



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 our six weekend 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. All shows are held at the Ionia Free Fair Fairgrounds and we encourage our sponsors to attend!

SPONSOR NAME:

WEBSITE and/ or SOCIAL MEDIA PAGES:

PHONE NUMBER:

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](mailto:greatlakescutting@gmail.com))

Level of Sponsorship:

\_\_\_\_\_ **\$1000 (GOLD) Class Sponsor:**

- Includes 2.5' X 4' large full color banner.
- Includes social media recognition as we promote the shows and weekend sponsors and sponsor logo will be posted on the GLCHA website.
- Announcements during the show will promote sponsor
- Includes 1 year free membership to GLCHA and NCHA for any first time members
- Prime banner placement at all two-day shows
- Includes name on end of year prize for the class (trophy or buckle)
- Includes posted picture with tag option on social media of class winner each day
- Includes (2) tickets the GLCHA Year End Banquet

This sponsor would like to sponsor class \_\_\_\_\_ Sponsor has no preference \_\_\_\_\_  
(Class Options Include: Open, Non Pro, Amateur, Limited Rider or Youth)

\_\_\_\_\_ **\$500 (SILVER) Class Sponsor:**

- Includes 1.7' X 3' full color banner.
- Includes social media recognition as we promote our shows and weekend sponsors.
- Includes 1-year free membership to GLCHA and NCHA for any first-time members
- Includes banner placement at all two-day shows
- Includes recognition at end of year prize for the class (trophy or buckle)
- Includes posted picture with tag option on social media of class winner each day.
- Includes sponsor logo posted on the GLCHA website.
- Sponsor will be announced at all shows,
- No choice of class sponsorship given at this level, GLCHA will assign the sponsor a class based on need.

\_\_\_\_\_ **\$250 (BRONZE) Class Sponsor:**

- Sponsor to provide banner (not larger than 1'x2') that will be hung at all two-day shows.
- Includes social media recognition and sponsor logo posted on website.
- Includes 1-year free membership to GLCHA and NCHA for any first-time members
- GLCHA will assign the sponsor a class based on need
- Sponsors will be announced at all shows

\_\_\_\_\_ **\$200 Buckle Sponsor:** Sponsor wishes to sponsor end of year buckle; sponsor name will be engraved on the buckle. GLCHA will choose which buckle is needed for the sponsor. Sponsor will be recognized on GLCHA website and social media as a 2024 Buckle Sponsor.

\_\_\_\_\_ **\$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. Sponsor will be recognized on GLCHA website and social media as a 2024 Prize sponsor.

\_\_\_\_\_ **\$600 Dinner sponsor:** Sponsor chooses a weekend to sponsor Saturday night dinner (GLCHA will plan and provide dinner sponsor's behalf) sponsor is invited to help serve dinner and promote their business at the show, sponsor will be recognized in all promotion for that particular show on all social media outlets, dinner sponsor will be announced all weekend during the show. Links to business will be posted on all social media outlets, sponsor will be tagged in all photos for the weekend as the dinner sponsor. We encourage our dinner sponsors to attend and serve during their dinner weekend. **Weekend Date Preference** \_\_\_\_\_

\_\_\_\_\_ **\$150 Coffee/Donut sponsor:** Includes Saturday and Sunday coffee donuts for that weekend show, Sponsor is invited to serve coffee/donuts and promote their business (GLCHA will purchase and provide the coffee/donuts on sponsor's behalf) Sponsor will be recognized in all promotion for that particular show on all social media outlets, coffee/donut sponsor will be announced all weekend during the show. Links to business will be posted on social media outlets, sponsor will be tagged in all photos for the weekend as the coffee/donut weekend sponsor. We encourage coffee/donut sponsors to attend and serve during the weekend. **Weekend Date Preference** \_\_\_\_\_

\_\_\_\_\_ **Product/Services Sponsor:** I wish to donate \_\_\_\_\_ product to GLCHA \_\_\_\_\_ service to GLCHA as a weekend horseshow or year-end prize for the class(es) of GLCHA choosing.

\_\_\_\_\_ **In Kind Donation:** I wish to donate my services/food etc. of \_\_\_\_\_ directly at the show. I would like to do this at the show date of \_\_\_\_\_

- Sponsor will be featured on social media the week they are donating and what they are donating to promote at show participation
- Banner will be provided by the sponsor to be hung during the weekend of their "In Kind Donation"
- Photos will be taken during the show and posted on all social media during/after the show

Mail Checks directly to:

GLCHA  
LIZ PARKER  
10279 FIELDSTONE CT GOODRICH, MI 48438