

2026



Sponsor Packet

Dear Prospective Sponsor,

As we look ahead to the 2026 futurity season, we are proud to reflect on a remarkable milestone: thanks to the generosity of our sponsors, the Appaloosa Breeder's Halter Futurity **awarded more than \$50,000 in cash and prizes in 2025**. This achievement represents more than numbers—it reflects trust, growth, and the shared dedication of breeders, owners, exhibitors, and supporters like you.

With the successful launch of our newly incorporated organization in 2025, the Appaloosa Breeder's Halter Futurity continues its commitment to building a strong, transparent, and sustainable future for Appaloosa halter events.

Our ongoing priorities include:

- Ensuring the long-term stability and sustainability of the futurity program
- Strengthening the enhanced structure and transparency established in 2025
- Reducing unnecessary overhead to maximize participant payouts
- Elevating opportunities for breeders and exhibitors within the Appaloosa community

This work reflects our unwavering dedication to the advancement of the Appaloosa halter horse industry and to the individuals who make it thrive.

The Appaloosa Breeder's Halter Futurity Board of Directors at:

- President: Annette Jackson
- Vice President: Jordan Kelly
- Secretary: Brian Irvin
- Treasurer: David Beck

Enclosed in this packet, you'll find detailed information on our 2026 sponsorship opportunities, along with our mission, vision, and values. These foundational principles continue to guide our decisions as we honor the heritage of the Appaloosa breed while building a futurity program for generations to come.

We invite you to consider partnering with us through one of our sponsorship levels. Each option includes a customized agreement tailored to your goals, ensuring your brand receives meaningful recognition through our events, publications, and outreach. If a monetary contribution isn't the right fit, we gladly welcome discussions about in-kind donations or alternative sponsorship arrangements that align with your interests.

Thank you for your time, your consideration, and your commitment to the future of the Appaloosa halter horse.

We look forward to working with you.

Respectfully,

The Board of Directors

Appaloosa Breeder's Halter Futurity

Appaloosa Breeder's Halter Futurity

Mission

To advance and preserve the legacy of the Appaloosa halter horse by promoting excellence in breeding, sales, and exhibition through a premier futurity program that supports breeders, owners, and exhibitors across all levels.

Vision

To be the leading organization dedicated to the promotion and development of world-class Appaloosa halter horses—fostering a vibrant, sustainable future for the breed and the halter horse industry through innovation, integrity, and collaboration.

Core Values

1. Excellence

We are committed to the highest standards in conformation, horsemanship, and exhibition, striving to elevate the quality and competitiveness of Appaloosa halter horses.

2. Integrity

We promote fairness, transparency, and ethical practices in all aspects of breeding, showing, and sales.

3. Community

We foster a welcoming and inclusive environment that brings together breeders, exhibitors, owners, and enthusiasts to celebrate and support the Appaloosa halter horse.

4. Stewardship

We honor the history and unique qualities of the Appaloosa breed, working to ensure its health, welfare, and success for generations to come.

5. Innovation

We embrace progress in breeding techniques, show standards, and program development to continuously improve the futurity experience and industry impact.

Sponsorship Opportunities

The Appaloosa Breeder's Halter Futurity is proud to offer the following sponsorship levels. Each provides increasing benefits and visibility for your brand as a supporter of the Appaloosa industry.

Title Sponsor – \$10,000 and above

- One (1) year naming rights as the “[Your Name Here] Appaloosa Breeder’s Halter Futurity”
 - First right of refusal for the continued opportunity for the Title Sponsorships of the following year’s futurity
 - Premier front-page recognition on the official website
 - Dedicated monthly promotion on all social media platforms
 - Prominent branding in a webcast advertisement aired throughout the **2026 Appaloosa World Championship Show**
 - Opportunity to **present awards** to Futurity champions
 - Inclusion of branded marketing materials in participant packets
 - Opportunity to provide a branded, in-kind gift to all Futurity participants
-

