

ALL AMERICAN QUARTER HORSE CONGRESS MEDIA KIT





ONE SHOW, ENDLESS OPPORTUNITIES

One event with many options to reach
an extensive audience, spanning multiple disciplines
and a variety of classes .

57 YEARS STRONG

Founded in 1967, the All American
Quarter Horse Congress continues to be
the world's largest single-breed horse show,
with more than 650,000 annual attendees.

Shane Rux
EDITOR

DIGITAL EXPOSURE



Over 650,000 onsite visitors each year

Over 1 Billion Total Impressions
83,000+ Total Clicks



Over 1.7 million annual visitors to the website



Event livestream features over 652,000 views
in 50 different countries

123,000+ Followers
3.4M+ Average Reach



\$3,000,000 in Cash & Prizes Awarded



2019 FUTURITIES
& SWEEPSTAKES
WWW.QUARTERHORSECONGRESS.COM

NOMINATIONS D
HORSE SHOW: OCTOBER 1-27 | 1924

2022 CONGRESS ENTRY BOOK



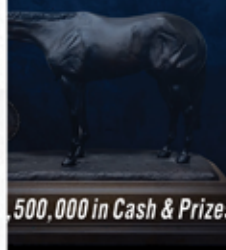
ALL AMERICAN QUARTER HORSE CONGRESS

Still the One

HORSE SHOW: SEPTEMBER 27 - OCTOBER 23
TRADE SHOW: SEPTEMBER 30 - OCTOBER 23

Where Legends Are Made

September 26 - October 22
Over \$3.5 Million in Cash & Prizes
www.quarterhorsecongress.com



500,000 in Cash & Prizes

2023
Congress
Souvenir
Program



PRINT OPPORTUNITIES

Congress Futurity & Stakes Entry Book

Published in late February, this publication is perfect for highlighting stallions, futurity prospects, and businesses. Circulation of 10K+

Back Cover	\$1,000
Inside Front Cover	\$950
Opposite Inside Front Cover	\$950
Inside Back Cover	\$950
Opposite Inside Back Cover	\$950
Full Page	\$650

DEADLINE: FEBRUARY 15

Congress Entry Book

Published in late May, this book is highly anticipated and very influential for visitors as they plan their trip to Columbus. It's great for featuring exhibitors, stallions, and local and national businesses to judges, breeders, and potential clients. Circulation of 12K+

Inside Front Cover	\$1,000
Opposite Inside Front Cover	\$950
Inside Back Cover	\$950
Opposite Inside Back Cover	\$950
Full Page	\$750

DEADLINE: APRIL 30

Congress Souvenir Program

Complimentary to guests at the Congress, the Souvenir Program is perfect for showcasing show line-ups, horses for sale, futurity horses, stallions, and businesses to the diverse demographic that the Congress offers.

Inside Front Cover	\$1,100
Opposite Inside Front Cover	\$1,000
Inside Back Cover	\$1,100
Opposite Inside Back Cover	\$1,000
Full Page	\$550
Premium Placement (first 25% of book)	\$650

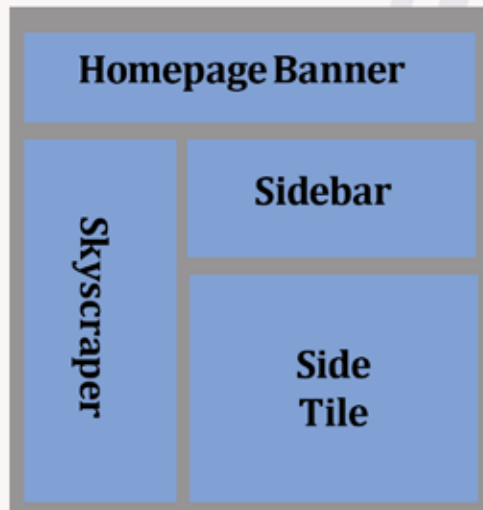
DEADLINE: AUGUST 25

DIGITAL OPPORTUNITIES

Website Banners

With traffic of over 1.7M+ views and 255K+ viewers, there are multiple options to feature yourself on the Congress website.

Sidebar	300 x 150px	\$500
Side Tile	300 x 300px	\$750
Skyscraper	300 x 600px	\$1,200
Homepage Banner	660 x 100px	\$1,500



Livestream

With over 652.7K+ views in more than 50 countries, get noticed by viewers worldwide during the Congress.

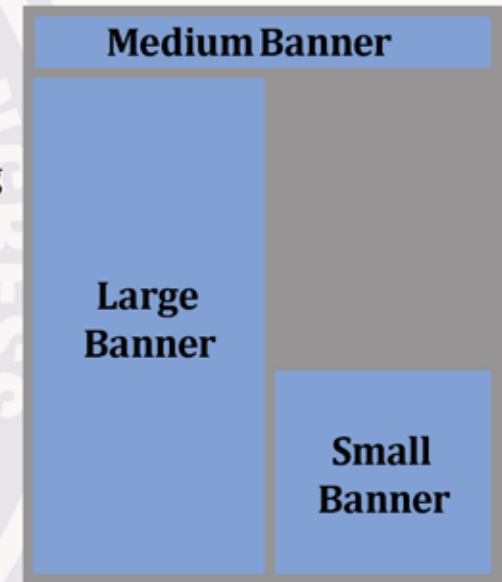
Livestream Banners

Small Banner	300 x 250px	\$350
Medium Banner	960 x 90px	\$450
Large Banner	300 x 600px	\$850

Digital Video

Video displayed in 3 onsite locations, including jumbo screens, media trailers, prime locations, and within the livestream continuously throughout the show.

