

DIRT & DIAMONDS

NRCHA Derby

January 31- February 4, 2024
Ranch Murieta Equestrian Center
7200 Lone Pine Drive
Rancho Murieta, CA

At the Dirt & Diamonds NRCHA Derby, 4 and 5-year-old horses enter to compete to win cash money and great prizes. Many of these horse & rider teams competed at the NRCHA Snaffle Bit Futurity® when the horses were 3 years old. Horses may be shown in either a snaffle bit or a hackamore in the Derby. They are judged in three challenging events: herd work, rein work and fence (cow) work – it is considered the “Triathlon” of horse sports. The Dirt & Diamonds Derby features three divisions to suit all levels, from million-dollar riders in the Open, very talented Amateur/Owner riders in the Non Pro division and entry level riders in the Non Pro Limited division.

The Dirt & Diamonds Derby is held in conjunction with the Back 2 Basics AQHA/NSBA Circuit which is the largest of its kind on the entire west coast at the beginning of each year. The circuit draws people from not only California but a variety of surrounding states and Canada. Each year exhibitors, owners, trainers and families/friends are treated to an “Exhibitors Welcome Party” to kick off the week.

Exhibitors Welcome Party Sponsor :

- Your 2 banners displayed for the entire event (one banner in the main arena & one in the party mezzanine)
(Sponsors to provide three - 4' x 8' grommeted banners)
- Corporate promotional brochures & advertising distributed to all exhibitors upon check-in
(Sponsor to provide)
- Announcer recognition at least 8 times daily during the show
(Sponsor to provide 30 second scripts)

Financial Commitment = Food Sponsor: \$1500

Suggested Wine varietals: 2 cases Cab/Pinot Noir/Red blend/Sirah 1 case Chard/Pinot Grigio/Sauv blanc

OPEN DERBY

- Name recognition as the Title Sponsor
- Corporate signage on each Open Derby exhibitors stall
- Hospitality service for Derby competitors with Corporate signage
(coffee/doughnut service to stall barns, etc.)
- Your 3 banners displayed in the main arena, warm-up arena & outside of horse show office
(Sponsors to provide three - 4' x 8' grommeted banners)
- Corporate promotional brochures & advertising distributed to all exhibitors upon check-in
- Prominent home page recognition on the Website
- Name and/or logo included in recognition in Advertising & Entry Forms
- Prominent signage at Exhibitors Welcome Party
- Logo displayed on show promotional materials
- Announcer recognition at least 8 times daily during the show
- Awards ceremony inclusion of Sponsor's representative

Financial Commitment = OPEN Payout: \$

Advertising & Promotion: \$

NON PRO DERBY

- Corporate signage on each Non Pro Derby exhibitors stall

- Your 3 banners displayed in the main arena, warm-up arena & outside of horse show office
(Sponsors to provide two - 4' x 8' grommeted banners)
- Corporate promotional brochures space in horse show office
- Home page recognition on the Website
- Name and/or logo included in recognition in Advertising & Entry Forms
- Signage at Exhibitors Welcome Party
- Logo displayed on show promotional materials
- Announcer recognition at least 4 times daily during the show
- Awards ceremony inclusion of Sponsor's representative

Financial Commitment = Non Pro Payout: \$ Advertising & Promotion: \$

808 Ranch - NON PRO LIMITED DERBY

- Corporate signage on each Ltd Non Pro Derby exhibitors stall
- Your 3 banners displayed in the main arena, warm-up arena & outside of horse show office
(Sponsors to provide two - 4' x 8' grommeted banners)
- Corporate promotional brochures space in horse show office
- Home page recognition on the Website
- Name and/or logo included in recognition in Advertising & Entry Forms
- Signage at Exhibitors Welcome Party
- Logo displayed on show promotional materials
- Announcer recognition at least 4 times daily during the show
- Awards ceremony inclusion of Sponsor's representative

Financial Commitment = Non Pro Ltd Payout: \$500 added money Not available – Sponsored by 808 Ranch

Make checks to: BACK-2-BASICS Horse Events, LLC

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