



The American Saddlebred Horse Association of Alberta strives to foster good sportsmanship, a healthy lifestyle, and a sense of responsibility in all age groups through involvement in the care, training and breeding of the American Saddlebred Horse for both recreation and participation in all disciplines in the sport of horse.



From the President

The American Saddlebred Horse Association (ASHA) of Alberta has been serving its members and enthusiasts of the Saddlebred industry for over 50 years. All involved have been successfully breeding, showing, pleasure riding, and driving their American Saddlebreds. While Saddlebreds live up to their nickname, the “peacocks of the show ring”, they are, more importantly, valued family members back at home. Their intelligence, versatility, and loving nature make them a wonderful choice for family members to enjoy across generations.

Working together we can:

- promote the healthy lifestyle that comes from having these wonderful horses in our lives. Interactions with our equines and community provide physical, emotional, and psychological benefits that enrich our overall wellbeing.
- contribute to a thriving Alberta equine industry that will have ripple effects on many aspects of the economy as well. Our members buy feed and equipment; require veterinarians and farriers; stay in hotels and buy meals when out of town at horse shows; employ folks of all ages and levels of experience to work in our stables.
- facilitate a deep sense of community and belonging. Some of our members have been involved for four generations – a lifetime of friendships and support networks! We are keen to welcome new members, young and old, into our community.

I urge you to consider partnering with us as we seek to serve and promote the membership and horses of the American Saddlebred Horse Association of Alberta.

Paul Bentham, President, ASHA of Alberta



American Saddlebred Horse Association of Alberta:

- has served its members and the horse community for **50+ years**, incorporated in 1971
- a charter club of the American Saddlebred Horse and Breeders Association (ASHBA), a network 45+ organizations worldwide, for **50+ years**.
- has been the ASHBA **Charter Club of the Year**.
- **supports** not only our own Alberta Charity Horse Show, but six other Alberta all-breed horseshows, as well!

The members of the American Saddlebred Horse Association of Alberta are:



- horse owners,
- horse enthusiasts,
- amateurs and trainers recognized for yearly competition at the provincial and national level having been awarded Breed Sport Canada Awards from Equestrian Canada and numerous awards within the Region 2 ASHBA award system (Alberta, British Columbia, Washington, Oregon, and Montana),
- competitors leading in their sport, competing in the International World Cup Saddleseat competitions and representing Canada's World Cup Equitation team, &
- trainers, coaches, and all-round Saddlebred loving members who are proud

of the talent and quality of our horses and riders.

Your **contributions** allow the American Saddlebred Horse Association of Alberta:

- Support our Youth Initiative; promoting volunteerism and scholarship opportunity.
- host the Association's Alberta Charity Horse Show and support shows offering classes specifically for American Saddlebreds (Spring Fling, Parkland Spring, Aurora, Summer Classic, Alberta Morgan, and the Fall Classic).
- In-kind sponsors have provided exhibitors with a morning coffee and socials at which to gather and reconnect and items for our exhibitor draw jars that have added much fun to their showing experience and are greatly appreciated by the winners.
- Monetary sponsors, through class or general show contributions, have offset show costs and provided judges helping to assure the showing experience is accessible to more riders.
- promote American Saddlebreds through riding clinics and local events featuring American Saddlebreds to assure American Saddlebreds are seen.
- communicate with members through newsletters and social media.
- operate. It is no surprise that there are organization running costs. ASHA of Alberta maintains memberships with the Alberta Equestrian Federation (AEF) and the American Saddlebred Horse and Breeders Association (ASHBA), carries insurance, and office costs, albeit minimal. General sponsorship contributions are utilized for these purposes.



Joining together, we both gain:

- Association members include many local business owners and community advocates that will recognize and appreciate your support.
- Horsemanship, volunteering and competition encourages responsibility, confidence, pride, patience, athleticism, balance and sportsmanship in our youth.
- Horse shows are a "family affair" providing wonderful opportunities for families to spend time together.
- Riding has a positive impact on mental health. Malchrowicz-Moško et al. (2020) found of the benefits of riding, the mental, rather than physical, aspects were highest rated.



