WHAT IS REINING?

To rein a horse is not only to guide him, but also to control his every movement.

The best reined horse should be willingly guided or controlled with little or no apparent resistance and dictated to completely.

Jim Willoughby, NRHA Hall of Fame inductee

WHO IS NRHA?
The National Reining Horse Association is the governing body of the sport of Reining. The international headquarters are located in Oklahoma City, Oklahoma. Reining is recognized as the fastest growing equestrian sport worldwide. It is the only western discipline approved for international competition by the Federation Equestre Internationale (FEI), the governing body of international equestrian competition. The FEI reports directly to the International Olympic Committee.

With over 740 competitions worldwide, NRHA-approved competitors vie for nearly $12 million in prize money, plus other awards, annually. With a membership base of more than 15,000, over 100 affiliates worldwide, and a supportive core of committed Corporate Partners, the future remains unquestionably positive for the sport of Reining.

MEMBERSHIP PROFILE

- Average Age – 45
- Gender – 67% Female
- Average Income - $126,900
- Business Ownership < 20 Employees – 79%
- Business ownership, Facilities and Equipment Valued in excess of $500,000 – 61%
- Owned in a Second Equine Event– 96%
- Average Length of Membership – 7.2 Years
- Current Additional Equine Organizations (i.e. AQHA) – 98%
- Horse Ownership – 35,000
- U.S. Members – 10,750
- Canadian Members – 1,131
- Non US/Canadian Members – 3,666
NRHA FUTURITY & ADEQUAN® NORTH AMERICAN AFFILIATE CHAMPIONSHIP SHOW

OKLAHOMA CITY, OK
November 25 – December 4, 2010

- 2,400+ Entries
- 70,000 Spectators
- Exhibitors and Spectators from more than 20 Countries on 6 Continents
- $44.3 Million Economic Impact
- $10.8 Million in Direct Spending
- Nearly $2 Million Awarded in Prize Money & Awards
- FEI World Reining Masters
- Celebrity Reining benefitting Make-A-Wish of Oklahoma
- Intercollegiate Judging Contest

NRHA DERBY & SHOW

OKLAHOMA CITY, OK
June 21 – 26, 2010

- 1,200+ Entries
- 50,000 Spectators
- $12 Million Economic Impact
- $4.1 Million Direct Spending
- More than $600,000 Awarded in Prize Money

NRHA.COM VISITORS

- Approx. 7,000 Unique per week (Year Round)
- Approx. 28,000 Unique per week (During NRHA Derby)
- Approx. 60,000 Unique per week (During NRHA Futurity)
- Approx. 1 MILLION Hits during the NRHA Futurity & NAAC Show

