# Horse Show SPONSORSHIP Opportunities 2018



## SHOW JUMPING SPONSORSHIP & BRAND AWARENESS

how jumping was officially introduced into the Olympics in 1912 and since its inception, the sport has grown a great deal, with top athletes from every country around the globe. It is a thrilling sport in which horse and rider take gravity defying risks, jumping challenging obstacles and racing against the clock. Show jumping requires speed, stamina, and nerves of steel. It reaches millions of people all over the world through the media, who are drawn to its great feats of athleticism. and courage. Sponsoring show jumping is an innovative way for companies to reach an entirely new market. Whether you're a startup or an international company, West Palms Events will customize a package that matches your needs perfectly. Packages can be built to promote your brand, advertise your product, or host your next corporate event. Our VIP area is a great way to network and create new business relationships. Allow us the opportunity to help build your brand and introduce you to an affluent market.



# About West Palms Events'

West Palms Events hosts an exclusive show circuit that attracts top riders from around the world. Our events take place throughout California, encompassing more than a dozen weeks of premier hunter and jumper competition at 'A' level, 4\*, and FEI International Levels. West Palms Events is honored to be part of the prestigious Longines FEI World Cup™ Jumping North American League, which has only seven World Cup™ Qualifiers on the West Coast! Hosting World Cup™ Qualifiers allows even more marketing opportunities and visibility for our sponsors and we could not be more excited for the opportunity.

World Cup™ qualifiers are held annually throughout the world. The world's best riders compete in fourteen leagues around the globe, with only the premium riders from each league qualifying for a place in the World Cup™ Finals. Top riders from around the world attend the Longines FEI World Cup™ Jumping North American League Qualifiers. Many of these riders are Olympic veterans, and some are newer competitors on the path for show

jumping success. More than a dozen countries were represented in our past World Cup™ Qualifiers. Some special classes at our large events include the Young Horse Suitability Finals. the Team Championships, the prestigious Onondarka Medal Finals, an Open



Equitation Challenge, Grand Prix Hunter Derbies, the PCHA Child/Adult Hunter Championship, PCHA Child/Adult Jumper Championship, and much more. Each show in the series draws large crowds of spectators, with an average of 4,000-6,000 spectators at each of the shows. This level of exposure allows the sponsor's brand and/or messaging to be delivered to a targeted consumer audience. Sponsors will have an effective way to promote their products and services to an affluent equine and non-equine consumer, as well as entertain clients throughout the show series.





# Targeted DEMOGRAPHICS

Horse show specialors and exhibitors are a highly influential group of people, with a high spending power. The direct economic impact that equestrians have is just over 39 Billion dollars a year, which makes this target audience an important aspect of a marketing plan.

AVERAGE



\$185,000

\$ 38% have a NET WORTH of aver \$500,000











40% own a FARM









Statution Credit USBF



#### 97th ANNUAL FLINTRIDGE HORSE SHOW

April 26-29, La Cañada Flintridge, CA

#### **DEL MAR NATIONAL**

May 1-6, Del Mar, CA

#### **CENTRAL CALIFORNIA MEMORIAL DAY CLASSIC**

May 23-27, Paso Robles, CA

#### **CENTRAL CALIFORNIA CLASSIC**

May 30-June 3, Paso Robles, CA

#### **HUNTINGTON BEACH SURF CLASSIC**

July 5-8, Huntington Beach, CA

#### **HUNTINGTON BEACH SUMMER CLASSIC**

August 9-12, Huntington Beach, CA

LAHJA Rosewood Medal Final presented by SmartPak
LAHJA Betsy Woods Horsemanship Medal Final presented by SmartPak

#### SILICON VALLEY CLASSIC

August 29-September 2, Woodside, CA

#### FLINTRIDGE AUTUMN CLASSIC

September 27-30, La Cañada Flintridge, CA

CPHA Horsemanship Medal Final CPHA Child/Adult Medal Final Equine Insurance SFHJA Challenge Medal Final Flintridge Riding Club Medal Final

#### SACRAMENTO INTERNATIONAL WELCOME WEEK FEI

September 26-30, Rancho Murieta, CA

NorCal Medal Finals

#### SACRAMENTO INTERNATIONAL WORLD CUP™ WEEK FEI

October 3-7, Rancho Murieta, CA

#### DEL MAR INTERNATIONAL WELCOME WEEK

October 10-14, Del Mar, CA

#### DEL MAR INTERNATIONAL WORLD CUP™ WEEK **€**EI

October 17-21, Del Mar, CA

Onondarka Medal Finals

#### DEL MAR INTERNATIONAL SEASON FINALE WEEK

October 24-28, Del Mar, CA

#### **CENTRAL CALIFORNIA FALL CLASSIC**

October 31- November 4, Paso Robles, CA

#### CENTRAL CALIFORNIA OAK TREE CLASSIC

November 7-11, Paso Robles, CA



## LA CAÑADA FLINTRIDGE

to Caricula Hintridge is an afflorent subunb of tos Angeles, and is for ated in close proximity to Pasadena. In the area, 80% of the population has attended callege, 90% own their home and the median home value is over one militari patters.

