

Dear Valued Community Partner,

I am writing to invite you to become a valued sponsor of the Idaho Cutting Horse Association (ICHA). Our association brings together thousands of participants and spectators each year for cutting horse competitions, a thrilling sport steeped in tradition and skill. These events not only celebrate the rich heritage of the cutting horse industry but also generate significant economic boost to the community as attendees occupy hotels, dine in local restaurants, and support local businesses such as dry cleaners, auto detailers, and repair shops. Additionally, they generate substantial spending on feed, supplements, veterinary care, and farm supplies, benefiting businesses across the region.

The Idaho Cutting Horse Association (ICHA) is a growing and innovative organization with a long-standing commitment to the sport of cutting. Since its inception in 1972, the ICHA's mission has been to promote and provide both weekend shows and aged events that enhance the cutting horse interests, activities, and industry. The ICHA strives to benefit breeders, trainers, owners, and participants in the sport. What sets the ICHA apart is its fiscal strength, active Board of Directors, the excellent quality of its shows, a commitment to comprehensive future planning, and a dedication to serving and encouraging cutters at all levels of participation.

Each year, the ICHA hosts two premier events at the prestigious Ford Idaho Horse Park. These include a 6-day show in March and a 10-day show in August, offering over half a million dollars in prize money combined. These events are accessible globally via Cutting Horse Central's live scoring and webcast, allowing fans worldwide to watch the action unfold. With over 5,000 followers on social media, the ICHA engages a growing and passionate audience.

In addition to these shows, the ICHA hosts a special fall exhibition showcasing the skills of local veterans who participated in our hosted clinic. During the event, veterans demonstrate their newly acquired abilities on trained cutting horses before a supportive and patriotic crowd. Along with the exhibition, the association works to raise over \$15,000 for the local veteran organization, Wishes for Warriors, highlighting the association's commitment to giving back to the community.

Your sponsorship will play a vital role in supporting our efforts to host world-class events, delivering an exceptional experience for competitors while driving significant economic benefits for the community. In return, we will proudly showcase your business as an essential partner in our success, with opportunities for recognition through event signage, program advertising, social media promotions, nationwide webcasts, and announcements during competitions. Additionally, our events are promoted through local radio and news broadcasts, providing a unique platform to highlight your sponsorship to a broad and engaged audience.

Partnering with the Idaho Cutting Horse Association is an investment in both our sport and the local community. Please feel free to contact me at 661-510-0039 or trdowns85@gmail.com to discuss sponsorship opportunities. We look forward to showcasing your business and working together to preserve the legacy of cutting horse competitions.

Sincerely,

Tara Downs
Sponsors Committee Chairman
661-510-0039
trdowns85@gmail.com

ICHA

Idaho Cutting Horse Association

www.idahcha.com