INSIDE REINING on In Country TV

- Approx. 80,000 Viewers per Week
- Approx. 2.08 Million Viewers per Year
1966 National Reining Horse Association incorporated
November 30, 1966
1966 First NRHA Futurity held in Columbus, OH
1966 NRHA initiated the Sire & Dam Program
1976 Futurity Amateur Division was added: NRHA Amateur Futurity
1980 First NRHA REINER magazine published (March/April)
1980 First NRHA Derby (Maturity) Held in Raleigh, NC
1983 First NRHA Superstakes in Northbrook, IL
1983 Limited Open Division added to the NRHA Futurity
1983 First $100,000 winner of the Futurity (guaranteed) Craig Johnson on Lucky Bay Glo
1985 Initiated the new judging system, which began the scoring of maneuvers rather than the assessment of the overall run
1985 NRHA Derby moved to St. Paul, MN
1986 NRHA Futurity moved from Columbus, OH to Oklahoma City, OK
1986 Arbuckle Trophy first awarded
1986 NRHA establishes Hall of Fame
1986 Added Youth Reining classes—eligible for Top Ten
1988 International Reining Council was formed with the goal “To govern rules for judging and to keep records for international reining competition.”
1989 NRHA conducted the first annual Intercollegiate Judging Contest
1989 First Nations’ Cup held in conjunction with the NRHA Derby
1989 First International Reining Council meeting on November 30, 1989, during the NRHA Futurity in Oklahoma City, OK. Countries with representatives included Mexico, Canada, Austria, Germany, Japan, Australia, Great Britain and the United States. Italy and Brazil showed interest but were unable to attend.
1991 Instituted Affiliate Championship Competition
1992 Certificate of Achievement Award Program instituted
1993 NRHA initiates Rookie of the Year Award to honor Rookie Reining competitors
1993 First NRHA produced Prospect Sale
1993 NRHA Derby includes 5-year-olds for the first time.
1994 Hollywood Jac 86 named NRHA’s first Million Dollar Sire
1994 Derby moved to Oklahoma City, OK
1995 Initiated the first Youth Tournament at the Derby in Oklahoma City, OK
1995 Bill Horn named as the first Million Dollar Rider at the NRHA Futurity in Oklahoma City, OK
1995 First Breeders Showcase Sale
1996 Be Aech Enterprise named NRHA’s second Million Dollar Sire
1996 NRHA separates Open and Non Pro Futurity
1996 Limited Non Pro Division added to the Non Pro Futurity
1997 Tim McQuay named NRHA’s second Million Dollar Rider
2003 Hollywood Dun It named NRHA's third Million Dollar Sire
2003 Reining accepted as first western discipline of the United States Equestrian Team (USET)
1998 Topsail Cody named NRHA's fourth Million Dollar Sire
1998 NRHA office moved to new Oklahoma City, OK location
1999 Smart Chic Olena named NRHA's fifth Million Dollar Sire
2000 Hollywood Dun It named NRHA's first Two Million Dollar Sire
2000 Reining accepted by Federation Equestre Internationale (FEI) for International Competition
2000 First Derby Spotlight Sale
2000 Membership topped 10,000
2000 Intermediate Division added to the Non Pro Futurity
2000 First NRHA Futurity Gelding Incentive (Open and Non Pro Divisions)
2000 First $150,000 NRHA Futurity winner: Todd Sommers on Von Reminic owned by Frank Bolea
2000 First NRHA approved Prime Time Divisions at Futurity
2001 Topsail Whiz named sixth Million Dollar Sire
2001 National Reining Horse Youth Association formed
2001 Reining Horse Sports Foundation was approved as a charitable organization
2001 First runoff in NRHA Open Futurity Finals; RR Start became the first American Paint Horse Association registered horse to win NRHA Open Futurity; Andrea Fappani became first European rider to win NRHA Open Futurity
2002 Shining Spark becomes seventh Million Dollar Sire
2002 Reining becomes medal event at World Equestrian Games in Jerez de la Frontera, Spain
2002 NRHA Intercollegiate Reining Championship debuted at NRHA Derby
2002 August: First Rookie Day hosted by RHSF to benefit Crisis Fund, Ardmore, OK
2002 First NRHA European Affiliate Championship held in Balzano, Italy Team winner—Italy
2002 Hollywood Dun It becomes the first Three Million Dollar Sire
2002 Smart Chic Olena becomes a Two Million Dollar Sire
2002 First-ever Reining Team medalists at World Equestrian Games: US Gold, Canada Silver, Italy Bronze
2002 First-ever Reining Individual medalists at World Equestrian Games: Shawn Flarida USA, Gold; Tom McCutcheon USA, Silver; Shawna Sapergia Canada, Bronze
2003 RR Star becomes first horse to win the NRHA Futurity and the NRHA Derby
2003 RR Star and Custom Pistol become the first horses to earn over $200,000 in NRHA competition
2003 Topsail Whiz becomes Two Million Dollar Sire
2003 Shawn Flarida becomes third NRHA Million Dollar Rider
2003 Duane Latimer rides The Great Whiz to the championship of the first NRHA Open Futurity to guarantee $175,000 to the winner
2003 Duane Latimer becomes fourth NRHA Million Dollar Rider
2004 Prime Time Rookie Division debuts
2004 Prime Time Open Division debuts
2004 Rookie Youth class debuts
2004 Gelding Incentive classes debut
2004 Cowboy Central Saddle Series debuts
2004 North American Affiliate Championships debut
2004 North American Freestyle Championships debut
2004 Reminic becomes Million Dollar Sire
2004 Eleuterio Arcese becomes first European member of NRHA Hall of Fame
2004 Todd Bergen becomes Fifth Million Dollar Rider
2004 Gallo Del Cielo becomes ninth Million Dollar Sire
2004 NRHA Futurity & North American Affiliate Championship Show hosts inaugural World Reining Masters Finals—Open and Restricted divisions
2004 Topsail Whiz becomes second Three Million Dollar Sire
2004 Hollywood Dun It becomes first Four Million Dollar Sire
2005 Smart Spook and Shaw Flarida became first team to win NRHA Futurity and the NRHA Derby the following year
2005 Smart Chic Olena becomes a Three Million Dollar Sire
2005 Dell Hendricks becomes Sixth Million Dollar Rider
2005 Craig Schmersal becomes Seventh Million Dollar Rider
2005 Custom Crome becomes tenth Million Dollar Sire
2005 Tim McQuay becomes the first Two Million Dollar Rider at the NRHA Futurity in Oklahoma City, OK
2006 Rookie Professional class debuts
2006 Lil Ruf Peppy becomes eleventh Million Dollar Sire
2006 Kelly Zweifel, Italy, riding Master Snapper owned by Impresa Agricola Cuoghi, Italy, becomes the first woman to win one of NRHA's major events—the NRHA Derby
2006 Impresa Agricola Cuoghi, Impresa Agricola Cuoghi's Master Snapper, ridden by Kelly Zweifel, becomes the first European-bred, born, raised and trained horse to win the NRHA Derby
2006 Kelly Zweifel, riding Master Snapper owned by Impresa Agricola Cuoghi, becomes the first entry to win the NRHA Derby Open, Intermediate Open and Limited Open divisions in one year
2006 Impresa Agricola Cuoghi's Master Snapper, ridden by Kelly Zweifel, becomes the first European-bred, born, raised and trained horse to win the NRHA Derby
2006 Topsail Whiz becomes NRHA's second Four Million Dollar Sire
2006 Italian Reining Horse Association Derby NRHA-approved for the first time
2006 ANCR Brazil holds first NRHA-approved show in Brazil
2006 South African Reining Horse Association holds first NRHA-approved show
2006 Team Medalists at 2006 FEI World Equestrian Games, Aachen, Germany. Gold—USA, Silver—Canada, Bronze—Italy
2006 Individual Medalists at 2006 FEI World Equestrian Games, Aachen, Germany, (following a runoff for the Gold); Gold—Duane Latimer (Canada); Silver—Tim McQuay (USA); Bronze—Aaron Raiston (USA)

