PCCHA

PACIFIC COAST CUTTING HORSE ASSOCIATION

PARTNERSHIP PROSPECTUS

"A Cut Above"



Honoring the legacy, strengthening the sport, shaping the future of cutting in the West.

Annual partnerships • Show opportunities • Community support

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP WITH PURPOSE

A legacy worth investing in.

SINCE 1950

PCCHA has been the voice of West Coast cutters since 1950. Partnerships strengthen our shows and sustain the people and programs behind the sport.





ONE ASSOCIATION. ELEVEN STATES.

Serving the cutting horse community across the West.

Arizona • California • Colorado • Idaho
Montana • Nevada • New Mexico • Oregon
Utah • Washington • Wyoming

1,830	$3.62M+	4
CONTESTANT ENTRIES	PAYOUTS + INCENTIVES	MAJOR SHOW STOPS

Supplied 2025 + 2026 figures; entries are not unique individuals.

COMPETITION	NEXT GENERATION	SHOW EXPERIENCE	COMMUNITY
Event purses, quality venues, great cattle and awards.	Youth competition, scholarships, education and activities.	Hospitality, exhibitor communications and appreciation.	Member assistance, education and continued growth of cutting.

Purpose-driven partnerships with lasting impact.

Support the season, a specific show, a class or a program.



YOUR BRAND. OUR AUDIENCE.

CONNECT WITH OUR COMMUNITY

Build a partnership that fits your goals.

Reach members, exhibitors and cutting-horse enthusiasts through PCCHA communications channels.

811K+
PAGE VIEWS

219K
SOCIAL REACH

SOCIAL RECOGNITION
Stories and features that introduce your business.

WEBSITE VISIBILITY
Sponsor placement and linked profile.

EMAIL CONNECTION
Agreed PCCHA eBlast features.

23.3K+	11.7K	4,798	36-40%
INTERACTIONS	SOCIAL FOLLOWERS	EMAIL RECIPIENTS	REPORTED EMAIL OPEN RATE

Digital marketing metrics based off of 2025-2026 should not treated as guaranteed sponsor results.

Industry Partner Reach

Pacific Coast Journal

3,500 direct-mailed copies. Distribution at 300+ selected West Coast feed, tack and equestrian locations. Reported blast audience of 6,500. PCCHA's *The Cutter* appears monthly within Pacific Coast Journal.

Performance Horse Central

75,000+ reported Live Scoring app downloads. Offering amplified reach to a worldwide digital audience through CHClivescoring and livestream viewing.

Third-party reach is distinct from PCCHA's own audience.

PREMIUM & CORE ANNUAL PARTNERSHIP OPPORTUNITIES

Raise the Standard and Champion the Sport.

PCCHA partnerships help produce quality shows, strengthen competitive opportunities and support the growth of cutting. Your investment connects your business with a dedicated cutting horse community on the West Coast while helping create events where horses, riders and the sport can thrive.

PREMIUM ANNUAL PARTNERSHIPS

BENEFIT	PRESENTING PARTNER $25,000+	WEST COAST LEGACY $15,000+	CORPORATE PARTNER $10,000+
Annual partner position	Highest; limited availability	Prominent; limited availability	Customized partnership
4' × 8' arena signage	Premium placement	Premium placement	Included
Dedicated social features	6	4	3
Dedicated PCCHA eBlasts	2	2	1
Webcast commercial video	30 sec - 1 min	30 sec - 1 min	30 sec
10' × 10' booth at major shows	Included	Included	Included
Named show, division, or class	One agreed opportunity	—	—
Awards presentation	Included	Included	—
Hospitality designation	Customizable	Customizable	—
Category exclusivity/protection	When approved	—	—
******All premium annual partnerships receive website recognition, show announcing, shared monthly recognition in PCJ magazine.***			

Proposed benefits, placement and quantities require a final written agreement and can be customized with partner.
— = Not specified, but can be discussed in customization of package.

CORE ANNUAL PARTNERSHIPS

PLATINUM CLUB $5,000	• 4' × 8' arena sign • 1 dedicated eBlast • 2 social features • Website and show announcing recognition ***Funding tier dedicated to major aged events, awards and association growth.*
GOLD SPONSOR $2,500	• 4' x 8' arena sign • 1 dedicated social feature • Shared social recognition • Website and show announcing recognition
SILVER SPONSORS $1,500	• Website recognition; shared social recognition • Show announcing recognition • Awards/thank-you recognition
FRIENDS OF PCCHA $1,000 & under	• Name listed on website only *(no link, logo or social)* • Shared recognition in PCJ + Show announcing

Dedicated = a post or email focused on one partner. Shared = recognition alongside other supporters.
Proposed benefits, placement and quantities require a final written signed agreement.

STALLION PARTNERSHIP OPPORTUNITIES

Promote your stallion. Invest in the industry's next generation of Champions.

Breeders are the foundation of the performance horse industry, turning vision and commitment into tomorrow's champions. Partnering with PCCHA puts your stallion in front of the cutting community while supporting competitive purses that give offspring opportunities to build earnings and recognition.