The Firstridge Horse Show Series takes place the the beautiful and historic Firstridge Riding Club. The Riding Club offers a 40 care riding tability that includes an impressive array of amenities. The amenities include three jumping arenas, two dressage rings, a cross-country field with natural obstacles, boarding for up to 180 horses, a clubhouse and easy access to miles of riding trails. This is all surrounded by mature trees and grass covered hills, making it a truly impressive venue.

## PASO ROBLES

The city of Pasa Robles is a picturesque location for the Pasa Robles I larse Park, with miles of rating hills, located between Las Angeles and San Francisco, just north at San Luis Obispa. The town, which is approximately 30,000 people, sits on the Salinas River and is well known for its abundance of wineries, appealing shops in the downtown area, attractive hotels and Bed and Breaklasts and delicities pertengate.





### HUNTINGTON BEACH

Huntington Beach is the quintessential beach town in Southern California. It has a population of 190,000 and is the largest beach city in Orange County, hasting more than 16 million visitors each year. Huntington Beach were "Best Beach" in the 2011 Orange County Register Reader Survey, making it a perfect spot to enjoy the sun after your chooses of this Summer Series.

The town boasts great shopping, spectacular dining, cultural attractions, and, of course, some of the best backhes in the world. With the cool ocean breezes and temperate weather, the Huntington Beach Horse Show Series is the place to be during the Summer months at the Huntington Central Park Equestrian Center (HCPEC). The HCPEC sits on a gargeous 25 acres, just two miles from the beach. The Center is home to almost 400 horses that practice a variety of disciplines, from Hunter/Tumper, Dressage and Western. It is, without a doubt, one of Orange County's most incredible equestrian facilities. Surf and furt at its bast!

## SACRAMENTO

Secrementa is borne to antibor adventures, esquisite hotels, cirring and cultural arts for every taste and budget, and of course, California's capital. The Secremento metro area has a population of 2.5 million and its class proximity to incredible destinations like take Takes, Som Francisco and Napa Wine Country, make Secrementa an ideal travel location!

West Falms Events, The Murieta Equestrian Center and the West Coast Equine Foundation partner up to bring you the all new Sacramento International Horse Show! We celebrate the event's 10th birthday in 2017, bringing even more excitement and enterainment to the show! The Murieta Equestrian Center is home to the the Sacramento International Horse Show, located approximately 20 miles Southeast of Sacramenta. The VIP area serves breaklast, lunch and clinner for the duration of the series. Meals include a variety of dishes, from hot entrees to build snacks for patrons on the go and are located on a beautiful and easily accessible two-tiened stage, for the best passible seats in the house!



# Available Sponsorship OPPORTUNITIES

#### TITLE SPONSOR OF WEST PALMS EVENTS' HORSE SHOWS

Tide sponsorship of the West Palms Events' Horse Shows offers the greatest apportunity for a sponsor. This level of sponsorship offers a continuous circuit sponsorship of high-level consumer awareness providing the most media revenage and featuring the best in corporate hospitality!

\$15,000 - \$100,000

#### PRESENTING SPONSOR OF FEATURED EVENT

Presenting sponsorship of a class, such as the Grand Frix Hunter Derby or Open Jumper Stake, offers an exceptional opportunity. This level of sponsorship offers high-level consumer awareness delivering excellent media coverage and providing substantial corporate hospitality.

\$15,000 - \$100,000

#### OFFICIAL OR EXCLUSIVE CLASSIFICATION SPONSOR

Official or exclusive classification sponsorships provide a high-level of exposure both before and throughout the show. A lew ideas include: web casting, hatel, vehicle, cirline, credit card, soft drink, horse transportation, and rental car.

\$30,000+





#### SECTION/DIVISION SPONSOR

Sponsorship of a section or division offers a strong apportunity for multiday consumer awareness. The selected section would be named for the sponsor allowing up to one full showfrom 6 to 14 days of exposure at the show and providing options for corporate hospitality.

\$1000 - \$25,000

#### CLASS SPONSOR

Class spansorship offers outstanding copertunities. This level of spansorship offers one day of high-level consumer awareness delivering a significant amount of media coverage and providing options for corporate hospitality. \$500 - \$35,000

#### **EVENT SPONSOR**

Sconsorable of an event offers a high-level of answerer avenuess rangeting a specific group. Opportunities include: draw parties, poster signing, exhibitor hospitality and more. \$1500 - \$15,000

#### SUPPORTING SPONSOR

This entry-level spansorship level provides exposure and promotional apportunities in an economical package. Choose a specific area of the show that suits your specific marketing goals. \$500 - \$2500



# Additional Sponsorship OPPORTUNITIES

We understand that potential sponsors from private to large responsitions—have unique marketing objections. We will excell a customer package for your company that will include options from the list below. Please call for specific benefits available for all these apparunities!

#### CATERING

Cater a certain event, class, or day at a show

#### EXHIBITOR BAGS

Effective way to reach exhibitors, trainers, riders and aveners.

