



The Western Heritage Classic Ranch Horse Sale features some of the best ranch horses available on the market today. The sale was founded in 1994 by a group of ranchers who wanted to showcase high quality breeding programs, which year after year produce some of the most sought-after stock in the industry. The sale exclusively features ranch horses consigned by a select group of ranches, well-known for their outstanding horse operations and AQHA affiliations. The WHC Ranch Horse Sale offers the pinnacle in horse sales throughout West Texas.

Ranches ranging from the Nebraska Sandhills to the Big Bend of West Texas bring their top riding and breeding ranch horses to sell. The 2023 sale average was an outstanding \$17,140 with riding geldings selling an average of \$20,224. A beautiful four-year-old, palomino gelding (sired by Bet Hesa Cat) topped the sale at \$57,000! Over 4,000 catalogs were printed and mailed out to individuals in states across the country. The 2024 sale will be held on May 11, at the Taylor County Expo Center in the First Financial Pavilion.

The WHC Ranch Horse Sale is part of the internationally recognized, three-day Western Heritage Classic event, which welcomes around 30,000 visitors each year. The Western Heritage Classic showcases western traditions and history, featuring events such as a ranch rodeo competition, worlds' largest bit and spur show, a chuckwagon cookoff, matched horse races and the World Finals RHAA Competition, to name a few. All of these events, along with the sale, add to the wide range of activities the Western Heritage Classic offers spectators each year.

We would like to invite you to partner with us as we prepare for this year's sale. Please see the following pages for information concerning our various sponsorship levels. Your support of the WHC Ranch Horse Sale would be greatly appreciated and we thank you for your time in looking over this packet. We will follow up in the coming days to see if sponsorship is something you and your company would be interested in for the 2024 sale.

Sincerely,

Holly Cogdell
Sale Manager

Sale Committee Members

John Anderson | Billy Green | Phil Guitar | Tom Moorhouse | Bill Smith

WHC Ranch Horse Sale Sponsorship Opportunities

Diamond Level - \$5,000

- Prominent & multiple sponsorship listing with company logo on video board during rodeo performances
- Prominent & multiple sponsorship listing with company logo on video board during horse sale
- Multiple PA announcements during sale
- Logo on back outside cover of sale catalog
- Logo on all advertisements in numerous agricultural publications
- Full page ad in sale catalog
- Promotional sign at horse stalls
- Logo on website, linked back to your business
- Banner hung at sale
- 2 Facebook Status Updates
- Promotional table at sale (if needed)
- Tickets
 - 8 Grounds Admission – 2 Day passes
 - 4 Box Seats for Friday Rodeo
 - 4 Meal Tickets for Chuckwagon Cookoff
 - 4 Box Seats for Saturday Rodeo
 - 4 Dance Tickets for Saturday Night

Gold Level - \$2,500

- Sponsorship listing with company logo on video board during horse sale
- PA announcements during sale
- Sponsorship listing on inside cover of sale catalog
- Full page ad in sale catalog
- Banner hung at sale
- Logo on sale banner on the sale block
- Promotional sign at horse stalls
- Logo on website, linked back to your business
- Facebook Status Update
- Promotional table at sale (if needed)
- Tickets
 - 4 Grounds Admission – 2 Day passes
 - 2 Box Seats for Friday Rodeo
 - 2 Meal Tickets for Chuckwagon Cookoff
 - 2 Box Seats for Saturday Rodeo
 - 2 Dance Tickets for Saturday Night

Silver Level - \$1,000

- PA announcement during sale

- Full page ad in sale catalog
- Logo on website, linked back to your business
- Logo on sale banner on the sale block
- Tickets
 - 4 Grounds Admission – 2 Day passes
 - 2 General Admission tickets for Friday Rodeo
 - 2 General Admission tickets for Saturday Rodeo
 - 2 Dance Tickets for Saturday Night

Catalog Advertising

- Full Page Ad - \$400
- Half Page Ad - \$250