



Horse Show
SPONSORSHIP
Opportunities **2020**



Show Jumping SPONSORSHIP & Brand Awareness

The Olympic sport of show jumping has captured the hearts of people across the globe. It's a thrilling sport requiring speed, stamina, and nerves of steel from both human and equine athletes. It attracts animal lovers and adrenaline junkies in equal numbers—there is truly nothing like it.

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 areas are great places 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' HORSE SHOWS

West Palms Events hosts an exclusive show circuit that attracts top riders from around the world. Our 2020 events will take place throughout California, encompassing 18 weeks of premier hunter and jumper competition at USEF National 'A' level 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 two World Cup™ Qualifiers on the West Coast! Hosting World Cup™ Qualifiers allows even more marketing opportunities and visibility for our sponsors.

World Cup™ Qualifiers are held annually throughout the world, 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. Other special classes at our larger events include the Young Horse Suitability Finals, the Team Championships,

the prestigious Onondarka Medal Finals, Equitation Challenges, Grand Prixes, 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.





85%
WOMEN



66%
achieved
HIGHER
EDUCATION

Targeted DEMOGRAPHICS

Horse show spectators 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
INCOME



\$185,000



38%

have a NET WORTH
of over

\$500,000



80%

make or directly influence
PURCHASING
DECISIONS at work



Market Value of
AVERAGE HOME

\$549,000



22%

own TWO OR
MORE homes



Average

**THREE
VEHICLES**



40%

own a FARM

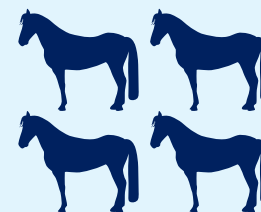


66%

of those are

TEN ACRES

OR MORE



Own an
AVERAGE of

**FOUR
HORSES**



COMPETE
at least

**SIX
TIMES**
per year



Average

30 NIGHTS

per year in a
HOTEL

Statistics Credit USEF



2020 CALENDAR

99TH ANNUAL FLINTRIDGE HORSE SHOW

April 23-26, La Cañada Flintridge, CA

WOODSIDE SPRING PREVIEW

April 22-26, Woodside, CA

WOODSIDE SPRING CLASSIC

April 29-May 3, Woodside, CA

SACRAMENTO MEMORIAL DAY CLASSIC

May 21-24, Rancho Murieta, CA

SACRAMENTO SPRING CLASSIC

May 27-31, Rancho Murieta, CA

WOODSIDE CIRCUIT OPENER

June 17-24, Woodside, CA

BAY AREA FESTIVAL

June 24-28, Woodside, CA

HUNTINGTON BEACH SUNSHINE CLASSIC

July 8-11, Huntington Beach, CA

HUNTINGTON BEACH SUMMER CLASSIC

August 6-9, Huntington Beach, CA

SILICON VALLEY EQUESTRIAN FESTIVAL 1

August 19-23, Woodside, CA

SILICON VALLEY EQUESTRIAN FESTIVAL 2

August 26-28, Woodside, CA

FLINTRIDGE AUTUMN CLASSIC

September 24-27, La Cañada Flintridge, CA

SACRAMENTO INTERNATIONAL WELCOME WEEK

HOST OF THE NORCAL MEDAL FINALS CSI2*

September 23-27, Rancho Murieta, CA

SACRAMENTO INTERNATIONAL WORLD CUP WEEK CSI4*-W

September 30-October 4, Rancho Murieta, CA

DEL MAR INTERNATIONAL WELCOME WEEK

October 7-11, Del Mar, CA

DEL MAR INTERNATIONAL CSI3*

October 14-18, Del Mar, CA

DEL MAR SEASON FINALE

October 23-25, Del Mar, CA



Our Horse Show LOCATIONS

DEL MAR

Del Mar is a beautiful beach city in northern San Diego County, California. It is a small, affluent town: its 4,000 inhabitants have a median household income of \$109,000 and the median property value is over \$2 million. What Del Mar lacks in population size it makes up for in tourism, mostly centered around the Del Mar Fairgrounds.

The Del Mar Fairgrounds is a 370-acre property, with the Del Mar Racetrack contained therein dating back to 1936. The Del Mar Arena, is fully covered and seats over 3,500 spectators. It also boasts the Arena Room, which offers unparalleled views of the action and is available for VIP seating and fully catered meals.



LA CAÑADA FLINTRIDGE

La Cañada Flintridge is an affluent suburb of Los Angeles, and is located in close proximity to Pasadena. In the area, 80% of the population has attended college, 90% own their home and the median home value is over one million dollars.

The Flintridge Horse Show Series takes place the the beautiful and historic Flintridge Riding Club. The Riding Club offers a 40 acre riding facility 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.

WOODSIDE

Woodside, California is a small town of 5,500 inhabitants in San Mateo County on the San Francisco Peninsula. Woodside is among the wealthiest communities in the United States, with a median household income of \$223,000 and a median property value of over \$2 million.

The Horse Park at Woodside is located on 272 acres boasting rolling hills and oak trees. It includes eight arenas holding a total of four acres of top quality equestrian footing. With extensive trails and beautiful views of both the San Francisco Bay and the mountains, it is an ideal destination for exhibitors and spectators alike.





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, hosting more than 16 million visitors each year. Huntington Beach won “Best Beach” in the 2011 Orange County Register Reader Survey, making it a perfect spot to enjoy the sun after your classes at this Summer Series.

