



*"The UBRA is simple...  
You compete for points.  
You earn points.  
You win titles.  
You pick your awards."*



**Over 1,000 members from over a dozen states and growing!**



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## NEWS FROM THE MANAGER

The UBRA is an organization established in 2002 with the mission to work with producers, contestants and sponsors to offer a unique awards program that would benefit everyone involved. Guidelines are set up for producers to help conduct their events. Particular rules for each individual event are left to the discretion of each producer/arena to allow the UBRA to promote a variety of events that members may attend.

We know our supporters and share their passion for the Western lifestyle and the fast-paced sport of barrel racing. The fact that each UBRA director is involved in the barrel racing industry allows us to relate well to our members, producers and sponsors. UBRA features all kinds of events large and small, so our members can have an opportunity to earn points at all levels of competition – from play days to large added money barrel races.

In addition to our annual UBRA World Show printed program and welcome packets, we produce additional content on our website UBRA.org. The *UBRA eNews* helps us feature coverage of more events than ever before.

As an established voice in our industry, *the United Barrel Racing Association* welcomes the opportunity to work with you.

Sincerely,

*Jessica Beauvais*

United Barrel Racing Association, LLC Manager





**Champion Cricket Gintner on Dial A Little Fame 14.555 \$1,687.50**  
**2nd Derek Diedrich on Special Chicado 14.617 \$1,350.00**  
**5th Trinity Beauvais on Waushakee Joe Sparks 14.839 \$810.00**  
**6th Jodi Lee on Tiger One 14.85 \$675.00**  
**7th Ashley Conrad on Bugs Plum Alive 14.853**  
**8th Carina Morris on Getem Frenchy 14.867**  
**9th Carina Morris on TJO Perks Of Shawne 14.876**

September 2016: UBRA members claim 7 of the 10 American Qualifier spots at UBRA certified event "The American Kiser Classic"

## Our Members & Producers:

Many factors make our members and producers a targeted audience for advertisers. The biggest factors are the passion they feel for the sport of barrel racing and emotion they feel for their horses.

## Who They Are:

- \* **UBRA** is known for promoting family friendly barrel racing events. We reach a nationwide audience of barrel racing competitors of all ages, event producers, barrel horse breeders, trainers and Pro Rodeo competitors, who are passionate about the sport of barrel racing and the Western lifestyle.
- \* **Our** members and producers are made up of predominantly women, the buyers of the family.
- \* **Most** compete in the sport of barrel racing on varying levels. Many are involved through producing barrel events, breeding of barrel horses or through other equine-related business.
- \* **They** send us letters and e-mails and post regularly on our Facebook page and group.

## What They Buy:

- \* **HEALTH:** Members tend to be proactive in their health and the health of their equine athletes with interest in nutrition, supplements and open to holistic approaches to equine and human healthcare.
- \* **CLOTHING & TACK:** They appreciate the latest styles in fashion and tack and look for clothing and tack that will be comfortable yet identifies their individual personalities.
- \* **HOME:** They appreciate a Western style of living, which is reflected in their homes, barns and trailers.
- \* **TRANSPORTATION:** Safety and comfort is a must when they choose their tow vehicle and trailer.



# Special Events:

## January

- ◆ Champions are crowned!
- ◆ JJ Classic Online Stallion Service Auction

## April

- ◆ Kansas Expo Center Topeka, KS
- ◆ Chism Trail Ranch Merrill, WI

## May

- ◆ Race for the Roses – Verndale, MN

## June

- ◆ Prospector Challenge, Rapid City, SD
- ◆ Tuff Enuf Ranch – Balsam Lake, WI
- ◆ Big J Barrel Blast – Cedar Rapids, IA

## July

- ◆ Big J Barrel Blast – Waterloo, IA
- ◆ SC Productions – Winona, MN
- ◆ Prospector Challenge, Rapid City, SD
- ◆ Running on the Red - West Fargo, ND