STALLION PARTNERSHIP OPTIONS

LEGACY STALLION PARTNER **$5,000 annually**	• Webcast 30-second video or logo exposure • Linked stallion profile and 3 social features • 1 eBlast feature • Annual 4' × 8' signage and show announcing recognition
STALLION SHOWCASE **$2,500 annually**	• 2 dedicated social features • Linked stallion profile on website • Available webcast logo/slide recognition • Annual 4' × 8' signage and show announcing recognition
STALLION MEDIA SPOTLIGHT **$1,500 annually**	• Linked stallion profile on website • 1 dedicated social spotlight
STALLION SIGN **$1,500 annually**	• Arena signage at PCCHA-hosted events for the show year

****All tiers receive shared PCJ promotion annually.*

À LA CARTE ADVERTISING

Sponsor-provided, ready-to-use media.

Webcast Video | 30 seconds or less	**$750 per show**
Webcast Logo Slate/Slide | 1920 × 1080px	**$350 per show**
Dedicated PCCHA eBlast	**$750 per send**

Linked stallion profiles appear on the PCCHA sponsors page. Webcast placements are available at events with a live webcast; placement and scheduling subject to signed written agreement.

TRAINER PARTNERSHIP OPPORTUNITIES

Promote your business by investing in your cutting industry.

Your support helps promote your training business while supporting purses, competition and the future of the sport that sustains your livelihood.

TRAINERS GOLD CLUB

ESTABLISHED IN 2011



PCCHA TRAINERS GOLD CLUB

The PCCHA Trainers Gold Club is a dedicated group of professional cutting horse trainers pledged to elevating the sport of cutting through leadership and education. Established in 2011, annual fundraising initiatives directly support Open purses at PCCHA events.

Annual TGC Contribution **$250**
Direct support for the Trainers Gold Club.

Live & Silent Auction Donations
Donate a product, service, experience or package to support fundraising.

TRAINER PARTNERSHIP OPTIONS

PREMIER TRAINER **$3,500 annually**	• eBlast mention and available webcast slide/video promotion • Linked trainer profile and premium social feature • 4' x 8' signage and show announcing recognition • Monthly shared PCJ Thank You Sponsor recognition
FEATURED TRAINER **$2,500 annually**	• 4' x 8' signage and show announcing recognition • Linked trainer directory listing and shared eBlast • Monthly shared PCJ Thank You Sponsor recognition
SUPPORTING TRAINER **$1,500 annually**	• 4' x 8' signage and show announcing recognition • Linked trainer directory listing • Monthly shared PCJ Thank You Sponsor recognition
TRAINERS GOLD CLUB BUNDLE **$750 annually**	• Includes a $250 Trainers Gold Club contribution • Linked trainer directory listing and announcing at shows • Monthly shared PCJ Thank You Sponsor recognition
SHOW-WEEK TRAINER FEATURE **$500 per show**	• 1 Show-week social/digital feature • Linked trainer directory listing • Monthly shared PCJ Thank You Sponsor recognition
ANNUAL TRAINER DIRECTORY **$250 annually**	• Linked trainer directory listing only; no additional advertising

Monthly shared Thank You Sponsor recognition in PCJ magazine is included with all tiers except the listing-only Annual Trainer Directory. Digital placements subject to written agreement.

SHOW EXPERIENCE & À LA CARTE ADVERTISING OPPORTUNITIES

CREATE A BETTER SHOW EXPERIENCE

Show support partnerships help PCCHA create enjoyable, memorable events for exhibitors, owners, trainers and show staff. From hospitality and prizes to special incentives and thoughtful exhibitor touches, these activations improve the overall show environment while giving partners meaningful recognition. Opportunities are customized by show and available for discussion.

SHOW EXPERIENCE OPPORTUNITIES / ACTIVATIONS PER SHOW

OPPORTUNITY	SUPPORT + RECOGNITION
Special Incentive Partner	Show or class incentive naming; premium signage; booth; awards role; eBlast and social recognition.
Division Partner	Named division; signage: PA recognition; draw/results recognition; awards and/or purse-added options.
Class Partner	Class naming: draw/results recognition; PA recognition; awards and/or purse-added options.
Loper Appreciation	Named station; PA and at-show recognition; one social feature during the show.
Hospitality	Named support of coffee, snacks, meals, hydration or reception; on-site and social recognition.
Giveaway / Raffle	Named giveaway; entry signature and PA recognition; pre-show promotion and winner recognition.
Prizes / Circuit Awards	Prizes, buckles or trophies; named award; presentation and winner recognition.
Welcome Bags / Gifts	Approved supplies or exhibitor gifts; recognition by agreement.

Want to offer something not on this list? We are open for ideas and suggestions!
Show support opportunities are customized based on event needs, availability and partner goals.
Contact PCCHA to discuss options.

