



IQHA Ranch Horse Futurity | 2026 Sponsorship Overview

A Premier Opportunity to Align Your Brand with the Nation's Leading Ranch Horse Futurity

The **Iowa Quarter Horse Association Ranch Horse Futurity (IQHA RHF)** is the **highest-paying and most anticipated ranch horse futurity in the country**, drawing elite competitors, respected trainers, and a highly engaged equine and agricultural audience.

Held at the **Iowa State Fairgrounds in Des Moines, Iowa**, September 23 - 27, the IQHA RHF delivers multi-day exposure, strong digital reach, and meaningful brand integration opportunities for our sponsors.

Event Snapshot

- **5-Day Premier Event**
- **5,000+ Entries**
- **1,500+ Trainers, Exhibitors & Spectators**
- **More than \$298,000 in cash and prizes awarded during the 2025 Futurity**
- **Entertainment and On-Site Experiences throughout the event week**
- **Broad Representation of Equine and Agricultural Vendors**
- **15 States Represented across the Midwest and beyond**
- **Family-Friendly Environment with Free Admission**

Audience & Reach

Multi-State Participation: (15 States Represented):

Colorado, Iowa, Illinois, Indiana, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Tennessee, Texas, Wisconsin and growing

Digital & Social Media Presence:

- **IQHA Ranch Horse Futurity Facebook Page: 6.2K followers and growing**
- **736K views |**
- **Annual Engagement increase 67% in 2025**
- **Additional reach through IQHA association platforms and event promotion**

Sponsors align with a respected, growing event that offers multi-channel exposure, a highly targeted audience, and long-term brand value. Your support directly enhances competitor payouts, awards, and the continued growth of ranch horse competition.

2026 Sponsorship Levels \$500 - \$5000

Platinum Sponsor — \$5,000

High-impact exposure with live stream advertising, 4x8 standard sized arena banner, full-page program advertising, digital promotion, exhibitor engagement opportunities, VIP hospitality access and Sponsor logo included on event schedule.

Live Stream Sponsor — \$5,000

Exclusive digital branding opportunity featuring logo placement on the live stream, ad placement during broadcast breaks, 4x8 standard sized arena banner, website recognition, social media promotion and Sponsor logo included on event schedule.

Gold Sponsor — \$2,500

Strong brand presence including 4x8 standard sized arena banner, full-page program advertising, social media promotion, booth space, VIP access, and Sponsor logo included on event schedule.

Hospitality Sponsor — \$1,500

Consistent visibility through 4x8 standard sized arena banner, digital promotion, website logo placement, program advertising, booth space and special acknowledgment for supporting competitor and guest hospitality.

Silver Sponsor — \$1,000

Consistent visibility through 4x8 standard sized arena banner, digital promotion, website logo placement, program advertising, and booth space.

Banner Sponsor — \$500

4x8 standard sized arena banner, social media recognition, website logo placement, and program advertising.

Trophy Sponsor — \$500

Brand recognition tied directly to awards presentation, including arena banner placement, website logo, social promotion, and program advertising.

Product Sponsor — Amount Varies

Brand recognition tied to awards presentation, including 4x8 arena banner placement, website logo, social promotion, and program advertising.

Custom and class-specific sponsorship opportunities are available upon request.

All sponsorship levels include live arena announcements, website recognition, and event promotion before, during, and after the futurity.

Presenting Sponsor — \$20,000

Event-Level Ownership & Maximum Prestige

Presenting Sponsor receives event-wide naming rights and the highest level of visibility before, during, and after the show

Event presented by: “2026 IQHA Ranch Horse Futurity presented by [Your Name]”

Dedicated live stream commercial and recognition throughout the broadcast

Aena flag presentation during Saturday Night Special Event

Premium banner placement in main and warm-up arenas (multiple locations)

Show program full page ad

Sponsor recognition in post-event press releases and recap posts

VIP hospitality access for sponsor guests

Reserved VIP seating during finals

Opportunity to address exhibitors during opening or awards (short welcome)

Exclusive logo placement on:

All event marketing materials

Exhibitor bags

Website home page

Social media headers during event week

Sponsor logo on all official arena award photos

Event schedule

Title Sponsor Open or Non Pro — \$10,000 choice

Title Sponsors receive naming rights to a major division and strong visibility tied directly to competition and awards.

