



**2021 SPONSORSHIP
BROCHURE**

The ABRA

The ABRA (Alberta Barrel Racing Association) is a provincial, non-profit organization which was formed in 1996 to promote the sport of barrel racing throughout Alberta.

The ABRA sanctions Open, Youth, and Pee wee barrel races where each horse and rider has an equal opportunity to be competitive at their own level. By using a 3-Division format, the association is able to award riders in 3 different divisions. This format creates an opportunity for competitors at all levels to be awarded for their efforts. Events are structured to create a welcoming, yet competitive environment for all barrel racers, from beginner riders to the seasoned professionals.

The ABRA has experienced consistent growth throughout its 25 years of operation.

Currently throughout the province of Alberta the association consists of 11 Districts. In 2019 the association had over 2,400 official members and enrollment for 2021 is already on target to surpass this!

The ABRA consists of members of all ages and all levels of competition. Each one plays an important part in the continued success of the association. Whether a member chooses to host jackpots, serve on the board of directors, volunteer at an event, work with the finals committee, or simply compete as a barrel racer, they all play a vital part of the ABRA.

The association is run by an eager, dedicated board of directions who work diligently throughout each year to ensure the success and growth of the ABRA continues.

The FINALS

For the past 24 years the ABRA has hosted an annual, provincial finals event. Unfortunately, due to Covid-19 restrictions we were forced to cancel our 2020 Finals. Without a doubt our members are extremely excited to return this year, marking this as our 25th Anniversary.

The 25th annual finals will be held from August 23-29. Six full days of barrel racing excitement and competition hosted at the amazing Calnash Ag Event Centre in Ponoka, Alberta. Over 1,000 competitors along with hundreds spectators attend these finals every year and it has become a week highly anticipated by everyone!

With prize money and awards growing every year, the ABRA finals is not an event to be missed! The opportunity to win is great and so competitors arrive eager and excited! With our 5 Division format we are able to offer tremendous opportunity for our contestants to walk away with cash/prizes as each of the 5 divisions are awarded. This drives competitors at all levels to join us for the finals! A lot of hard work and determination goes into competing at the finals so it is very rewarding to be named as one of the finals winners!

Due to the dedication of the ABRA members, board of directors and sponsors, the Finals has grown to be the *“Largest non-profit Barrel Racing Event throughout Canada”*. In 2019 the finals hosted over 2500 runs awarding over \$330,000 in cash and prizes.

The OPPORTUNITY

The ABRA finals offer an exciting opportunity for sponsors to show their support to competitors and to the sport of barrel racing! We welcome all of our past sponsors as well as new ones to join in the fun!

The association does rely on the support of sponsors to ensure the success and growth of the event continues!

In recognition of the many supporters, the ABRA strives to give back as much as possible. Sponsorship packages are set up to offer special recognition and several promotion activities such as website recognition, social media and live feed exposure, arena advertisement, awards recognition, and promotions by our announcer.

For additional information about the ABRA please go to www.albertabarrelracing.com.

To discuss sponsorship opportunities or for further information about our trade show please contact Michelle Auclair (Sponsorship/Awards Director) at 403-704-7450 or mdauclair@hotmail.com.

SPONSORSHIP LEVELS

DIAMOND (\$5000+)

- Name/Logo on Championship Saddle (*available to the first 9 Diamond/Platinum Sponsors*)
- Ad/Logo and Video exposure on replay screen during the 6 days.
- Barrel Wrap & Arena Banner Advertising
- Live Feed Ad/Logo & Video Exposure Daily
- 10x40 Promo Booth
- Unlimited advertising on the ABRA website and Facebook
- Special advertising privileges on our event's LIVE FEED

PLATINUM (\$2500+)

- Name/Logo on Championship Saddle (*available to the first 9 Diamond/Platinum Sponsors*)
- Ad/Logo and Video exposure on replay screen during the 6 days.
- Barrel Wrap & Arena Banner Advertising
- Live Feed Ad/Logo & Video Exposure Daily
- 10x40 Promo Booth
- Unlimited advertising on the ABRA website and Facebook
- Special advertising privileges on our event's LIVE FEED

GOLD (\$1650)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 10x30 Promo Booth at the finals
- Advertising on the ABRA Website and Facebook

SILVER (\$1000)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 10x20 Promo Booth at the finals
- Advertising on the ABRA Website and Facebook

BRONZE (\$600)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- 10x10 Promo Booth at the finals
- Advertising on the ABRA Website and Facebook

CAST IRON (\$250 & UNDER)

- Arena Advertising Banner – (provided by yourself)
- Acknowledgements at the finals by the announcer
- Advertising on the ABRA Website and Facebook



ABRA
Alberta Barrel Racing Association
www.albertabarrelracing.com

DESIGNED & PRINTED BY
ACCU PUBLISHING
403-783-8399