Platinum Sponsor – \$5,000 to \$9,999

- Front-page recognition on the official website
- Dedicated monthly promotion on all social media platforms
- Logo placement in a webcast advertisement aired during the **2026 Appaloosa World Championship Show**
- Inclusion of branded marketing materials in participant packets
- Opportunity to **present awards** to Futurity champions

Rose Sponsor – \$3,000 to \$4,999

- Front-page recognition on the official website
- Dedicated monthly promotion on all social media platforms
- Recognition in a webcast advertisement aired during the **2026 Appaloosa World Championship Show**
- Inclusion of branded marketing materials in participant packets
- Opportunity to **present \$1,000 Rose Bouquets** to the three (3) Non-Pro Futurity Winners

Gold Sponsor – \$2,500 to \$2,999

- Recognition on the sponsor page of the official website
- Dedicated monthly promotion on all social media platforms
- Recognition in a webcast advertisement aired during the **2026 Appaloosa World Championship Show**
- Inclusion of branded marketing materials in participant packets

Silver Sponsor – \$1,000 to \$2,499

- Recognition on the sponsor page of the official website
 - Dedicated monthly promotion on all social media platforms
 - Recognition in a webcast advertisement aired during the **2026 Appaloosa World Championship Show**
-

Bronze Sponsor – \$500 to \$999

- Recognition on the sponsor page of the official website
 - **Bi-monthly** dedicated promotion on all social media platforms
 - Recognition in a webcast advertisement aired during the **2026 Appaloosa World Championship Show**
-

Supporter – Up to \$499

- Recognition on the sponsor page of the official website
- Recognition in a webcast advertisement aired during the **2026 Appaloosa World Championship Show**

Appaloosa Breeder's Halter Futurity

Sponsor Contract Request

To request a sponsorship contract for the **2026 Appaloosa Breeder's Halter Futurity**, please contact:

Jordan Kelly

✉ jordan@appaloosahalterfutures.com

☎ 319-404-1118

Each sponsorship contract is customized to reflect your selected sponsorship level and any unique needs, ensuring you receive the full recognition and benefits available through the Appaloosa Breeder's Halter Futurity.

We look forward to partnering with you to support the future of the Appaloosa halter industry.

Futurity Program Information:

Payouts

2025 Cash prizes included:

- \$29,500 Cash
 - Total Purse per class of \$5700
 - Champion - \$3,000
 - Reserve Champion - \$1700
 - Third - \$1000
 - Supreme Champion
 - Unanimous Selection from the champion of each class
 - \$1000 Bonus
- Over \$20,000 of in-kind sponsorships

Estimated 2026 Payouts will be published by October 1, 2026.

Program Foundation

The strength of our futurity lies in the quality and commitment of our stallion owners. The foundation of our program is built upon their annual participation through stallion nominations, which directly support the growth, promotion, and excellence of the Appaloosa halter horse.

Eligibility

Foals registered with the Appaloosa Horse Club and sired by ApHC and AQHA stallions enrolled in the Appaloosa Breeder's Halter Futurity.

2026 Nomination:

- **2026 Foals (weanling class)**
 - **Eligible for 2027 Yearling Class**
- **2025 Foals (yearling class)**

2025 Nomination:

- 2025 Foals
 - Eligible for 2026 Yearling Class
- 2024 Yearlings

The **Futurity Champion** of any Non-Pro or Open **Weanling** class is **ineligible to compete as a Yearling** in the following year's futurity program.

Mare or Foal Owner Responsibilities

Registration Requirements:

All horses must be registered with the Appaloosa Horse Club. Foals born without Appaloosa color or characteristics must have a performance permit issued for all registration numbers beginning with an (N).

Futurity Classes at the Appaloosa World Championship Show

Futurity classes will be held the **day prior to the start of the Appaloosa World Show Halter Events** and will include the following divisions:

Weanling Classes

- **Non-Pro Weanling Fillies**
- **Open Weanling Fillies**
- **Non-Pro Weanling Colts & Geldings** (*combined*)
- **Open Weanling Colts & Geldings** (*combined*)

Yearling Class

- **Non-Pro Yearlings** (*all sexes combined*)