

SHOW



The Paint Horse s.r.o. and the Polish Reining Horse Association (in cooperation with the NRHA Czech Rep. and the Slovak Reining Horse Association) will host the first ever NRHA approved show in Central Europe. The "Celadna Ride & Slide" show will take place at the Prosper Horse Ranch in Celadna (Czech Republic) on the 14-15th of May, 2005.

A total of 13 reining classes will be offered at the show. Seven of them will be NRHA approved. There will be a **NRHA Morrison Bronze Trophy Open** class with 1000 USD money added. "Celadna Ride & Slide 2005" also offers NRHA Intermediate Open (500 USD added), NRHA

Hackamore/Snaffle Bit 5 & under Open (250 USD added), NRHA Youth 13 & under and 14 -18. For Non Pro riders there will be a **NRHA Pewter Trophy Non Pro** (500 USD added) and a NRHA Hackamore/Snaffle Bit 5 & under Open (250 USD added). There will also be six classes approved by the Czech FN.

REINING IN CZECH REPUBLIC

Reining is becoming more and more popular in Central Europe. With lots of good horses and experienced trainers, it was just a matter of time to have a NRHA approved show in this part of Europe. After a very successful last season for Czech riders - with the Czech CRI and great results at the World Reining Masters finals in Oklahoma City - the "Celadna Ride & Slide" can be another step towards the recognition of Central European reining.

Czech Republic is one of the **fastest growing reining markets in Europe**. There was only 3 American Quarter Horses in 1994 and now the population of Quarter Horses in Czech Rep. counts 570 horses (twelfth largest population in Europe). Czech riders are participating in the biggest reining shows in Europe. The Czech Reining team participated in the CRIO in Kreuth (2001, the US Team won the silver medal), in the first FEI European Reining Championship in Reggio Emilia, in European Quarter Horse Championships in Kreuth and other important shows. Czech Republic had its rider at the 2004 World Reining Masters finals in Oklahoma City (Lukas Jirak finished seventh).

ORGANIZERS

The **Prosper Horse Ranch**, managed by the Paint Horse s.r.o. company, is located in Celadna, a beautiful village in the picturesque surroundings of the Beskydy Mountains, with the dominant Lysá Mountain. It was opened in 2001 along with an 18-hole golf course. The Prosper Horse Ranch is the biggest facility in Czech Republic. Spacious, airy and bright stables offer 53 boxes, a horse solarium and a washing stand. The show will take place on the main indoor, heated arena (30 x 60 m) with good reining footing, prepared especially for the show. There is also a second indoor arena (24 x 40 m) and a big outdoor arena (35 x 75 m). For those wishing to watch the show, there is bar with a great view on the contest arena.



The **Paint Horse s.r.o.** company specializes in breeding and training of performance horses, raising and showing American Paint Horses and American Quarter Horses. They own the best stallions and broodmares in Czech Rep., by such famous stallions as: **Smart Chic Olena, Shining Spark, Gallo Del Cielo, Boomernic, Holywood Dun It, Great Resolve, Jac O Rima**. In 2004 the Paint Horse s.r.o. organized the first ever **Monty Roberts demonstration** in Czech Rep. This show gathered more than 3000 spectators in the CEZ Arena in Ostrava.

The **Polish Reining Horse Association** is an official Affiliate of the NRHA (USA). The PLRHA has experience in organizing international reining shows. The “Celadna Ride & Slide 2005” show is not the first show organized by this Affiliate. The PLRHA has lots of experience in public relations and handling of its partners and sponsors.

The **close relationship to the press during past shows and events** organized by both the Polish Reining Horse Association and the Paint Horse s.r.o. **established a network of contacts, that can work for you** and present your company, products and services in an appropriate way to a large group of western riding enthusiasts.

MEDIA

The “Celadna Ride & Slide 2005” show will be covered in all **most important European western riding services and magazines**. Information about the show was already published on such websites as: Bridleandbit.com (USA); westerninfo.de (Germany); wittelsbuerger.com (Germany, 90 000 views per month); westernpferde.at (Austria). A full page press release was published in the “Quarter Horse Today” online magazine (5000 readers in all Europe). Articles will be also published in the **Reiner** magazine (USA), Czech Reiner magazine (Czech Rep.), Italian Reiner magazine (Italy), De Quarter magazine (the Netherlands), Swiat Koni magazine (Poland).

OFFER

We can offer the following possibilities:

- **adding the logo of the sponsor on all the materials related with the show** (press advertisements, posters, invitations) – a great way to promote the company not only in Czech Rep. but also in whole Europe;
- **adding sponsor’s banner and link + information** about the sponsor **on the show’s webpage;**
- **naming the sponsor in all publications** related with the show (especially in press releases and articles in the Reiner magazine (USA), Quarter Horse Today magazine, Czech Reiner magazine etc.);
- **a banner in the show arena** – it will allow to introduce your company and products to over **1500 persons** daily (4000 spectators expected during the whole event) on a **totally new, fast growing market;**
- possibility of placing a **stand with the company’s products** within the area of the Prosper Horse Ranch;
- **possibility of founding and presenting prizes and awards** for class winners during the awards ceremony

OFFER FOR SPONSORS

SHOW ARENA BANNER:

- banner in the show arena: **80 EUR per banner** (up to 5 meters)

OUTDOOR SPACE FOR STANDS:

- **20 EUR/m²**

More info about the show, the organizers and the facility on www.painthorse.cz

For more information please contact Michal Pec, mipe@poczta.wp.pl