



National Finals Partnerships



About | ABHA



The Australian Barrel Horse Association (ABHA) was established in 1996 by three friends who shared a deep passion for barrel racing. What began as a simple idea to run small jackpot events—providing opportunities to educate and expose young barrel horses, has grown into a national organisation with more than 2,000 members and affiliates across every state of Australia.

The ABHA was originally formed to offer riders an affordable, welcoming environment to start, train, and compete on horses of all ages. While the Board has evolved over the years, this founding mission remains at the heart of the organisation today. The ABHA continues to promote accessibility, horsemanship, and community within the sport, ensuring riders of all experience levels have a place to develop and thrive.



Our Event Venue | AELEC



The Australian Equine and Livestock Events Centre (AELEC) is the largest equine facility in the Southern Hemisphere and the proud home of our National Finals Barrel Race. Located in the regional hub of Tamworth, NSW, AELEC offers a world-class facility designed to accommodate events of all sizes.

Event organisers, competitors, and spectators consistently praise AELEC for its high-quality infrastructure, versatility, and professional standard—making it the perfect venue for elite equine competition.



ABHA National Finals

At a glance



2 Million
Social Media
Engagements



Viewed
Globally



Over \$125,000
in cash & prizes



100+
Spectators

Our National Finals is where a year's worth of dedication, qualifying, and hard work comes together on the biggest stage in Australia, and the Southern Hemisphere.

This premier event brings together members of all ages and abilities, creating an atmosphere that is truly family-friendly and community-focused.

- 1,000+ competition runs across all divisions
- Show case of our Futurity & Maturity Horses
- Pole Bending
- 500+ horses competing at the event
- Members from every state across Australia
- Trade sites & vendors from across the country

Showcase Events

Top 25 Junior Barrel Race
Top 50 Open Barrel Race
Top 10 Pole Bending

Featured Events

Futurity Aged Event | 4, 5, & 6 YO
Maturity Aged Event | 7, 8, & 9 YO

Stallion Incentive

Showcases over 20 sires, promoting the future of the barrel racing industry.

Payout over \$50,000 in incentive money

The Australian
Barrel Racing record
was **BROKEN** twice
at the 2025 National
Finals

It is the pinnacle of barrel racing in Australia and a showcase of the talent, sportsmanship, and commitment within our ABHA community.

The National Finals celebrates the love of the horse, the passion for the sport, and the drive to improve with every run.

AGED EVENTS



The Futurity

Is the most coveted title of the National Finals, a showcase of prestige, heart, and dedication. It's the event every competitor dreams of winning.

A celebration of the years of training, commitment, and partnership between horse and rider.

Open to 4, 5 & 6-year-old horses

The pinnacle event where the future stars of the sport are revealed

The Maturity

Is quickly becoming one of the toughest events to win. Horses that are seasoned, powerful, and hungry for the win.

It showcases of what years of training, exposure, and experience create in an equine athlete

Open to 7, 8 & 9-year-old horses

The stage where talented barrel horses evolve into truly great competitors





The Top

Top 50 | Open Divisional

One of the most exciting and competitive events of the Finals. The top 50 competitors advance to this elite showcase. Each rider receives a back number and competes in a high-intensity, shoot-out style format. The ultimate test to determine who will take home the Open Divisional Championship title

Top 25 | Junior Divisional

The rising stars of our sport. Showcasing young riders with exceptional talent and determination. A highlight event celebrating confidence, skill, and future champions. Riders who have earned their place through dedication.

Top 10 | Pole Bending

New for this year's National Finals, the ABHA will introduce a TOP 10 pole bending shoot out feature event, showcasing the very best of the sport in a fast paced exciting event. The top 10 competitors will return to the main arena as a feature event with the ultimate winner taking home a cash bonus.



Presenting Partner

Considered our major sponsor, the Presenting Partner holds exclusive naming rights to the entire National Finals. Your business becomes directly associated with the event, recognised as the Official National Finals Sponsor.

As the highest level of support, your partnership underpins the National Finals in its entirety, elevating every event, every competitor, and every experience throughout the week.