2006 Andrea Fappani Becomes Eighth Million Dollar Rider

2006 Shawn Flarida Becomes Second NRHA Two Million Dollar Rider

2006 First National Associate Affiliates are Reining Canada, Austrian RHA, Dutch RHA, NRHA Belgium, Italian RHA, NRHA of Israel, NRHA of Switzerland, Swedish RHA, UK Reining, ANCR Brazil, NRHA of Australia

2006 First Affiliates to Join the International Affiliate Program are ANCR Brazil, Austrian Reining Horse Association, Dutch Reining Horse Association, Italian Reining Horse Association, NRHA Belgium, NRHA of Israel, NRHA of Switzerland and Reining Canada

2006 Boomernic Becomes Twelfth Million Dollar Sire

2006 Non Pro Futurity First Time Trainer Award instituted

2006 NRHA Futurity Youth Division debuts

2007 Prime Time Non Pro Division becomes eligible for NRHA Top Ten/World Championships

2007 Youth (10 & Under Short Stirrup) class debuts

2007 Unrestricted Youth class debuts

2007 Hollywood Dun It becomes first NRHA Five Million Dollar Sire

2007 First NRHA approved show in Poland

2007 Grays Starlight becomes Million Dollar Sire

2007 Mandy McCutcheon becomes first non pro and first woman to achieve Million Dollar Rider status, becoming NRHA’s tenth Million Dollar Rider

2007 Smart Chic Olena becomes Four Million Dollar Sire

2007 Online Show Approvals posted on website

2007 First NRHA Australian Affiliate Championship held in Gatton, Queensland, Australia

2007 First Board of Directors meeting webcast

2007 Inaugural NRHA Dale Wilkinson Lifetime Achievement Award presented to Sally Brown

2007 Gallo Del Cielo achieves Two Million Dollar Sire status

2007 Lance Griffin becomes first Million Dollar Owner

2007 Tim McQuay becomes second Million Dollar Owner

2007 North American Junior Young Rider Championship includes Reining for the first time

2007 Inaugural FEI Reining World Championship held in Manerbio, Italy

2007 Gunner becomes fourteenth NRHA Million Dollar Sire

2008 Wimpys Little Chic & Shawn Flarida becomes first horse/rider combination to win 2007 NRHA Open Futurity, 2008 NRBC Open, and 2008 NRHA Open Derby consecutively

