

Scottsdale Show



SCOTTSDALESHOW.COM



It is with great enthusiasm I would like to introduce the 71st Annual Scottsdale Arabian Horse Show and Shopping Expo Corporate Sponsorship Program for 2026. This prestigious event will take place from February 12-22, 2026, and offers an unparalleled opportunity for both local and national businesses to gain exposure.

With over 175,000 exhibitors and attendees from around the world and more than \$500,000 invested in press, print, radio and television advertising, this signature Scottsdale event provides an exceptional platform to showcase products and services.

The following overview highlights the event's capabilities, credentials, business potential and exposure available to our sponsors. If you have any questions or would like further details, please do not hesitate to reach out at 480.515.1500.

I encourage you to accept this unique opportunity and I thank you for your time and consideration.

Sincerely,

Robert Beach
Corporate Sponsor Coordinator

FEBRUARY 12 - 22, 2026

WESTWORLD, SCOTTSDALE, ARIZONA

ARABIAN HORSE ASSOCIATION OF ARIZONA

15455 N Greenway-Hayden Loop C-18

Scottsdale, AZ 85260

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WORLD'S PREMIER ARABIAN HORSE SHOW

Get ready for 11 days of excitement at the **Scottsdale Arabian Horse Show**, the world's premier celebration of the Arabian horse. Held in beautiful Scottsdale, Arizona, this spectacular event features nearly 2,000 of the finest Arabian horses from around the globe competing for over \$1.1 million in prize money and the coveted title of Scottsdale Champion.

Beyond the competition, attendees can explore a vibrant shopping expo with more than 200 vendors offering everything from fine art and stylish apparel to exquisite jewelry, home décor, and equestrian merchandise—plus a global variety of delicious food options. The event also includes exciting parties, educational seminars, hands-on activities for newcomers, and engaging youth programs, making it an experience for all ages.

Be sure not to miss the spectacular **Scottsdale Signature Stallion Futurity and Auction**, where young horses compete for significant prize money, with the program growing each year. The breeding service auction alone generates over **\$275,000 annually**.

TRADITION AND HISTORY

For over half a century, the **Scottsdale Arabian Horse Show** has attracted participants and spectators from around the world, solidifying its place as one of Scottsdale's premier and most impactful annual events. With nearly 2,000 horses, more than 60 corporate sponsors, over 200 commercial exhibitors, and upwards of 250,000 attendees, the show not only showcases world-class equestrian talent but also plays a significant role in boosting the local economy.

Attendee demographics highlight its wide appeal: 22% are local, 75% travel from across the U.S., and 3% attend internationally. The event draws a high-income audience, with a median attendee income between \$100,000–\$149,999 and 62% earning over \$150,000 annually.

Guest satisfaction is exceptionally strong—99% rate the show highly, and 73% consider it one of the best horse shows they've ever attended. Even more impressive, 91% of attendees plan to return year after year, demonstrating the show's lasting appeal and loyal following.

COMMITMENT AND DEDICATION

Sponsored by the Arabian Horse Association of Arizona, a member-driven group with a strong volunteer base, the Scottsdale Arabian Horse Show is a shining example of their vision, dedication, and follow-through. Each year the group plans and executes a marketing, advertising, and public relations program worth over \$500,000.

The campaign is designed to promote the Arabian Horse, Corporate Sponsors and Commercial Exhibitors. Exposure for the event includes local and national publications, radio, television, printed material, banners, message boards, community functions, local and national trade fairs, and on-site event promotions.

MAKING A DIFFERENCE – CHARITY AND COMMUNITY

In addition to producing an exceptional event, the **non-profit Arabian Horse Association of Arizona** is deeply committed to giving back to the community. Each year, the organization proudly contributes cash and charitable donations to a variety of impactful causes. Previous beneficiaries include **Breakthrough T1D**, **Make-A-Wish Arizona**, **March of Dimes**, **Phoenix Children's Hospital**, **Youth for Troops**, the **Arabian Horsemen's Distress Fund**, as well as college scholarship funds, youth programs, and many other deserving organizations. These contributions reflect the Association's enduring dedication to **charity, community engagement, and making a meaningful difference beyond the show ring**.





71ST ANNUAL SCOTTSDALE ARABIAN HORSE SHOW WHY IS THE SCOTTSDALE ARABIAN HORSE SHOW IS A PREMIER SPONSORSHIP OPPORTUNITY?