What you receive

- Exclusive naming rights to the National Finals
- Recognition as the Presenting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- Acknowledgement as the Presenting Partner in all National Finals promotion material plus monthly affiliated event calendar advertising
- A 60-second video advertisement, two (2) or still graphic featured on our global livestream webcast (or two 30-second video)
- Multiple public address announcements with your message for the during of the event
- Your logo displayed on the main drum covers for the event
- Your logo displayed on the livestream to the duration of the live broadcast
- 2 large advertising banners displayed in prominent arena positions (supplied by you)
- Full page business advertisements in our Official Program
- Full page business advertisements in our newsletters leading up to the National Finals
- Opportunity to distribution promotional material to competitors (supplied by you)
- FREE Trade Stand

Investment:

\$10,000

+GST

An exclusive opportunity - one only available



Event Partner - Open Div

Considered a major sponsor, the Event Partner holds exclusive naming rights to the Open Divisional Event. Your business becomes directly associated with the event, recognised as the official Open Divisional Sponsor.

What you receive

- Exclusive naming rights to the Open Divisional Event
- Recognition as the Presenting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- Acknowledgement as the Presenting Partner in all National Finals promotion material plus monthly affiliated event calendar advertising
- A 60-second video advertisement, two (2) or still graphic featured on our global livestream webcast (or two 30-second video)
- Multiple public address announcements with your message for the during of the event
- Your logo displayed on drum cover toppers during the Open Divisional Event
- Your brand logo stamped on 8 Open Divisional Trophy Saddles
- Your logo displayed on the livestream for the duration of the Open Divisional live broadcast
- 2 large advertising banners displayed in prominent arena positions (supplied by you)
- Full page business advertisements in our Official Program
- Opportunity to distribution promotional material to competitors (supplied by you)
- FREE Trade Stand

Investment:

\$8,000

+GST

An exclusive opportunity - one only available

Event Partner - Junior Div

As an Event Partner of the Junior Divisional you become the primary supporter of the event within the National Finals. The junior features kids from 8 to 17 years of age.

What you receive

- Exclusive naming rights to the National Finals Junior Divisional Event
- Recognition as the Presenting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- Acknowledgement as the Event Partner - Junior Divisional in all National Finals promotion material plus monthly affiliated event calendar advertising
- 1 x still graphic featured on our global livestream webcast
- Multiple public address announcements with your message for the during of the event
- Your logo displayed on the drum covers during the Junior Divisional Event
- Your logo displayed on the livestream to the duration of the Junior Divisional live broadcast
- 1 advertising banners displayed in prominent arena positions (supplied by you)
- Half page business advertisements in our Official Program
- Opportunity to distribution promotional material to competitors (supplied by you)
- FREE Trade Stand

Investment:

\$3,500

+GST



An exclusive opportunity - one only available

Event Partner - Futurity

As an Event Partner of the Futurity, you become the primary supporter of the event within the National Finals. The futurity features the young up and coming horses aged 4, 5 & 6 year olds.

What you receive

- Exclusive naming rights to the National Finals Futurity Event
- Recognition as the Presenting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- Acknowledgement as the Event Partner - Futurity in all National Finals promotion material plus monthly affiliated event calendar advertising
- A 60-second video advertisement, a still graphic featured on our global livestream webcast (or two 30-second video)
- Multiple public address announcements with your message for the during of the event
- Your logo displayed on the drum covers during the Futurity Event
- Futurity Trophy Saddle stamped with your brand
- Your logo displayed on the livestream for the duration of the Futurity event live broadcast
- 2 large advertising banners displayed in prominent arena positions (supplied by you)
- Full page business advertisements in our Official Program
- Opportunity to distribution promotional material to competitors (supplied by you)
- FREE Trade Stand

Investment:

\$7,000
+GST



An exclusive opportunity - one only available

Event Partner - Maturity

As an Event Partner of the maturity, you become the primary supporter of the event within the National Finals. The maturity features more advanced and competitive barrel horses aged 7, 8 & 9 year olds.

What you receive

- Exclusive naming rights to the National Finals Maturity Event
- Recognition as the Presenting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- Acknowledgement as the Event Partner - Maturity in all National Finals promotion material plus monthly affiliated event calendar advertising
- 1 x still graphic featured on our global livestream webcast
- Your logo displayed on the drum covers during the Maturity Event
- Maturity trophy saddle stamped with your brand
- Your logo displayed on the livestream for the duration of the Maturity event live broadcast
- 2 advertising banners displayed in prominent arena positions (supplied by you)
- Half page business advertisements in our Official Program
- Multiple public address announcements with your message for the during of the event

Investment:

\$5,000

+GST



An exclusive opportunity - one only available

Fastest Aged Champions

The ABHA National Finals will feature Aged Event Champions in both the Futurity and Maturity Events. These awards recognise the fastest single time recorded in each age celebrating speed and performance on the national stage.

