



Dear Sponsor:

What is cutting and why do we do it? Here is a little history about our sport. We hope you enjoy it and that it inspires you to get involved with our association.

When American cowboys of the 1800's worked cattle, they used their best horses to separate, or "Cut" an individual cow from the herd as part of their daily job like sorting them to a different pasture or to doctor them. The cutting horse works much like a border collie dog would work sheep. It is the only equine sport that requires the horse to work independently from the rider and requires him to think on its own. The heritage runs deep in the American story, from the Chisholm Trail to present day ranch work. It is unlikely that those 19th century American cowboys would have imagined that something so much a part of their every day job would become one of the world's most popular equine sports. But each year, thousands of cutting events--from Austin to Australia-- attract riders aged eight to eighty. It is a family event. It is one of the only events that a person over 60 years of age can be competitive at a very high level. To be good involves a good horse with lots of training, hard work, discipline, a high level of horsemanship and cattle knowledge. Cutting has developed into one of the most popular events in horse shows today for spectators and horseman alike. It is a whole lot of thrill and excitement!

In 1919, the Southwestern Exposition and Fat Stock Show in Fort Worth, Texas became the first recorded arena cutting show. By 1946, there were so many cutting horse contests being held, the National Cutting Horse Association, NCHA, was founded. By 1963, the association recorded the results of 727 events and \$404,183 in prize money. In 2020, there were more than 1800 shows across the country, 15,000+ members and \$39 million in prize money. There is a special bond between the people, the horses, fine sportsmanship and ranching values that sets it apart from all other horse events.

In the 1960's the then, Michigan Cutting Horse Association was organized, later it became the Central Michigan Cutting Horse Association. Now an affiliate of the National Cutting Horse Association (NCHA) we are the Great Lakes Cutting Horse Association (GLCHA) and currently have more than 60 members from across Michigan, Ohio, Indiana, Kentucky, and Ontario.

Our shows will be hosted in Central Michigan at the Ionia Free Fairgrounds in Ionia, MI and will include classes for all levels and interest. Spectators can watch competitors representing the most experienced horse and rider as well as the beginner just starting out. Cutting horse fans are a wide and diverse group of people that share a love of the western, active lifestyle and horses in common. GLCHA focuses on family fun and youth involvement as well as witnessing one of the most tremendous athletes in the horse world.

There truly is something for everyone. By becoming a sponsor, you will be a part of something special! Your sponsorship will help provide prizes for our competitors and give you an advertising outlet that you may have never had before! Without our sponsors we cannot have horse shows! We need you and you need us!! We really hope you will consider being a part of all our shows and have a sponsorship with the Great Lakes Cutting Horse Association for the next 12 months!

Attached you will find the sponsorship form with the different levels of sponsorship offered. Please feel free to reach out to our Facebook page or contact us through the website if you have questions about the association or if you are seeking some other type of sponsorship not listed here. We look forward to developing a relationship with you as our sponsor in 2024.

Sincerely,
GLCHA Board of Directors 2024



2024 SPONSORSHIP AGREEMENT: This sponsorship agreement defines the terms and conditions of both parties involved in this agreement. GLCHA and the ‘sponsor’ will work together to form a joint working relationship to market the sponsor’s products and services to members of the GLCHA/ NCHA and the general public and to promote the cutting horse industry. Your sponsorship is for a 12-month duration for four weekend shows during the 2024 show season. We encourage our sponsors to attend any/ all our shows!

SPONSOR NAME:

WEBSITE and/ or SOCIAL MEDIA PAGES:

PHONE NUMBER:

CURRENT SHOW DATES: MAY 11-12, JULY 27-28, AUGUST 24-25, SEPTEMBER 21-22

DOES SPONSOR HAVE A LOGO? YES/NO
 (if so, please send jpeg or png to: greatlakescutting@gmail.com)

Level of Sponsorship:

	\$1,000 Gold Sponsor	\$500 Silver Sponsor	\$250 Bronze Sponsor	\$500 3-Year Cattle Chute Sponsor	\$100 Prize Sponsor	\$150 Meal Sponsor	Product/ Services Sponsor
Banner hung up at all shows (sizes and arena placement depend on package)	✓	✓	✓	✓			
Logo posted on website	✓	✓	✓	✓			✓*
Social media recognition	✓	✓	✓	✓	✓	✓	✓
Announcements at all shows	✓	✓	✓	✓		✓	✓
Two tickets to GLCHA awards banquet	✓						

* Specific details found below.

_____ **\$1000 (GOLD) Sponsor:** 2.5' X 4' large full color banner with prime placement.

_____ **\$500 (SILVER) Sponsor:** 1.7' X 3' full color banner.

_____ **\$250 (BRONZE) Sponsor:** Sponsor to provide banner (not larger than 1 'X 2').

_____ **\$500 3-Year Cattle Chute Sponsorship:** 1.7' X 3' full color banner with prime placement.

_____ **\$100 Prize Sponsor:** Sponsor wishes to donate to end of year prizes, sponsor will be recognized at end of year banquets as sponsor for specific prizes chosen by GLCHA.

_____ **\$150 Meal Sponsor for Coffee/ Donuts OR Lunch:** If desired, GLCHA will purchase and provide the food options on sponsor's behalf, or sponsor can attend and hand out food. Sponsor will be recognized in all promotion for that particular show on social media channels with promotions about sponsor, sponsor will be announced all weekend during the show. **Weekend Date Preference** _____

_____ **Product/ Services Sponsor:** I wish to donate _____ product to GLCHA OR _____ service to GLCHA as a weekend horseshow or year-end prize for the class(es) of GLCHA choosing. *Logo will be posted on website if product/ service is donated to year-end awards.

Mail Checks directly to:

GLCHA
LIZ PARKER
10279 FIELDSTONE CT GOODRICH, MI 48438