the largest breed population within the Canadian herd.

The CQHA exists to address issues of concern to Canadian owners of American Quarter Horses; to be a communications vehicle for and with Canadian AQHA members; and to promote and market Canadian-bred and/or Canadian-owned American Quarter Horses, both globally and domestically.



SPONSORSHIP RECOGNITION & PROMOTION CHART

RECOGNITION & PROMOTION	PROGRAM PARTNER (\$1,200 + ONLY 1)	CLASS SPONSOR (\$300 ONLY 12)	PRODUCT SPONSOR (\$500+ MARKET VALUE)	SUPPORTING SPONSOR (\$300-\$500 MARKET VALUE)	CONTRIBUTOR (PRIZE OR GIFT CERTIFICATE)
Exclusive branding as "CNAVC Proudly presented in partnership with" on all event materials, including ALL press releases. Prominently featured on CNAVC web page of CQHA.ca with your bio.	✓				
Logo placed adjacent to the CNAVC logo on all advertising, digital banners, and media releases including top billing on the banners of both CQHA.ca and the virtual horse show platform.	✓				
Logo featured in the class graphic on the virtual horse show platform and on the banner of the class details page for the individual class sponsored.	✓	✓			
Standalone sponsor social media features (Facebook & Instagram)	✓ Developed with Sponsor (six (6) July - Dec)	✓ Two (2) 1st with sponsorship announcement 2 nd with winner announcement	✓ Two (2) 1st with sponsorship announcement 2 nd with winner announcement		
Logo placement on CQHA.ca website with link in the corporate banner on the bottom of each page and on the CQHA Partners page.	✓	✓	✓		
Recognized as the class or product sponsor on the CNAVC web page of CQHA.ca with your bio.		✓	✓		
Logo featured and linked on the CNAVC page of the CQHA.ca website. (size and priority depends on sponsorship level)	✓	✓	✓	✓	✓
Featured in one grouped sponsor announcement press release.	✓	✓	✓	✓	✓
Customized graphic for your own social media use as the sponsor of your CNAVC class.	✓	✓	✓	✓	✓

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