Cost: \$5,000



Social Media

Take advantage of the Congress' incredible social reach of over 123K+ followers across 5 platforms.

Cost: \$1,000/post



Deadline for all Digital Assets: August 25

OTHER OPPORTUNITIES

Door Decals

Market to over 650K annual visitors at the Congress as they enter arenas and commercial exhibit halls. Using a fade-resistant, tear-resistant, perforated vinyl ensures decals look amazing from the first day until the last.

Available Locations:

- Celeste Center North, Central, South & Warm Up Doors
- Congress Hall Inside, Outside, & Overhang Corner Doors
- Coliseum South & North Entrances
- Voinovich Building

Cost: \$650 per door, sold on a first-come, first-served basis

Deadline: August 25

Stallion Row

Show off your stallion on our exclusive Stallion Row display. Included is a 3 by 4 foot poster displayed in the foyer of the prestigious Celeste Center arena and the ability to show a video on the display monitors, that will be shown throughout the duration of the show.

Cost: \$1,100 per space, sold on a first-come, first-served basis

Deadline: August 25



Congress Print Bundle

Get noticed in all our print materials!
Full page in the

- Futurity & Stakes Entry Book
- Congress Entry Book
- Souvenir Program

~~\$1,950~~ **\$1,755**

Congress Digital Bundle

Go digital with the Quarter Horse Congress!

- Large Livestream Banner
- Website Side Tile
- 1 Social Media Post

~~\$2,600~~ **\$2,340**

Print & Digital Bundle

Combine the best of both worlds!

- Souvenir Program Full Page
- Large Livestream Banner
- Website Sidebar
- 1 Social Media Post

~~\$2,900~~ **\$2,610**

BUNDLES

Email media@oqha.com to book today!

Congress Stallion Bundle

Promote your stallion by utilizing the reach the AAQHC!

- Congress Entry Book Full Page
- Souvenir Program Full Page
- Stallion Row Space
- Digital Video Package

~~\$7,400~~ **\$6,660**

Ultimate Congress Bundle

Get the most out of your dollar!

- Futurity Book
- Entry Book
- Souvenir Program
- Website Side Tile
- Medium Livestream Banner
- 1 Social Media Post
- Email Banner
- Digital Video Spot

~~\$10,150~~ **\$9,135**



LOOKING FOR MORE?

Corporate Partner

Partner with the All American Quarter Horse Congress and market your brand at the highest level.

Trade Show Presence

Join us this fall in Columbus for our world-class trade show. With 200+ unique vendors spread out both inside and outside and spanning over 20 acres, our event offers something for everyone.

Sponsorship

Find a sponsorship level that best fits your brand! Options include class sponsors, arena team sponsors, presenting sponsors, and much more.

**Contact us to create a
custom package for you!**

Contact Lauren Harvey
lharvey@oqha.com
614.505.7200 ext. 121



PRINT SPECIFICATIONS

Futurity & Stakes Entry Book



5.5" X 8.5"

DEADLINE:
FEBRUARY 15

TRIM SIZE: 5.25"X8.25"
LIVE AREA: 4.25"X7.25"

Congress Entry Book

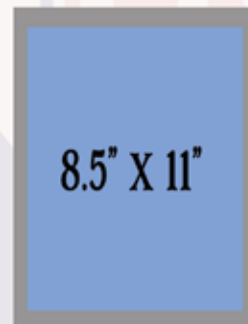


5.5" X 8.5"

DEADLINE:
APRIL 30

TRIM SIZE: 5.25"X8.25"
LIVE AREA: 4.25"X7.25"

Congress Souvenir Program



8.5" X 11"

DEADLINE:
AUGUST 25

TRIM SIZE: 8.25"X10.75"
LIVE AREA: 7.25"X9.75"

ALL ARTWORK SHOULD BE
CAMERA-READY AND SUBMITTED AS
A JPG OR PDF.

OTHER SPECIFICATIONS

Door Decals

Stallion Row

47.125" X 58.875"

OPTIONAL VIDEO
30-SEC MP4 FILE

23.5" X 35"

CELESTE CENTER
NORTH, CENTRAL,
SOUTH, WARM UP

32.5" X 40"

CONGRESS HALL
CORNER DOORS

20.5" X 25.5"

CONGRESS HALL
OUTSIDE DOORS

24.75" X 31.75"

CONGRESS HALL
INSIDE DOORS

24.25" X 31.25"

VOINOVICH

21.75" X 36"

COLISEUM
NORTH DOORS

23.75" X 36"

COLISEUM
SOUTH DOORS

Contact Us Today



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