- The Scottsdale Arabian Horse Show is more than a world-class equestrian event—it's a gateway into a dynamic and passionate industry with national reach and strong economic impact. The U.S. horse industry contributes \$74 billion in direct economic impact annually and supports 1.3 million full-time jobs, according to the American Horse Council. Including indirect and induced effects, the total impact reaches an impressive \$177 billion.
- The U.S. horse population is approximately 6.65 million, with 1.15 million horses involved in showing, which alone generates \$21.7 billion in economic activity.
- 1.5 million Americans own horses, another 25 million participate in horse-related activities, and 880,000 people are employed within the industry. That means 1 in every 12 Americans is directly involved in the horse world—not including the 12.7 million spectators who attend horse events each year.
- The median age of a horse owner is 38, with participants averaging 25, and spectators around 27. Notably, 38% of participants are under the age of 18, reflecting the industry's strong youth engagement.
- The horse industry represents a highly desirable demographic, with 85% of participants reporting household incomes over \$50,000, and 55% earning over \$100,000 annually.

**Research supplied by the American Horse Council Foundation.*

SCOTTSDALE ARABIAN HORSE SHOW *ECONOMIC IMPACT STUDY AND STATISTICS

Celebrating 71 Years in 2026**

- Over half a century of excellence - 2026 marks the 71st Annual Scottsdale Arabian Horse Show.
- 11-day equestrian event & shopping expo featuring auctions, special events, and family-friendly programming.
- Nearly 2,000 horses from around the world compete in this internationally recognized event.
- 200+ commercial exhibitors showcase products, services, and equine innovations.
- More than \$1.1 million in prize money awarded annually.
- Home to the world's largest Arabian futurity program, including a stallion breeding services auction generating over \$275,000 each year.
- 175,000 total attendees: 22% local, 75% national, and 3% international
- Attendee demographics: Median income: \$100,000–\$149,999
- 62% report household incomes over \$150,000
- Audience satisfaction & retention: 99% rate the show highly, 73% say it's one of the best horse shows they've ever attended
- 91% plan to return annually
- \$500,000+ invested annually in advertising, reaching both equestrian and general consumer markets.
- Recognized as one of the City of Scottsdale's premier Signature Events.
- Generates over \$29.6 million in direct economic impact for the local economy each year.

Produced the Arabian Horse Association of Arizona (AHAA)

- A 501(c)(5) non-profit organization and proud recipient of the Scottsdale Chamber of Commerce Sterling Award, Arizona Business Magazine's Economic Engines of Arizona Award, the Arizona State Governor's Tourism Award and Inductee into the Scottsdale History Hall of Fame
- AHAA proudly donates cash and charitable donations to organizations such as **Breakthrough T1D, Make-A-Wish Arizona, March of Dimes, Phoenix Children's Hospital, Youth for Troops, the Arabian Horsemen's Distress Fund, college education funds, youth programs, and many other worthy organizations.**

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GENERAL ADVERTISING SPONSORSHIPS WITH THE ARABIAN HORSE ASSOCIATION OF ARIZONA

Gold Sponsorship \$10,000:

- 4 - 8' x 4' arena signs, 2 in the Equidome and 2 in the Wendell arenas, you design we print
 - 2 - 3' x 5' arena flags, hung in the Equidome arena, you design we print
 - 1 - 2 Full page color ads in the Official Show Program
 - 8 - 5' x 3' banners placed around the showgrounds, you design and we print
 - 1 - 30 second Commercial to be shown on the official Horse Show Live Feed
 - 1 - 2,000 Flyers placed in Exhibitor packets, must supply flyers by Jan 10th to the AHAA office
 - 1 - 1yr Business Listing under the business directory on the scottsdaleshow.com website
 - 2 - PA announcements read daily from each center ring per session
- Be named on the Arabian Horse Association of Arizona website incorporating your logo with a link to your website

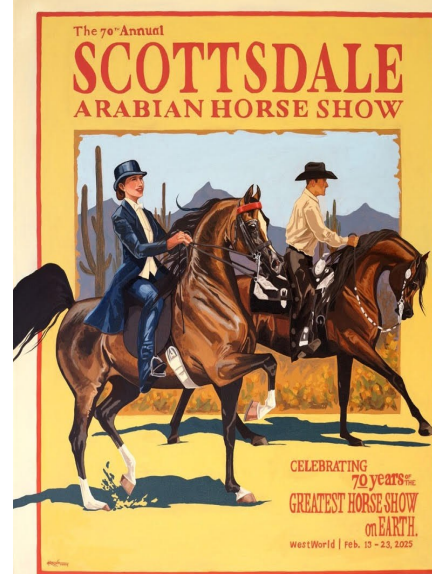
Silver Sponsorship \$7,500:

