



Woodside Slide Reining Show

Executive Summary — Sponsorship Opportunity
2026

Woodside Slide Reining

Founded in March 2025 by Pat Warren and Barbara Phillips, Woodside Slide Reining brings world-class reining back to the Bay Area through a premium, forward-thinking event. With over 25 years of industry leadership and a NRHA hall of fame member, Pat Warren provides credibility and competitive excellence, while Barbara Phillips adds a modern perspective shaped by elite reining training with Luca Fappani and a successful background in both technology and hunter/jumper worlds.

Woodside Slide Reining is more than a horse show—it's a high-visibility platform connecting elite sport, an influential Bay Area audience, and brand partners committed to excellence and growth in the reining industry.

Event at a glance:

- Name: Woodside Slide Reining Show
- Dates: June 29 – July 4, 2026
- Location: Woodside, California
- Audience: ~300 attendees including riders, sponsors, families, and equestrian enthusiasts; local media outreach; industry professionals
- Format: Multi-day reining competition (Open, Non Pro, Youth, qualifier for TRFAM and CRHA(waiting final approval)), vendor marketplace, community engagement, awards presentations
- Purpose: Showcase premier reining competition, highlight equine products and services, and support youth and community initiatives.
- **Measurable sponsorship opportunity** delivering targeted exposure to a high-value reining and Western lifestyle audience through premium brand visibility, customizable activations, and verified on-site and digital engagement

Additional Information:

Barbara Phillips – barbphillips@gmail.com or 650-814-1048

Sponsor Opportunities:

Sponsorship Benefits Summary

	Diamond \$20,000	Platinum \$12,000	Gold \$6,000	Silver \$3,500	Crystal \$2,500
Special Sponsor Signage throughout Facility	✓				
Featured Press Release to WSS Email Subscribers	✓	✓			
Special Class Naming Opportunities*	✓	✓			
Distribution of Promotional Materials at event	✓	✓			
Vendor Booth Space	✓	✓			
Awards Presentation Participation with photos	✓	✓			
VIP Parking	2	1			
Priority to RV Camping Spaces	2 Spaces	1 Space			
Sponsor-specific Social Media Posts	3 Posts	2 Posts	1 Post		
Sponsor Videos on social media and at event & Live Feed	4 Videos	3 Videos	2 Videos	1 video	Livestream Only
Reserved VIP Table	2	1	1	High Top	
Daily Meal Passes during event	16	8	8	4	
Preferred Stabling Location	✓	✓	✓	✓	
Early Access to Paid Warm-Up Reservations	✓	✓	✓	✓	
Logos/Banners in Arenas (provided by sponsor)	All	2 Main & 2 Ancillary	1 Main + 1 Ancillary	1 Ancillary	TBD
Social Media and Website Recognition	✓	✓	✓	✓	✓
Name Inclusion on Thank You board at event	✓	✓	✓	✓	✓
Announcer & Scoreboard Recognition	✓	✓	✓	✓	✓
Post event social media recognition	✓	✓	✓	✓	✓

*A few class recognition and sponsor opportunities:

Open Pro derby
 Open pro maturity (horses 8 yo and older)
 Open 4 yo stakes
 Non Pro Derby
 Non Pro maturity (horses 8 yo and older)
 Non Pro 4yo stakes

Note: Class sponsor may include their name on trophy (must be requested in advance)