



World Conformation Horse Association

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The World Conformation Horse Association (WCHA) represents the halter horse segment of western stock horse breeds by maintaining "affiliate status" with the American Quarter Horse Association, the American Paint Horse Association, the Appaloosa Horse Club, Palomino Horse Breeders of America, American Buckskin Registry Association and the American Roan Horse Association.

WCHA hosts one of "the largest halter horse futurity competitions" in the nation, held in Ft Worth, Texas during mid-September attracting exhibitors and spectators traveling from coast to coast for a three-day competition which is held in conjunction with the American Paint Horse Association World Championship Show. WCHA has two prestigious futurity programs: The **WCHA Big Money Futurity** to be held September 20, 2019 and the **WCHA Breeder's Championships** on September 21st and 22nd. Non-Pro, Open and Youth exhibitors will compete for over \$300,000 in cash and prizes with the bulk of the monies going to non-professional competitors and owners.

Our futurities are open to Quarter Horses, Paints, Appaloosas, Palominos, Buckskins and Roan horses so it is quite the spectator attraction to see horses of all colors and breeds competing together in one arena. Special recognition to highest placing horses within each breed and to owners who breed and show their own horses are other incentives to earn additional awards, monies and gain recognition. A new program for WCHA is the Versatility Stakes Classes where competition is judged on how well a horse performs under saddle in a ranch horse pattern and then compete on the rail in a ranch pleasure class, horses are then unsaddled and compete in a form to function conformation halter class. These classes will have \$10,000 in added money to enhance purses and we are looking for additional sponsors for saddles, trophies and awards.

Our Breeder's Championships are attended by spectators and competitors from across the United States making it is a great venue for equine/farm and ranch and pet related companies to showcase their products!!! Vendor booths are available, and we can promote your company in our show program, on our web site, news releases and in our official publication, *The Equine Chronicle*. We invite you to attend our event and participate in awards presentations and to have your company featured in a promotional spot on the "Big Screen." Several different levels of sponsorships are available from the donation of product and cash sponsorships ranging from \$250 to \$10,000. The higher the sponsorship value the more that is included in your package, we can design a custom sponsorship package that caters to your specific advertising and promotional goals!! Because we are an "All-Breed" association your sponsorship gives your advertising dollar much more exposure. Additionally, that exposure can carry over into our social media campaigns as well. The WCHA Facebook page has over 5000 followers and our new project that we launched earlier this month is already gaining loads of attention with over 700 followers on the WCHA Versatility Ranch Horse Facebook Page, which grew by 200 followers in less than 24 hours! It goes without saying the industry is excited about the strides WCHA is making.

We have events at the Palomino World Championship, the American Quarter Horse World Championship, the Paint World Championship and sponsor classes on the East and West coast. Our association has seen tremendous growth with a 40% increase in memberships the past two years and we fully expect that trend to continue, this is great time to be a part of the WCHA movement as we steamroll into the future.

For additional information on how you can participate in this exciting event contact any WCHA Director or:
Don Falcon – WCHA Executive Director and Futurity Coordinator
480-229-9767, falconranch@earthlink.net

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