SPECIAL MEDIA & À LA CARTE ADVERTISING

Run-Delivery Limited Media Opportunity CONTACT FOR PRICING ONLY 2 AVAILABLE	Premium limited media opportunity of shared naming recognition for the video run delivery service at major LAE shows.
Annual Arena Sign $1,500 ANNUALLY	One 4' × 8' arena sign displayed throughout the show season.
30-Second Commercial Video $750 PER SHOW	Sponsor-supplied commercial placed in agreed webcast rotation.
Webcast Logo Slate / Slide $350 PER SHOW	Sponsor-supplied 1920 × 1080 artwork placed in agreed webcast rotation.
Dedicated PCCHA eBlast $750 PER SEND	One sponsor-dedicated email sent to the PCCHA subscriber audience.
Single-Show Banner Hang $250 PER SHOW	Sponsor-provided banner hung on fencing where available near the loping pen, practice pen, flag or gates.

PLACEMENT + MATERIALS

All artwork for signs, logos and videos must be sponsor-provided and print/media ready by the agreed deadline. Placement, rotation and timing are subject to available inventory, venue restrictions, technical capabilities and written confirmation. Webcast placements do not include print advertising. Final placing of materials determined by show management.

YOUTH SUPPORT & COMMUNITY GIVING

Invest in the next generation and care for the cutting community.

PCYCHA YOUTH OPPORTUNITIES

Direct support toward youth competition, meaningful awards and educational opportunities. The PCCHA Youth Fund has paid out over $750,000 in scholarships for tuition and awards over $40,000 annually.

OPPORTUNITY	PURPOSE
Youth Invitational Partner	Supports youth fresh cattle, awards and activities. Youth-area signage; dedicated social + eBlast recognition; presentation role.
PCYCHA Youth Fresh Cattle Fund	Helps fund fresh cattle and keep entry fees affordable for Youth members, providing a competitive and fun opportunity to show.
Youth Prizes + Awards	Buckles, prizes, awards or approved swag. Presentation + social recognition; photos when available. Approved in-kind items welcome.
Norman & Helen Clark Scholarship Fund	Supports youth education. Established in honor of Norman and Helen Clark, this fund provides noncompetitive scholarships to deserving youth members while continuing the Clarks' legacy of supporting education and opportunity.
Live / Silent Auction	Donate an item, package, or service to help with fundraising support.

CUTTERS CARING & SHARING

Cutters Caring & Sharing supports PCCHA members and their families when illness, injury, or unexpected hardship threatens a livelihood rooted in the cutting horse industry. Through donor-funded monetary grants, the program provides meaningful assistance to help members recover, rebuild, and return to the community they love. Philanthropic support ensures this vital safety net remains available for the hardworking horsemen and women who form the heart of PCCHA. Cutters Caring & Sharing is a 501c3 that has assisted with over $330,000 to members during a time of need.

WAY TO GIVE	HOW YOUR SUPPORT HELPS
Direct Contribution	Contribute to CC&S via WCEF to support community assistance.
Fundraiser Support	Sponsor or underwrite a fundraiser.
Live / Silent Auction	Donate an item, package, or service to help with fundraising support.
Matching-Gift Challenge	Offer a match to encourage additional contributions.
Honor / Memorial Gift	Give in honor or memory of a cutting-community member.

CHOOSE YOUR IMPACT

All donations are custom and negotiable. Coordinate your gift and recognition with PCCHA.

PCCHA PARTNERSHIP COMMITMENT FORM

Thank you for partnering with the Pacific Coast Cutting Horse Association.
Please complete this form to confirm your selected partnership and billing preferences.

1 PARTNER INFORMATION

Contact Name: _____

Business / Organization: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Email: _____ Phone: _____

Website / Social: _____

2 PARTNERSHIP COMMITMENT

Partnership Level / Opportunity: _____

Show / Program (if applicable): _____

Commitment Amount: $ _____ Partnership Year: _____

By signing below, I confirm this partnership commitment and understand that advertising benefits begin after payment is received and required materials are submitted and approved.

Signature: _____ Date: _____

3 BILLING INFORMATION

Payment Method: (check one)

- ☐ Check Enclosed Check #: _____
- ☐ Send an Invoice
- ☐ Credit Card *Credit card payment instructions will be provided securely.*

Billing Contact: _____

Billing Email: _____

4 PARTNERSHIP ADVERTISING MATERIAL CHECKLIST

☐	**Logo**	AI, EPS or SVG preferred; transparent high-resolution PNG accepted.
☐	**Print Ad**	Print-ready PDF, 300 dpi, with required bleed.
☐	**Digital / Social Artwork**	High-resolution JPG or PNG; size confirmed by PCCHA.
☐	**Webcast Video**	MP4, 1080p, 30 seconds or less unless otherwise agreed.
☐	**Webcast Logo Slate**	1920 x 1080 JPG or PNG.
☐	**Photos**	High-resolution originals with permission to publish.
☐	**Business Details**	Website, social links, contact information and brief description.

All materials must be provided in final formats and print/media ready by the agreed deadline. *Partners needing design assistance may inquire with PCCHA for a list of independent marketing professionals who provide media design and branding services.*

PCCHA PARTNERSHIP CONTACT

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