



SPONSORSHIP PROGRAM

The Missouri Quarter Horse Association depends on our sponsors to help us provide quality shows and events for our members. Our goal at MQHA is to provide our sponsors several opportunities to promote their business and products to our exhibitors; including logos on our website, on our Facebook page, and on our show bills. [See the MQHA Sponsorship Form for details.](#)

If your business involves the equine industry, MQHA is the perfect organization to support. If you want to reach horse enthusiasts, MQHA is the way to do it! Here are some interesting facts about the Missouri Quarter Horse Association:

- There are 96,435 American Quarter Horses registered in the state of Missouri with the American Quarter Horse Association.
- Missouri owners registered 2,081 new horses in 2021.
- Missouri ranks 4th in the country for the most registered American Quarter Horses (following TX, OK and CA)!
- Missouri has 5714 AQHA members, with 410 of those being youth members.
- Missouri ranks 7th in the country for the most AQHA members
- 22,805 Missourians own American Quarter Horses.
- MQHA has 10 voters on the board of directors of AQHA.
- MQHA events bring in over 1000 exhibitors from across the country.
- MQHA produces and prints 1500 annual directories that are distributed across Missouri and the Mid-West.
- MQHA estimates that our advertising and social media promotions reach over 20,000 people.
- The American Horse Council recently announced results of its Equine Economic Impact Study, and found that the equine industry in the U.S. generates approximately \$122 billion in total economic impact.
- Another bright spot for the industry: 38 million, or 30.5 percent, of the U.S. households contain a horse enthusiast.

THE BENEFITS TO YOU

As your marketing partner, the Missouri Quarter Horse Association takes our sponsorship agreement very seriously. You make a promise to help and support our members, and in return we promise to deliver the best sponsorship benefits out there.

CONNECT WITH YOUR CUSTOMERS

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by sponsoring an event that matches theirs?

INCREASE SALES

You'll have unparalleled in-person access to hundreds of people when you become an integral part of the Missouri Quarter Horse Association through title sponsorship, operating your own pop-up store as a vendor at our events, and having your brand and message displayed throughout the venue.

ADDED VALUE

After nearly six decades of success, the Missouri Quarter Horse Association is one of the largest supporters of equine enthusiasts in the state of Missouri. As a Sponsor, you'll have access to our extensive list of influential officers and board members, as well as our special brand of social marketing. We also come with a proven track record of honesty and accountability.

Thank you so much for considering sponsoring the Missouri Quarter Horse Association. We appreciate your support and will look forward to helping you market your business within MQHA.