Opportunities Work with the American Saddlebred Association of Alberta

ASHA of Alberta’s intention in offering a variety of ways to be part of our work because we want to honour what best aligns with your goals. We value each greatly and hope you find an option (or both) that works for you. We also know that we cannot know it all. If you are compelled to be involved, but do not see a best fit for you or your company, reach out to us and let’s talk: email Paula Bentham at ashaofasponsorship@gmail.com or phone 780-910-4190.

DONATE: I am supporting the work of the American Saddlebred Horse Association with my donation. We greatly appreciate donations of all sorts: cash, silent auction item(s), exhibitor gift bag items, draw prizes.

SPONSORSHIP:

I want to sponsor the work of the American Saddlebred Horse Association.	Platinum \$1000+	Gold \$750+	Silver \$500+	Bronze \$250+
At the Alberta Charity Horse Show:				
• One stall at the 2023 Alberta Charity Show	✓	-	-	-
• Center ring announcements	5 mentions	4 mentions	3 mentions	2 mentions
• Logo in show program (if received by, July 3, 2023)	✓	✓	✓	✓
Business card or logo featured on the ASHA of Alberta webpage, saddlebredsofAlberta.com (until yearend)				
• Home page	✓	-	-	-
• Shows page	✓	✓	-	-
• Directory page	✓	✓	✓	-
• Sponsorship page	✓	✓	✓	✓
All sponsors are featured in ASHA of Alberta’s member-only quarterly electronic newsletters (until year end)				
Social media promotion:				
• Instagram https://www.instagram.com/saddlebredsofAlberta/?hl=en	5 mentions	4 mentions	3 mentions	2 mentions
• Facebook https://www.facebook.com/saddlebredsofAlberta		(until year end)		
In-kind sponsorship:				
• Product(s) for prize packages, • exhibitor gift bags, • promotion items, • providing a social event (a meal, evening social, coffee break)		In-kind sponsors are greatly appreciated and recognized as per the valuation of the contribution.		

Thank you, in advance, we look forward to what we can do, together!





American Saddlebred Horse Association of Alberta Donation / Sponsorship Form

Check the boxes that apply:

DONATE: I am supporting the work of the American Saddlebred Horse Association with my **donation** of:

\$ _____, and/or

silent auction item(s) _____ in the fair market value of \$ _____, and/or

exhibitor gift bag item(s) _____ in the fair market value of \$ _____.

<input type="checkbox"/> I wish to remain anonymous	<input type="checkbox"/> I consent to my name being featured in donor recognition lists related to the Alberta Charity Horse Show and the ASHA of Alberta website and social media.	<input type="checkbox"/> This donation is in Memory of _____ I consent to my name being featured in donor recognition lists related to the Alberta Charity Horse Show and the ASHA of Alberta website and social media.	<input type="checkbox"/> This donation is in Honour of _____ I consent to my name being featured in donor recognition lists related to the Alberta Charity Horse Show and the ASHA of Alberta website and social media.
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Yes, I am donating on behalf of my business, please send a tax receipt.

SPONSORSHIP: I want to **sponsor** the work of the American Saddlebred Horse Association.

Platinum \$1000+ one ACH show stall, announcements, program, webpage, newsletters, social media, promo items

Gold \$750+ ACH show announcements, program, webpage, newsletters, social media, promo items

Silver \$500+ ACH show announcements, program, webpage, newsletters, social media, promo items

Bronze \$250+ ACH show announcements, program, webpage, newsletters, social media, promo items

Yes, I am sponsoring on behalf of my business, please send a tax receipt.

Donor / Sponsor / Company _____

Contact: _____

Address: _____

City / Town / County: _____ Postal Code _____

Phone(s) (1st is preferred): (____) _____ - _____ or (____) _____ - _____

Email: _____

Website: _____

cheque payable to ASHA of Alberta

OR

Total Value:

cash or in-kind valuation \$ _____

e-transfer to ashaofatreasurer@gmail.com

password: **Sponsor**

include ASHA Sponsorship in the comment

Mail a hard copy OR email this form to:

Paula Bentham
#32, 51514 RR 262
Spruce Grove, AB T7Y 1C2
ashaofasponsorship@gmail.com

THANK YOU!