The town boasts great shopping, spectacular dining, cultural attractions, and, of course, some of the best beaches 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 gorgeous 25 acres, just two miles from the beach. The Center is home to almost 400 horses that practice a variety of disciplines, from Hunter/Jumper, Dressage and Western. It is, without a doubt, one of Orange County’s most incredible equestrian facilities. Surf and turf at its best!

SACRAMENTO

Sacramento is home to outdoor adventures, exquisite hotels, dining and cultural arts for every taste and budget, and of course, California's capital! The Sacramento metro area has a population of 2.5 million and its close proximity to incredible destinations like Lake Tahoe, San Francisco and Napa Wine Country, make Sacramento an ideal travel location!

West Palms Events holds two weeks of A-rated shows in the spring, and in the fall partners with the Murieta Equestrian Center and the West Coast Equine Foundation to bring you the incredible Sacramento International Horse Show! We celebrate the event's 13th birthday in 2020 and will bring even more excitement and entertainment to the show!

The Murieta Equestrian Center is located approximately 20 miles southeast of Sacramento. The VIP area serves breakfast, lunch and dinner for the duration of the series. Meals include a variety of dishes, from hot entrees to quick snacks for patrons on the go and are located on a beautiful and easily accessible two-tiered stage, for the best possible seats in the house!



Available Sponsorship OPPORTUNITIES

TITLE SPONSOR OF WEST PALMS EVENTS HORSE SHOWS

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

PRESENTING SPONSOR OF FEATURED EVENT

Presenting sponsorship of a class, such as the Grand Prix, 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.

OFFICIAL OR EXCLUSIVE CLASSIFICATION SPONSOR

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





SECTION/DIVISION SPONSOR

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

CLASS SPONSOR

Class sponsorship offers outstanding opportunities. This level of sponsorship offers one day of high-level consumer awareness delivering a significant amount of media coverage and providing options for corporate hospitality.

EVENT SPONSOR

Sponsorship of an event offers a high-level of consumer awareness targeting a specific group. Opportunities include: draw parties, poster signing, exhibitor hospitality and more.

SUPPORTING SPONSOR

This entry-level sponsorship level provides exposure and promotional opportunities in an economical package. Choose a specific area of the show that suits your specific marketing goals.



CATERING

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

EXHIBITOR BAGS

Effective way to reach exhibitors, trainers, riders and owners

PROGRAM

Place an ad for the program for a World Cup™ Grand Prix at Sacramento 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

Additional Sponsorship **OPPORTUNITIES**

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



PROMOTIONAL

- Official category sponsorship
- Title sponsorship of a competitive class
- Private reception for box holders, exhibitors, or volunteers
(Cost incurred by sponsor)
- Custom jump signage (Cost incurred by sponsor)
- Prime banner spots on the show grounds and arenas
- Daily public address announcements
- Press releases and radio announcements
- Corporate volunteering

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 marquee- where applicable

ENTERTAINMENT

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

ADDITIONAL EXPERIENCES

- Walk the Grand Prix course with an Olympic caliber rider or trainer





Circuit Sponsorship **OPPORTUNITIES**

Our horse show circuit offers multiple weeks of premier equestrian competition. All circuit sponsorship packages are customizable to fit your specific needs. An example would be our Platinum Package. We can customize a package to suit your needs and budget with the option to bundle shows of your choosing.

PLATINUM GRAND PRIX

Your sponsorship includes the following for the duration of our year-long circuit:

- 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 Luxury VIP area at each show
- Table signage with corporate name and logo

SHOW 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
- Participation in the awards ceremony, framed and engraved photo of the winner's presentation, and public announcement 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 International Horse Show
- Regular PA announcements with your corporate message throughout the series.
- Corporate and link on our websites
- Live-streaming Internet for the duration of the shows with regular commercial spots
- Custom-built jump tailored to your business, used in all special classes for the duration of the shows (construction at 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.





Promotional Aspect Print and Email ADVERTISEMENTS

Space is available in our Horse Show Prize Lists and save the date cards, which are direct mailed and/or emailed to riders 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 printed and distributed at events to exhibitors and VIP Guests. The Sacramento International also produces over 2,000 Official Show Programs that are distributed to the exhibitors and the general public. (Prices shown are per printing and/or per digital publication.)

FULL BOOK

| | | | |
|--------------|---------------|----------|---------|
| Full Page | 8.5" x 11" | Color ad | \$1,000 |
| Half Page | 8.5" x 5.5" | Color ad | \$700 |
| Full Page | 8.5" x 11" | B/W ad | \$600 |
| Half Page | 8.5" x 5.5" | B/W ad | \$450 |
| Quarter Page | 3.75" x 4.75" | B/W ad | \$250 |

HALF BOOK

| | | | |
|-----------|------------|----------|-------|
| Full Page | 5" x 8" | Color ad | \$700 |
| Half Page | 5" x 3.75" | Color ad | \$400 |
| Full Page | 5" x 8" | B/W ad | \$450 |
| Half Page | 5" x 3.75" | B/W ad | \$250 |

SIGNAGE AT THE SHOW VENUE

Displayed prominently throughout the series

- Banners will be displayed on the show grounds for the duration of the show. Signage is approved by management (artwork provided by sponsor) and sponsor is responsible for all costs to create banner.
- We have a design team available to assist you in the creation of your own signage.

Regular PA announcements with your corporate message throughout the show

Corporate logo and link on our website

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

Custom-built 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.





WWW.WESTPALMSEVENTS.COM



Photos by McCool Photography, Bret St. Clair Photography, Alden Corrigan, Selena Frederick, Holly Casner, Kristin Lee Photography, ESI Photography, JXB Photography and David Buchan.