## August

- ◆ UBRA World & JJ CLASSIC – VERNDALE, MN

## October

- ◆ SD Heartland Futurity – Huron, SD

## November

- ◆ Black Friday Sponsors Specials

## December

- ◆ Holiday Sponsor Spotlight



MN Youth 1D Champion: Ellie Johanson



Combined Region Open 2D Champion: Kate Szukelewicz



South Dakota Open 2D Champion: Jill Hins

**LARGEST PUR\$E EVENT IN THE REGION**

# UBRA WORLD & JJ CLASSIC

**\$150K+ Awarded**  
Ca\$h & Prizes in 2016!

**1st Class Work**  
Custom Embroidery  
Screen Printing  
Marketing  
[1stClassWork.com](http://1stClassWork.com)

**TUFF ENUF RANCH**  
Horses & Ponies For Sale  
Western Apparel & Embroidery  
Awards, Tack & Saddles

**United Barrel Racing Association**  
\$20,000 Added

**Future Fortunes Inc**  
\$15,000 FF Bonus Prize

**August 4-6 2017**

**\$19,000 Added**  
JJ Classic Futurity

R & J Arena ~ Verndale, MN

## Sponsor Opportunities: Printed Programs/Welcome Packet:

- ◆ \$50 Black & White Business Card Ad
- ◆ \$75 Half page ad
- ◆ \$125 Full page black & white ad

### Awards Opportunities:

Exclusive awards sponsorships available. Contact [Jessica@UBRA.org](mailto:Jessica@UBRA.org) 715.857.6343 for details

\_\_\_\$750 Saddle: logo on flyer, saddle, email marketing & full page ad.

\_\_\_\$500 Tack Set Sponsor

\_\_\_\$300 Horse Blanket Sponsor

\_\_\_\$200 Buckle Sponsor



MN PeeWee Champion Madi Moe

## Packages:

### *Silver Sponsorship Package: Donation \$600*

- ◆ Online Banner positioned on home page and most pages on the website.
- ◆ **Banner** placement in arena a UBRA World & Vendor booth at UBRA World
- ◆ **Half** page black & white ad in the UBRA World programs and logo in UBRA Welcome packet

### *Gold Sponsorship Package: Donation \$1000*

- ◆ Online Banner positioned on home page, featured in weekly eNews, on facebook page and group
- ◆ **Banner** placement in arena a UBRA World & Vendor booth at UBRA World
- ◆ **Full** page black & white ad in the UBRA World programs and logo in UBRA Welcome packet
- ◆ **Email, social media and print marketing** (UBRA eNews, Facebook, UBRA Welcome Packet)
- ◆ **Awards** – Choice of logo on saddle OR 4 trophy jackets

### *Platinum Sponsorship Package: Donation \$2500*

- ◆ Online Banner positioned on home page, featured in weekly eNews, on facebook page and group
- ◆ **Banner** placement in arena a UBRA World & Vendor booth at UBRA World
- ◆ **Full** page black and white ad in the UBRA World program and logo in UBRA Welcome packet
- ◆ **Email** marketing delivered to over 25,000 double opt-in barrel racer e-mail addresses
- ◆ **Awards** – Logo on 3 saddles OR 8 trophy jackets
- ◆ UBRA World live webcast advertisement space

### *Diamond Sponsorship Package: Donation \$5000 Limited positions.*

- ◆ Online Banner positioned on home page, featured in weekly eNews, on facebook page and group
- ◆ **Banner** placement in arena a UBRA World & Vendor booth at UBRA World
- ◆ **Full** page color ad in the UBRA World program and UBRA Welcome Packet
- ◆ **Email** marketing delivered to over 25,000 double opt-in barrel racer e-mail addresses
- ◆ **Awards** – Logo on 2 saddles & all UBRA jackets (UBRA World Qualifier & regular UBRA jackets)
- ◆ UBRA World live webcast advertisement space
- ◆ Your logo professionally displayed on a barrel at the UBRA World events.
- ◆ 500 custom stickers with your logo to be placed on giveaways/in contestant welcome bag.

# UBRA Sponsorship Form

**For print items, please email add print ready to: [info@ubra.org](mailto:info@ubra.org)**

**Please check your UBRA Sponsorship Level:**

\_\_\_ \$50 Black & White Business Card Ad

\_\_\_ \$75 Half page ad

\_\_\_ \$125 Full page black & white per event

\_\_\_ \$150 Vendor Booth (per event) Contact your Jessica for event availability.

\_\_\_ \$600 Silver Sponsorship Package

\_\_\_ \$1,000 Gold Sponsorship Package

\_\_\_ \$2,500 Platinum Sponsorship Package

\_\_\_ \$5,000 Diamond Sponsorship Package

**Basic Contact Information (Please also include business card with form)**

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email Address \_\_\_\_\_

Please complete this form and mail to: UBRA; 960 Bunyan Ave., Balsam Lake, WI 54810  
Make checks payable to: UBRA

Notes/Special Announcements:

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