

National Reining Breeders Classic



2023 NRBC Champion Casey Deary & Down Right Amazing owned by DAG Enterprises earned \$100,000! photo by Waltenberry

There is something for everyone at the NRBC!

The National Reining Breeders Classic will return to the Built Ford Tough Livestock Complex at Expo Square in Tulsa, Oklahoma for its 27th show. During the prestigious event, reiners from across the globe will compete for their share of over \$1.7 million in prize money. The 2024 event is set for April 16-27. As in the past, the NRBC will attract contestants, owners, vendors and spectators from all over the nation and world; as well as local equine enthusiasts and targeted media.

The show features a reining competition held simultaneously in THREE different arenas – the Ford Truck Arena, the Super Duty Indoor Arena and the Central Park Hall Arena.

There is a trade show area for all kinds of shopping. There also are a variety of hospitality venues and social events to entertain clients and guests. Attendees enjoy the laid-back atmosphere that makes the NRBC so unique and keeps people coming back year after year.

With plenty of in-arena opportunities to school horses, exhibitors don't have to stay up all night long to make those final tune-ups. That creates more time for fun, all of which is provided by the NRBC – activities and parties can be found every day. It's all part of the NRBC experience, and each year there's something special to enjoy!

Reining at the NRBC includes multiple divisions to enable riders at all levels and horses at various stages of skill to participate, learn and improve as they master the intricacies of one of the most exciting equine sports ever. There are classes for world class reiners as well as beginning Non Pros – and the 2024 Level 4 Open Classic first place check will be \$100,000!

It also showcases a large double-slate of NRHA ancillary events to help exhibitors qualify for National Reining Horse Association year-end awards and to earn high point Skyline buckles. From the Open reining to the Green Reiners, everyone gets the chance to compete at the NRBC.

Because of its large purse, beautiful awards and unique atmosphere, the NRBC attracts a broad cross-section of the equine media world and is featured in countless magazines and newspapers around the world.

History of the National Reining Breeders Classic

At the NRBC, enrolled foals from subscribed stallions are eligible to compete for big money as 4-, 5- 6- and 7-year olds, and when advanced into the Classic Challenge program, horses aged 8 and up can continue to compete.

The program was created in the fall of 1997 when a group of reining breeders created a stallion incentive program named the National Reining Breeders Cup. The list of sires enrolled soon read like a Who's Who of the reining industry. Foal enrollment numbers have risen steadily upward each year, with over 57,000 foals enrolled.

The first show, held at the Lazy E Arena in Guthrie, Oklahoma, in 1998, was an instant classic, setting the stage for the name change later that year to National Reining Breeders Classic. The show was held at the Lazy E venue for the first three years, and then moved to the Great Southwest Equestrian Center in Katy, Texas. In the beginning, the show was reserved for 4- and 5-year-old reining horses, but later was expanded to include horses aged 4 through 6. In 2011, the Classic Challenge was added to include horses age 7 and up. In 2020, NRBC added 7-year-olds to the aged event and the Classic Challenge was modified to be for horses age 8 and up.

The NRBC is one of the most lucrative venues in the world to show reining horses, with payouts of over \$1 million each year since 2005 and new records set most every year. The 2023 NRBC saw another record event. In 25 years, the show has paid out over \$27 Million.

100% of each year's foal enrollment dollars goes to added money of the show four years later. In other words, the 2024 show added-money comes from the foals that were enrolled in 2020. The 2024 foal money will be used for the 2028 event.

All this excitement means high visibility for sponsors!

Besides exposure at the show, sponsors benefit from exposure through NRBC's unique, dedicated media department with multiple press releases, email blasts, printed materials from the live Internet feed, through social media and on the website at www.nrbc.com. Live written and video interviews are done with every winner and posted on Facebook and other media. The Slide Street Journal is published and printed on-site and sent out online! Sponsor videos appear on the jumbotron in the main arena and on the live internet feed from all three arenas.

NRBC has been featured yearly on Horse of the West which airs on RFD-TV and has been featured on the Cowboy Channel in multiple shows! The National Reining Breeders Classic is marketed in a cohesive and integrated campaign that includes regular press releases year-round, paid media, publicity, promotion with sponsors, a well-established website, and several established media partners. The show and the enrollment program are also marketed in NRBC Social Media, the Slide Street Journal and the Slide Street E-Journal.



2023 NRBC Non Pro Champions Gina Schumacher and Gunnastepya, photo by Waltenberry

Sponsorship Levels

The National Reining Breeders Classic offers sponsorships to fit any marketing plan. All sponsorships provide high profile association with the third largest added money aged event reining in the world. Sponsorships can be customized to create a program that is mutually beneficial for sponsor and show. The NRBC team can work with each sponsor to create a package that will integrate the sponsor's presence into the event, will fit the sponsor's marketing plan and create industry buzz. **However, only one sponsorship per individual or business is allowed, and a maximum two names per sponsorship. Priority for Paid Warmups and stalling placements is based on sponsorship level.**

Platinum Sponsor

Platinum sponsors receive a variety of benefits, which can include:
Full Page Color ad in Slide Street Journal
Specific Press Release about sponsorship
Up to 3 sponsor videos on the jumbotron in the main arena and on the live internet feed from all 3 arenas
Special awards and naming options
Vendor Booth Space
Featured Press Release
Awards Presentation Participation

Name inclusion on select press releases year-round
Premier reserved table in Sponsor Area
Banners in each of the three competition arenas and warmup arena
Up to 12 passes to Sponsor Area
Name inclusion on all NRBC sponsor listings (including website)
Distribution of promotional materials (if provided)
Announcer & Scoreboard Recognition
Cost: \$12,000 up

Gold Sponsor

Up to 2 sponsor videos on the jumbotron in the main arena and on the live internet feed from all three arenas
Full page full color ad in Slide Street Journal
Awards Presentation Participation
Name inclusion on select press releases sent year-round
Reserved Table in Sponsor Area

One banner in each of the three competition arenas
6 passes to Sponsor Area
Name inclusion on all NRBC sponsor listings (including website)
Distribution of promotional materials (if provided)
Announcer & Scoreboard Recognition
Cost: \$6,000

Silver Sponsor

Sponsor video on the jumbotron in the main arena and on the live internet feed from all three arenas
Half page full color ad in Slide Street Journal
Two banners placed in the ancillary arenas or Warm-up Arena

Name inclusion on NRBC sponsor listings (including website)
Distribution of promotional materials (if provided)
Announcer & Scoreboard Recognition
Cost: \$3,500

4 passes to Sponsor Area

Crystal Sponsor

Sponsor video on the jumbotron in the main arena and on the live internet feed from all three arenas
One banner in an ancillary arena
2 passes to Sponsor Area

Name inclusion on NRBC sponsor listings (including website)
Distribution of promotional materials (if provided)
Announcer & Scoreboard Recognition
Cost: \$2,000

Designated Sponsorship

One banner in a Warm-up Area	Distribution of promotional materials (if provided)
2 passes to Sponsor Area	Announcer & Scoreboard Recognition
Name inclusion on NRBC sponsor listings & website	Cost: \$1250

Product sponsorships are valued at wholesale value and can represent no more than 50% of sponsorship price.

Benefiting parties of the sponsorship for sponsor benefits and stabling:

If sponsorship is for an owner – may designate only 2 trainers

If sponsorship is for a trainer – may designated only assistant or associate training out of same facility.

To reserve your sponsorship, contact Cheryl Cody at 580-759-3939 or cheryl@pro-management-inc.com.