Futurity Age Champions

(for horses aged 4, 5 and 6 year olds)

- Fastest 4 Year Old
- Fastest 5 Year Old
- Fastest 6 Year Old

Maturity Age Champions

(for horses aged 7, 8 and 9 year olds)

- Fastest 7 Year Old
- Fastest 8 Year Old
- Fastest 9 Year Old

What you receive

- Recognition as the Presenting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- Acknowledgement as an associate partner in all National Finals promotion material plus monthly affiliated event calendar advertising
- 1 x still graphic featured on our global livestream webcast
- Acknowledgement during the presentation as the fastest age horse partner
- 1 advertising banners displayed in prominent arena positions (supplied by you)
- Quarter page business advertisements in our Official Program
- Multiple public address announcements with your message for the during of the event

Investment:

\$1,000

+GST



Limited Opportunity - Only Six (6) available

Associate Partner

As an Associate Partner, you play a vital role in supporting the entire National Finals. Your partnership contributes across all events, ensuring every division, every competitor, and every moment of the Finals benefits from your support.

What you receive

- Recognition as the Associate Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement plus multiple social media posts using your preferred content
- 1 x still graphic featured on our global livestream webcast
- 1 advertising banner displayed in the competition arena (supplied by you)
- Quarter page business advertisement in our Official Program
- Multiple public address announcements with your message for the during of the event

Investment:
\$1,500
+GST



Multiple Opportunities available



Supporting Partner

As a Supporting Partner, you play a key role in elevating individual events, such as the Open Divisional, Pole Bending, Aged Events, and Junior Divisional. Your support helps ensure each event runs to the exceptional standard expected of the ABHA National Finals.

What you receive

- Recognition as the Supporting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement social media posts pages
- Business signage displayed on the concourse of the competition arena (supplied by you)
- Multiple public address announcements with your message for the during of the event

Investment:
\$500
+GST

Multiple Opportunities available

Trophy Partner

Alongside prize money, our members have the opportunity to take home meaningful keepsakes that commemorate their achievements at the National Finals. A wide range of trophy prizes are presented to winners and place getters throughout the event.

This presents an excellent opportunity for businesses to sponsor a trophy or supply a custom trophy. In either case, your brand will be proudly displayed on the trophy alongside the ABHA, creating lasting brand recognition and a tangible connection to success that competitors will treasure for years to come.

Buckles

- Brand/Logo Laser engraved on the front of a buckle (your choice) if taken up prior to buckles being made.
- Recognition as the Supporting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement social media posts pages
- Business signage displayed on the concourse of the competition arena (supplied by you)
- Multiple public address announcements with your message for the during of the event

Investment:
\$350

+GST



Trophy Partner

Rugs

- Brand/Logo printed on trophy rugs (your choice)
- Recognition as the Supporting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement social media posts pages
- Business signage displayed on the concourse of the competition arena (supplied by you)
- Multiple public address announcements with your message for the during of the event

Investment:
\$250
+GST

Ribbons and Garlands

- Brand/Business Name Printed on Champion Garlands and or placegetter ribbons (your choice)
- Recognition as the Supporting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement social media posts pages
- Business signage displayed on the concourse of the competition arena (supplied by you)
- Multiple public address announcements with your message for the during of the event

\$POA +GST



Your Business | Your Product

Does your business already create, stock, or sell products? The ABHA is always looking to form trophy and product partnerships for the National Finals.

If there is a product your business would like to provide, branded with your company name, this is a fantastic opportunity to align your brand with achievement, success, and the prestige of the ABHA National Finals.

What you receive

- Recognition as the Supporting Partner on two (2) websites (ABHA & National Finals)
- Partnership announcement social media posts pages
- Business signage displayed on the concourse of the competition arena (supplied by you)
- Multiple public address announcements with your message for the during of the event



ABHA

Australian Barrel Horse Association

National Finals Coordinator - Maree Fannin

0429 852 570

nationalfinals@abha.com.au