

# 2026 SERHA Reining Horse Foundation Derby: Sponsorship Opportunity

Following the incredible success of our recent seasons, the Southeastern Reining Horse Association (SERHA) is proud to announce the return of the **Reining Horse Foundation (RHF) Derby**, held during the Carolina Classic from **May 21–24, 2026**, in Williamston, NC.

**Building on Success** In 2025, our community's generosity allowed SERHA to donate **\$1,650** directly to the Reining Horse Foundation (\$10 per derby entry). This success also paved the way for our prestigious partnership with the North American Reining Stakes (NARS). For 2026, our goal is even more ambitious: we aim to host a **\$10,000-added Open Derby** and a **\$10,000-added Non-Pro Derby**, including Levels 1 through 3.

**Why Your Sponsorship Matters** As a 501(c)3 all-volunteer organization, we rely on partners like you to keep these high-level aged events on the East Coast. Your contribution does more than just fund a class; it supports the RHF mission of caring for the reining community through crisis aid, youth scholarships, and heritage preservation.

**Sponsorship Opportunities** We offer several ways to showcase your support to our growing audience of riders and spectators:

- **Individual Level Sponsor:** Directly headline a specific level of the Derby.
- **Friends of the RHF:** A general Derby contribution combined with other supporters.
- **Matching Gift:** Join us in our commitment to donate a portion of every entry fee to the RHF.

**Partner Benefits** In exchange for your support, your business will receive year-round visibility on **serha.org**, featured recognition in our event-specific Facebook posts, and live announcements during the broadcast of the Carolina Classic.

We have attached our 2026 general sponsorship form for your review. We would welcome the chance to speak with you about how your donation helps not just our affiliate, but the reining industry as a whole. Please note that all support is tax-deductible as allowed by law.

Thank you for your continued dedication to the sport. We look forward to seeing you in Williamston!

Sincerely,

**The SERHA Board of Directors**

- **Anne Marie Marti**, *President*
- **Ryan Rapier**, *Vice President*
- **Elizabeth Rapier**, *Secretary*
- **Heather Maxwell**, *Treasurer*

## 2026 SERHA SPONSORSHIP COMMITMENT FORM

Online commitment form: <https://forms.gle/SrNmGwBTTfMFZH5B7>

Southeastern Reining Horse Association | A 501(c)3 Organization

### 1. SPONSOR INFORMATION

Business/Individual Name: \_\_\_\_\_

(As you wish it to appear in programs and announcements)

**Primary Contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

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## 2. SELECT YOUR SPONSORSHIP LEVEL

*Please check the box that applies to your commitment.*

| Level   | Investment           | Key Benefits  |
|---|----------------------|---|
| <input type="checkbox"/> <b>Event Sponsor</b>                 | <b>\$10,000+</b>     | Top billing on all event media, primary arena banner, live feed logo placement. |
| <input type="checkbox"/> <b>Major</b>                         | <b>\$5,000-9,999</b> | Arena banner, social media spotlight, website link, daily announcements.        |
| <input checked="" type="checkbox"/> <b>Class</b>              | <b>\$1,500-4,999</b> | Arena banner, website listing, daily announcements.                             |
| <input type="checkbox"/> <b>Hospitality</b>                   | <b>\$1000-1,499</b>  | Website listing, social media recognition, show announcements.                  |
| <input type="checkbox"/> <b>Family</b>                        | <b>\$250-999</b>     | Social media recognition and show announcements.                                |
| <input type="checkbox"/> <b>Friends of SERHA or RHF Derby</b> | <b>Any \$</b>        | <b>Amount: \$ _____</b>   |

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### 3. THE RHF DERBY COMMITMENT (OPTIONAL)

Other Contribution: I would like to donate \$\_\_\_\_\_ specifically toward the RHF Derby purses.

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### 4. PAYMENT INFORMATION

Total Commitment Amount: \$\_\_\_\_\_

- **Check Enclosed:** Please make checks payable to **SERHA**.
  - **Credit Card:** Please contact **Heather Maxell (Treasurer)** for processing [serhatreasurer@gmail.com](mailto:serhatreasurer@gmail.com)
  - **Invoice Me:** Please send an invoice to the email address listed above.
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### 5. AUTHORIZATION & SUBMISSION

*I understand that to ensure inclusion in printed materials and banner displays, my logo and payment should be received at least 30 days prior to the first show (March 21, 2026).*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please return this form and your high-resolution logo (PNG/EPS) to:

Email: [info@serha.org](mailto:info@serha.org)

Mailing Address: 6538 Slabtown Rd Wilson, NC 27893

*SERHA is a 501(c)3 organization. Your donation is tax-deductible to the extent allowed by law. Thank you for supporting the Southeastern Reining community!*