- 2 - 8' x 4' arena signs, 1 in the Equidome and 1 in the Wendell arenas, you design we print
 - 2 - 3' x 5' arena flags, hung in the Equidome arena, you design we print
 - 1 - Full page 4-color ad in the Official Show Program
 - 8 - 5' x 3' banners placed around the showgrounds, you design and we print
 - 1 - 30 second Commercial to be shown on the official Horse Show Live Feed
 - 1 - 2,000 Flyers placed in Exhibitor packets, must supply flyers by Jan 10th to the AHAA office
 - 1 - 1yr Business Listing under the business directory on the scottsdaleshow.com website
 - 1 - PA announcement read daily from each center ring per session
- Be named on the Arabian Horse Association of Arizona website incorporating your logo with a link to your website

Bronze Sponsorship \$5,000:

- 2 - 8' x 4' arena signs, 1 in the Equidome and 1 in the Wendell arenas, you design we print
 - 1 - Full page 4-color ad in the Official Show Program
 - 6 - 5' x 3' banners placed around the showgrounds, you design and we print
 - 1 - 1yr Business Listing under the business directory on the scottsdaleshow.com website
 - 1 - PA announcement read daily from each center ring per session
- Be named on the Arabian Horse Association of Arizona website incorporating your logo with a link to your website

*For a custom sponsorship based on your marketing needs,
please fill out the online form at: <https://www.scottsdaleshow.com/sponsor>





COMMERCIAL SPONSORSHIPS WITH THE ARABIAN HORSE ASSOCIATION OF ARIZONA

Gold Sponsorship \$10,000:

- 4 - 10' x 10' Commercial exhibit spaces in the North Hall Shopping Expo
- 1 - 8' x 4' arena sign, you design we print
- 1 - Full page 4-color ad in the Official Show Program
- 8 - 5' x 3' banners placed around the showgrounds, you design and we print
- 1 - 1yr Business Listing under the business directory on the scottsdaleshow.com website
- 2 - PA announcement read daily from each center ring per session
- Be named on the Arabian Horse Association of Arizona website incorporating your logo with a link to your website

Silver Sponsorship \$7,500:

- 2 - 10' x 10' Commercial exhibit spaces in the North Hall Shopping Expo
- 1 - 8' x 4' arena sign, you design we print
- 1 - Full page 4-color ad in the Official Show Program
- 8 - 5' x 3' banners placed around the showgrounds, you design and we print
- 1 - 1yr Business Listing under the business directory on the scottsdaleshow.com website
- 1 - PA announcement read daily from each center ring per session
- Be named on the Arabian Horse Association of Arizona website incorporating your logo with a link to your website

Bronze Sponsorship \$5,000:

- 1 - 10' x 10' Commercial exhibit space in the North Hall Shopping Expo
- 1 - 8' x 4' arena sign, you design we print
- 1 - Full page 4-color ad in the Official Show Program
- 6 - 5' x 3' banners placed around the showgrounds, you design and we print
- 1 - 1yr Business Listing under the business directory on the scottsdaleshow.com website
- 1 - PA announcement read daily from each center ring per session
- Be named on the Arabian Horse Association of Arizona website incorporating your logo with a link to your website

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ADVERTISING OPPORTUNITIES WITH THE ARABIAN HORSE ASSOCIATION OF ARIZONA

There are many ways to reach competitors directly through sponsorship at the Scottsdale Arabian Horse Show. Through customizing a sponsorship, we can offer some of the standard options available such as:

- Title Sponsorship with naming rights
- Commercial Exhibit Space
- 30 second commercial on our Live Feed
- Program advertising
- Company banners in prime locations on the grounds
- Arena sign in any of the six (6) Arenas
- Entry badges for the VIP Lounge including meals and drinks
- Daily PA announcements from each center ring with as many as 7 arenas of competition going daily
- Advertisement/Hyperlink on the Arabian Horse Association of Arizona's website
- Social Media marketing
- Corporate gift package
- Golf cart use for the entire show
- and many other options

For the direct contact with horse exhibitors, horse owners and trainers we can offer:

- Direct mail out for all horse owners participating at the show
- Information placed directly into horse packets at the start of the show

Another scenario would be to sponsor the Saturday evening performance. This is a great evening performance with high energy and a packed house. There are usually about eight classes that evening, most of which are performance. There are individual corporate sponsors for each of the classes, but we could make you the sponsor for the entire evening event. There could also be an opportunity to speak. There may also be an opportunity to give a presentation.

We would need to brainstorm on these to work out complete details, but they would give you tremendous exposure along with some of the other options.

There are so many things we can do to give you the maximum exposure you are looking for. I would be happy to visit with you and make sure we can fulfill everything you desire.

Thank you very much for your time and consideration. If I can answer any questions, please do not hesitate to call.

Robert Beach

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