“Open Futurity presented by [Your Name]” or

“Non Pro Futurity presented by [Your Name]”

Live stream advertising and mentions during sponsored division classes

Arena flag presentation during Saturday Night Special Event

Prime banner placement in main arena and warm-up pen

Sponsor logo on award photos for sponsored division

Event program full page ad

Digital promotion with dedicated sponsor spotlight posts

VIP hospitality access

Logo placement on

Exhibitor bags

Website sponsor page

Sponsor logo on official division arena award photos

Event schedule

Contact:

Kim Strong Phone: 641-295-3068 * Email: rkstrong1@gmail.com



Why Sponsor the IQHA Ranch Horse Futurity?

Align with Excellence

The IQHA Ranch Horse Futurity(RHF) represents the highest standards of ranch horse competition, attracting respected professionals and serious enthusiasts who value quality products, services, and partnerships. More than \$298,000 in cash and prizes were awarded during the 2025 IQHA Ranch Horse Futurity, underscoring the event's position as the highest-paying ranch horse futurities in the country.



FARM BUREAU
FINANCIAL SERVICES

Reach a Targeted Audience

Our audience consists of horse owners, trainers, breeders, exhibitors, and agricultural professionals—decision-makers who are loyal to brands that support their industry.

Multi-Channel Brand Exposure

Sponsors benefit from a blend of **on-site visibility**, **digital marketing**, and **livestream exposure**, ensuring your brand is seen repeatedly throughout the event cycle.



Long-Term Marketing Value

Sponsorship recognition extends before, during, and after the event through social media, newsletters, websites, printed materials, and ongoing industry promotion.



Support the Industry

Your sponsorship directly supports competitor payouts, awards, and the continued growth of ranch horse competition while positively impacting the local economy.

Early sponsor commitment ensures maximum promotional exposure throughout the 2026 Futurity season. Custom sponsorships and class-specific opportunities are available.



SCHUMANN SEED SERVICE | 712.299.1388



2026 Sponsorship Commitment Form

IQHA Ranch Horse Futurity



Thank you for supporting the Iowa Quarter Horse Association Ranch Horse Futurity. Please complete this form to confirm your sponsorship commitment for the 2026 IQHA Ranch Horse Futurity, held in September at the Iowa State Fairgrounds, Des Moines, Iowa.

Sponsor Information

Business / Sponsor Name: _____

Contact Name: _____

Mailing Address: _____

City, State, ZIP: _____

Phone Number: (____) _____ Email Address: _____

Website / Social Media: _____

Select Sponsorship Level (x)

- Presenting Sponsor — \$20,000
- Title Sponsor / Open — \$10,000
- Title Sponsor / Non Pro — \$10,000
- Platinum Sponsor — \$5,000
- Livestream Sponsor — \$5,000
- Gold Sponsor — \$2,500
- Hospitality Sponsor — \$1,500
- Silver Sponsor — \$1,000
- Banner Sponsor — \$500
- Trophy Sponsor — \$500
- Custom Sponsorship - Minimum \$500
(please describe below)

Custom Sponsorship Description (if applicable)

Banner (x)

____ I will be mailing a 4x8 banner to be displayed at the event no later than July 31st
____ x ____ size - other than 4x8
____ Please use my banner from last year

Logo

____ I have emailed a logo/rkmstrong1@gmail.com
____ You have my logo
____ I do not have a logo. Use the following name/description for logo:

Logo & Artwork Guidelines

Logo format preferred-JPG

Full Page 8.5" x 11" with 1/8" bleed and 1/8" safe area * 1/2 Page horizontal 7.5" W x 4.875" H

All photographic images should be at least 300 dpi and CMYK color * All line art to be at least 1200 dpi

Requests for ad placement based on first come first serve basis (front & back cover - N/A)

Additional Full Page(s) \$75 per page

Submission deadline: July 31, 2026

Send artwork to: mpstrong16@gmail.com

Sponsorship Form - Product / Cash

Product Sponsorship

*If providing a product, please complete the product donation list.

Product Donation list:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Value of Product Donated: \$ _____

Payment Information

Total Cash Sponsorship \$ _____

Payment Method:

- Check
- Credit Card (can call with info) ☐ Invoice Requested

Payment Due Date: July 31, 2026

*Please make checks payable to IQHA Ranch Horse Futurity

Authorized Signature

By signing below, the sponsor agrees to the selected sponsorship level and associated benefits for the 2026 IQHA Ranch Horse Futurity.

Authorized Signature _____ Date: _____

Printed Name & Title: _____

Name on Card _____

CC No. _____

Exp. Date _____ 3 Digit _____ Zip Code _____

Please write clearly

Return Completed Form With Payment:

RHF
% Kim Strong
21787 112th Ave, Delta, IA 52550



Contact: Kim Strong
Phone: 641-295-3068
Email: rkmstrong1@gmail.com