#### PROGRAM

Place an ad for the program for a World Cup<sup>17</sup> Grand Prix at Sacramenta International Horse Show and Del Mar International Horse Show

#### INFORMATION AND SIGNAGE

Guide visitors around a West Palms' show

#### VIP WRISTBANDS

Worn by all VIP members at each show.

#### MOBILE APPLICATION

An excellent way to reach younger generations and show participants, including riders, trainers and exhibitors

#### PROMOTIONAL

- · Official category sponsorship
- Title aponsorship of a competitive class.
- Private reception for box holders, exhibitors, or volunteers.
   [Cost incurred by sponsor]
- Custom jump signage (Cost incurred by sponsor)
- Prime beamer spots on the show grounds and arenor.
- · Daily public address announcements
- Press releases and radio announcements.
- Corporate valunteering.

#### ADVERTISING

- Ad in the exhibitor prize list
- Ad in the souvenir show program.
- Inclusion in social media.
- Logo inclusion in press releases and newsletters.
- Logo and name on scoreboard.
- Logo and name on marques: where applicable

#### ENTERTAINMENT

- Private VIP box
- Private VIP ringside table.
- General admission and reserved tickers.
- Reserved VIP parking.

#### ADDITIONAL EXPERIENCES

 Wall the Grand Prix course with an Olympic caliber rider or trainer





# Circuit Sponsorship OPPORTUNITIES

Our horse show circuit offset multiple weeks at premier expession compartion. All circuit sponsorship packages are automizable to fit your specific needs. An example would be our Matinum Parkage. We can customize a package to suit your needs and budger with the option to bundle shows of your choosing.

#### PLATINUM GRAND PRIX

Your sponsorship includes the following for the duration of our yearlong direuit:

- Title Sponsorship of the Circuit and Grand Prix events
- Hospitality Service.
- 20 VIP parking spaces at each event
- Two reserved tables for 8 each in the lossiny VIP area at each above.
- Table signage with corporate name and logo.

#### 5HOW COVERAGE

- Your company will be listed as the Presenting Sponsor of the events. All exhibitor information and media packets will have your corporate name and logo front and center. Including premium books and programs
- Title sponsorship of Grand Prix events.
- The winner of each Grand Prix is awarded a premium wool cooler with your corporate name and logo
- Route ipotion in the awards ceremony, framed and engroved photo of the winner's presentation, and public amean cement of your corporate message.

#### PROMOTIONAL ASPECT

- Arena signs at each show venue to be displayed prominently throughout the series.
- Full-page ad in the Show Prize lists or an ad in the Programs
  at the Del Mar International Horse Show or Sacramento
  full-mediated Horse Show
- Regular PA announcements with your corporate message throughout the series.
- Corporate and link on our websites.
- Diseastreaming Internet for the duration of the shows with regular commercial spots
- Custom-built tump to fored to your business, used in all special diasses for the duration of the shows (construction of the expense of the sponsor and must be approved by management)

#### CIRCUIT-WIDE ENTITLEMENTS AVAILABLE

#### CLASS SPONSORSHIP

A full list of offered classes and divisions is available for each of our shows. Please contact us for availability and pricing.





#### FULL BOOK

Full Page	8.5° × 11°	Color ad	\$1,000
Half Page	8.5" x 5.5"	Color ad	\$700
Full Page	8.5" x 11"	B/Wlad	\$600
Half Page	8.5" x 5.5"	B/W ad	\$450
Quarter Page	$3.75^{\circ}\times4.75^{\circ}$	B/W od	\$250

Promotional Aspect Print and Email ADVERTISEMENTS

Space is available in our Lionse Show Prize Lists and save the date cards, which are direct mailed and/or emailed to ripers all over the country, to over 5,000 physical addresses and 10,000 email addresses and provided at the events as well. Over 2,000 show programs are primed and distributed at events to exhibitors and MP Guests. The Sacramento International also produces over 2,000 Official Show Enginees that are distributed to the exhibitors and the general public. (Prices shown are per printing and/or per digital publication.)

#### HALF BOOK

Full Page	$5^{\circ} \times 9^{\circ}$	Color ad	\$700
Half Page	$5^{\circ} \times 3.75^{\circ}$	Color ad	\$400
Full Page	$5^{\circ} \times 9^{\circ}$	B/W ad	\$450
Half Page	$5^{\circ} \times 3.75^{\circ}$	B/W ad	\$250

#### SIGNAGE AT THE SHOW VENUE

#### Displayed prominently throughout the series

- Bonners will be displayed on the show grounds for the duration
  of the show. Signage is approxed by management (attweet
  provided by spansor) and spansor is responsible for all costs to
  create banner.
- We have a design feature available to assist you in the creation of your own signage.

Regular PA automosments with your corporate message throughout the shaw

Carparate logo and link on our website

live-streaming Internet for the duration of the shows with regular commercial spots

Custombuilt jump tailored to your business, used in all special classes for the duration of the shows. Horse show management must approve the design and construction of the jump. Sponsor is responsible for the cost of jump construction.