2008 First Father-Daughter NRHA Futurity Champions. Tim McQuay, Open Champion. Mandy McCutcheon, Non Pro Champion

2008 Arcese Quarter Horses USA becomes a Million Dollar Owner

2008 Shining Spark achieves Three Million Dollar Sire status

2008 Smart Like Juice achieves Million Dollar Sire status

2008 Wimpys Little Step achieves Million Dollar Sire status

2008 Shawn Flarida becomes first NRHA Three Million Dollar Rider

2009 Top sails Whiz becomes a Six Million Dollar Sire

2009 NRHA holds the first NRHA European Futurity & Show in Kreuth, Germany

2009 Top sails Whiz’s accomplishment as the first horse to achieve 6 Million Dollar Sire

2009 Custom Crome becomes a Two Million Dollar Sire

2009 Wimpys Little Chic becomes first horse to break the $400,000 mark in NRHA Lifetime Earnings.

2009 First NRHA Derby Youth Non Pro division initiated
2011 NRHA SADDLE SPONSORSHIP OPPORTUNITIES

• Sponsor's Logo will be custom tooled into their divisions Trophy Saddle where it will live on in perpetuity!

• Sponsor's Logo will be featured on signage throughout the grounds during the NRHA Derby (Derby and World Saddles) and NRHA Futurity (All Sponsors).

• Sponsor's Logo with website link on nrha.com

• Sponsor's Logo will appear in an issue of the Reiner Magazine

• Sponsor will be announced during the sponsored division's award ceremony or awards banquet

• Sponsor will have the opportunity to participate in awards presentations featuring the sponsored saddle

• Sponsor's logo will be featured on a page in The Score during the NRHA Futurity in Oklahoma City

• Sponsor's logo will be featured on a page in the NRHA Sale Catalog during the NRHA Futurity in Oklahoma City

• Sponsor's logo will be featured on the NRHA Futurity Prospect Sale live streaming preview during the NRHA Futurity in Oklahoma City
**Derby Saddle Sponsorships:**

- NRHA Derby Level 4 Open Champion $4,000
- NRHA Derby Level 3 Open Champion $3,500
- NRHA Derby Level 2 Open Champion $3,000
- NRHA Derby Level 1 Open Champion $2,500
- NRHA Derby Level 4 Non Pro Champion $3,000
- NRHA Derby Level 3 Non Pro Champion $2,500
- NRHA Derby Level 2 Non Pro Champion $2,500
- NRHA Derby Level 1 Non Pro Champion $2,500
- NRHA Derby Youth Non Pro Champion $2,500

**NRHA World Championship Saddle Sponsorships:**

- NRHA World Champion Open Champion $2,000
- NRHA World Champion Intermediate Open $2,000
- NRHA World Champion Limited Open $2,000
- NRHA World Champion Rookie Professional $2,000
- NRHA World Champion Non Pro $2,000
- NRHA World Champion Intermediate Non Pro $2,000
- NRHA World Champion Limited Non Pro $2,000
- NRHA World Champion Prime Time Non Pro $2,000
- NRHA World Champion Novice Horse Level 1 Open $2,000
- NRHA World Champion Novice Horse Level 2 Open $2,000
- NRHA World Champion Novice Horse Level 1 Non Pro $2,000
- NRHA World Champion Novice Horse Level 2 Non Pro $2,000
- NRHA World Champion Youth 13 & Under $2,000
- NRHA World Champion Youth 14 - 18 $2,000

**Futurity Saddle Sponsorships:**

- NRHA Futurity Level 4 Open Champion $5,000
- NRHA Futurity Level 3 Open Champion $4,500
- NRHA Futurity Level 2 Open Champion $4,000
- NRHA Futurity Level 1 Open Champion $3,500
- NRHA Futurity Level 4 Non Pro Champion $4,000
- NRHA Futurity Level 3 Non Pro Champion $3,500
- NRHA Futurity Level 2 Non Pro Champion $3,000
- NRHA Futurity Level 1 Non Pro Champion $2,500
- NRHA Futurity Youth Non Pro Champion $2,500
**NAAC Saddle Sponsorships:**

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<th>Championship Category</th>
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