



PAINT HORSE
ASSOCIATION
OF AUSTRALIA

2026 PHAA NATIONAL CHAMPIONSHIPS SHOW

We are thrilled to announce that preparations are well underway for the **2026 PHAA National Show**, to be held from **23–29 April 2026** at the **Australian Equine & Livestock Events Centre (AELEC)**, Tamworth NSW.

The PHAA National Show is the premier event on the Australian Paint Horse calendar, drawing competitors, spectators, and enthusiasts from across the country. Each year, the event attracts **around 200 Paint Horses** competing in **more than 1,300 classes** across seven action-packed days. This iconic show highlights the versatility, beauty, and athleticism of the Paint Horse, with a full program of halter, performance, youth, amateur, and open divisions.

We invite you to be part of the 2026 event as a valued sponsor. Your support will not only help us deliver an outstanding show, but will also provide excellent exposure for your brand to a national audience of horse lovers, rural communities, and equestrian industry stakeholders.

As a sponsor, you'll receive benefits such as:

- Recognition in the official event program and across our social media channels
- Arena signage and public address mentions throughout the week
- Trade stand or promotional opportunities on-site
- Tailored sponsorship packages designed to suit your brand and budget

Enclosed is our **2026 Sponsorship Prospectus**, outlining the available sponsorship levels and inclusions. We are also happy to work with you to create a customised package that aligns with your business goals.

If you're interested or would like more information, please contact us at admin@painthorse.net.au or return the attached **Expression of Interest** form.

Thank you for considering this opportunity to partner with the Paint Horse Association of Australia. We look forward to working with you to make the **2026 PHAA National Show at AELEC** a memorable and successful event.



2026 SPONSORSHIP PACKAGES

GENERAL EVENT \$80 (plus GST)

Rosettes & Ribbons

- Business/Stud Name printed in the show program
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels

CHAMPION \$100 (plus GST)

Garland

- Business/ Stud Name printed in the show program
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels

SHOW HI POINT \$350 (plus GST)

High Point Gist Buckle

- Business/Stud Name printed in the show program
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels
- Business/Stud banner featured in the main show arena
- Business/Stud cards/flyers in show packs

FEATURE CLASSES \$450 (plus GST)

Cowboy Bronze Trophy, V Sash, Rosettes & Ribbons

- Business/Stud logo printed in the show program ¼ page
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels
- Business/Stud banner featured in the main show arena
- Business/Stud cards/flyers in show packs
- Business/Stud name printed on V Sash



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VERSATILITES \$500 (plus GST)

Gist Buckle, Garland, Rosettes & Ribbons

- Business/Stud logo printed in the show program ¼ page
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels
- Business/Stud banner featured in the main show arena
- Business/Stud cards/flyers in show packs

\$1000 FEATURE EVENTS (plus GST)

**Cowboy Bronze Trophy, V Sash, Prize money to 3rd place,
Rosettes to 6th place**

- Business/Stud logo printed in the show program ½ page
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels
- Business/Stud banner featured in the main show arena
- Business/Stud cards/flyers in show packs
- 2 tickets to the presentation dinner
- PHAA merchandise pack
- Logo on our media wall

MAJOR SPONSOR \$3000 (plus GST)

**Naming rights on a range of events, including General events &
Features**

- Business/Stud logo printed in the show program, Full page
- Business/Stud Name announced during the event
- Business/Stud logo featured on our social media channels
- Business/Stud banner featured in the main show arena
- Business/Stud cards/flyers in show packs
- 4 tickets to the presentation dinner
- PHAA merchandise pack
- Logo on our media wall



SHOW NAMING RIGHTS \$10000 (plus GST)

Naming rights of the show, i.e. “THE 2026 (your business/Stud) National Championship Show”

- Official naming rights of the show:
“The 2026 (Your Business/Stud) National Championship Show”
- Participation in the Opening Ceremony event.
- Premium show advertising with your banners placed inside and around the arena.
- Tailored public address announcements throughout the show.

Media Advertising

- Recognition as the Naming Rights Sponsor in all print and media advertising.
- Naming sponsor recognition on the front page of the official show program, plus a full-page advertisement on the inner cover.
- Corporate sponsorship recognition across all @PaintHorseAustralia social media platforms, with 12 free advertisements included.
- Your business logo and link featured on the PHAA Website and official Facebook page.
- Prominent display of your logo on the media wall backdrop at the show and the High Point Presentation Dinner.
- Opportunity to include your promotional items in PHAA competitor show packs.

Expression of Gratitude

- A complimentary PHAA merchandise pack.
- 6 tickets to the 2025 Annual High Points Presentation Dinner.

**IF YOU DON'T SEE A PACKAGE THAT FITS YOUR
BUDGET, PLEASE REACH OUT TO US.**



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SPONSORSHIP AGREEMENT

Yes, I agree to the sponsorship terms in this document for the 2026 PHAA National Championships Show.

Sponsorship Preference: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Please return the completed booking form to the PHAA office. Final payments are due by Monday, 16 March 2026. No term of the agreement will be considered fulfilled until payment has been received.

Paint Horse Association of Australia

admin@painthorse.net.au

PO BOX 1008, Dubbo NSW 2830

Payment can be made by bank deposit, cheque, or credit card

BSB: 062 534 ACC: 10253946 ACC Name: PHAA National Show

REF: Your Business/Stud Name (or your Name)

Credit Card Payment Card No: _____ / _____ / _____

Expiry Date: _____ / _____ CCV: _____ / _____ / _____

Name on Card: _____

Amount to be charged: \$ _____

I hereby authorise the PHAA to deduct the above amount from my credit card.

Signed: _____ Date: _____