

SPARX



2026 Sponsorship
Opportunities



Value Statement

As we celebrate our fifth year, we are proud of the growth and impact of our events. What started as a shared passion has transformed into a thriving company with three NRHA-approved events and well over one million dollars in economic impact for the greater performance horse industry.

Our mission has always been about more than competition—it's about building the sport, supporting the people and horses within it, and strengthening the performance horse community.

We are committed to our sponsors ensuring their support drives our shared vision of growth and excellence.

David Benard, President





Introducing SparX The New Summer Reining Series!

The Xibition SparX Series is a four-show grassroots reining circuit designed to support and grow local riders in a welcoming, community-driven environment.

Our focus is on developing horse and rider partnerships, inspiring youth participation, and creating accessible competition opportunities within Alberta's reining community.

Join SparX NOW!



2026 SparX Events

MAY 9 – OKOTOKS AGRICULTURAL SOCIETY

7049 - 306 Ave. East, Foothills, AB

~Judge: Kailin Hipkiss

JUNE 13 – OLDS

5116 54 St, Olds, AB

~Judge: Haley Franc

JULY 25 – CLARESHOLM AGRIPLEX

380 59th Ave W, Claresholm, AB

~Judge: Natalie Weichel

SEPTEMBER 19 – SPUR WEST EVENT CENTER

390039 RR 5-4, Alhambra, AB

~Judge: Danielle Smith

Support **Opportunities**

Why Sponsor The Xibition SparX Series?

Supporting our series offers:

- ~Direct exposure to a targeted equine and agricultural audience
- ~Brand visibility at multiple events throughout the season
- ~Alignment with youth development and rural community engagement
- ~Recognition across social media, show announcements, and printed materials
- ~Association with a growing grassroots reining initiative in Alberta

We are currently seeking cash sponsorships in the following areas:

Show Sponsorships

Year-End High Point Awards

Ribbon Sponsorship

Volunteer of the Show Awards

Best Show Turnout Awards



SPONSORSHIPS OVER \$200 INCLUDE A SPARX MEMBERSHIP



SPONSORSHIPS OVER \$500 INCLUDE A XIBITION CLUB MEMBERSHIP



Looking for something more? Connect with us and share your vision. We are always here to help!



CONTACT **US**

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