



## Southeastern Reining Horse Association 2026 Sponsorship Information

On behalf of the Southeastern Reining Horse Association (SERHA), I would like to invite you to partner with us for our upcoming 2026 show season. As a 501(c)3 all-volunteer organization, our success depends entirely on the generosity of sponsors like you who share our passion for the sport of Reining.

**Our Mission & Impact** Based in North Carolina and affiliated with the NRHA, SERHA is dedicated to fostering the next generation of riders. While we host high-level aged events, we pride ourselves on supporting our Youth, Green, Rookie, and Beginner classes. Our goal for 2026 is to keep membership and show fees affordable, ensuring that the "sport of kings" remains accessible to all local enthusiasts.

### 2026 Schedule of Events

All our premier events are held at the Senator Bob Martin Eastern Agricultural Center in Williamston, NC:

- March 19-22: March into Spring Celebration
- May 21-24: Carolina Classic / RHF Derby
- July 6-11: The Main Event (with NARS East Coast Futurity/Derby)
- October 22-25: Fall Spooktacular

**High-Visibility Benefits for Your Business** We offer our sponsors a robust platform for brand exposure, reaching a dedicated audience of horse owners, trainers, and spectators across the Southeast:

- **Digital Reach:** Your logo and website link will be featured on [serha.org](http://serha.org), which hosts our live-broadcast feeds, draws, and results.
- **Exclusive Social Media Access:** Only SERHA sponsors are permitted to post advertisements within our Facebook group, providing you direct access to our active community.
- **At-Show Recognition:** Your brand will be featured on arena banners and highlighted through professional announcements during our live events.

**Support a Great Cause** Because SERHA is a 501(c)3 organization, your sponsorship is tax-deductible to the extent allowed by law. Attached you will find our 2026 Sponsorship Form detailing the various levels of support available.

We would be honored to have you join our family of sponsors. If you have any questions or would like to discuss a custom partnership, please feel free to reach out to us.

Thank you for your time and for supporting the Southeast reining community.

Sincerely,

The SERHA Board of Directors

[www.serha.or](http://www.serha.or)

# Southeastern Reining Horse Association - 2026 Sponsorship Opportunities

## SERHA Sponsorship Levels



### Business Banner Sponsorship - GUIDELINES

You may provide your own banner(s), however, for an even look we would like all arena banners at the same height of 4' but width is optional.

SERHA provides the banner(s), same cost, orders must be received at least 4 weeks before the event: 1. You provide the finished high resolution, correctly sized design and we print the banner for you. 2. Contact SERHA website admin Karin Hinzmann if you need help with banner design.

TWO BANNERS	ONE BANNER	FARM/STALLION BANNER	GROUP BANNER
\$1000	\$500	\$400	\$100
<ul style="list-style-type: none"> <li>• 2 banners at shows</li> <li>• Listing on website with link</li> </ul>	<ul style="list-style-type: none"> <li>• One banner at shows</li> <li>• Listing on website with link</li> </ul>	<ul style="list-style-type: none"> <li>• One banner at shows</li> <li>• Listing on website with link</li> </ul>	<ul style="list-style-type: none"> <li>• Your name included on our "Trainer" / "Vets Who Keep Us Sliding" banner</li> <li>• Listing on website with link</li> </ul>

**Goods and Service Donations are also accepted as sponsorship. Please contact SERHA for any items you wish to donate.**

Sponsors will be listed on SERHA webpage ([www.serha.org](http://www.serha.org)) from the time the sponsorship agreement is reached and continuing until the following January. As well, a link to your business will be placed on the SERHA webpage which is also linked to Facebook.

Thank you for your support.

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

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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!*