



# SPONSORSHIP *Opportunities* 2022

**Sacramento International Welcome Week**  
**Host of NorCal Medal Finals**  
September 28 – October 2, 2022

**Sacramento International World Cup™ Week CSI4\*-W**  
October 5-9, 2022



# *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, Sacramento International 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 place to network and create new business relationships. Allow us the opportunity to help build your brand and introduce you to an affluent market.



# About SACRAMENTO INTERNATIONAL HORSE SHOW

The Sacramento International Horse Show is presented by West Palms Event Management, the Murieta Equestrian Center and the West Coast Equine Foundation. We are very excited to celebrate the event's 15th birthday in 2022.

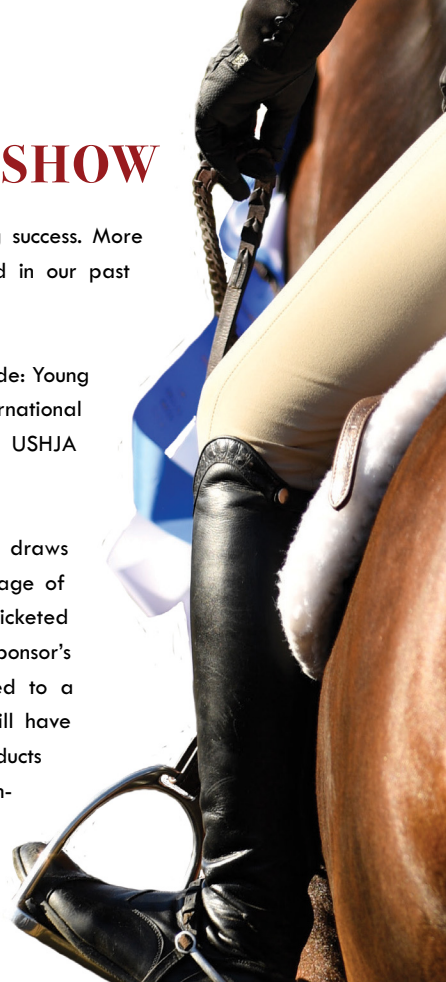
The event features FEI International Competition and has show approvals by USEF, PCHA, and NorCal. Sacramento International Horse Show is honored to be part of the prestigious Longines FEI World Cup™ Jumping North American League, which holds only two World Cup™ Qualifiers on the West Coast. The Sacramento International World Cup™ Qualifier allows for even greater 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.

Additional special classes at the show include: Young Jumper Suitability Finals, Sacramento International Horse Show Team Championships and a USHJA National Hunter Derby.

This prestigious Northern California show draws large crowds of spectators, with an average of 4,000-6,000 spectators at each of the ticketed events. 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

AVERAGE  
INCOME



**\$185,000**



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



**80%**  
make or directly influence  
PURCHASING  
DECISIONS at work

## 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.



Market Value of  
AVERAGE HOME  
**\$549,000**



**22%**  
own TWO OR  
MORE homes



Average  
**30 NIGHTS**  
per year in a  
HOTEL



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

Statistics Credit USEF





# About RANCHO MURIETA & Sacramento

Rancho Murieta and the greater Sacramento area 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, making Sacramento an ideal travel location.

The Murieta Equestrian Center is home to the Sacramento International Horse Show, located approximately 20 miles Southeast of Sacramento. The facility opened its doors in 1982 and has been a pillar of the equestrian community and the equestrian show calendar ever since. The expansive property features four indoor arenas and 13 outdoor arenas, all with high performance footing. The main indoor arena contains seating for 3,500+ spectators to enjoy the competition, with multiple food vendors, bars, and a renovated upstairs loft to enjoy the show at a higher elevation.

During the show, the VIP lounge 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 three-tiered stage, for the best possible seats in the house.



## *Custom Package* **SPONSORSHIP OPPORTUNITIES**

West Palms Events is pleased to offer sponsorship opportunities for its 2022 Sacramento International Horse Show produced in partnership with the beautiful Murieta Equestrian Center. West Palms has a variety of options available with the ability to custom tailor packages that best fit each sponsor's individual needs. We look forward to helping you create a mutually beneficial sponsorship package.

We appreciate all of our sponsors at all levels who help make our horse shows possible. We invite you to learn more about our sponsorship options!

# Platinum Level SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

### of the Sacramento International Horse Show

Title sponsorship of the Sacramento International 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

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:

- Official Hotel
- Exclusive Vehicle Promotion
- Official Airline
- Official/Exclusive Beverage (water, soft drink, wine, beer etc)
- Official Horse Transportation
- Official Rental Car Company

**Contact our team to discuss your individual needs, ideas and expectations. A custom package will be presented that will align with your brands goals while providing a return on marketing investment.**







## *Platinum* GRAND PRIX SPONSORSHIP

The Sacramento International Horse Show offers two weeks of premier equestrian competition. All 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 additional shows of your choosing.

### **Your sponsorship includes the following for the two weeks duration of the event:**

- Title Sponsorship of the Grand Prix events
- 16 VIP parking spaces at each event
- Two reserved tables for 8 each in the Luxury VIP area at each show
- VIP table identified with corporate branding.

### **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 and Big Screen Ad/Brand
- The winner of each Grand Prix is awarded a premium wool cooler (blanket) with your corporate name and logo
- Participation in the awards ceremony, a framed and engraved photo of the winner's presentation, and public announcement of your corporate message.



# Platinum GRAND PRIX SPONSORSHIP

## Brand Promotion

- Arena signs to be displayed prominently throughout the show.
- Full-page ad in the show Prize List or in the Sacramento International Program
- Regular commentator Public
- Announcements with your corporate message throughout the series.
- Corporate and link on our websites
- Commercial spots over Internet Live
- Streaming Internet the duration of the two weeks of the horse show.
- Custom-built jump tailored to your business will be used in all special classes for the duration of the show (construction at the expense of the sponsor and must be approved by management)

## Class Sponsorship

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





## *Gold Level* **SPONSORSHIP OPPORTUNITIES**

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### **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.

### **SOCIAL 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.

# Silver Level SPONSORSHIP OPPORTUNITIES

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

## CATERING

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

## PROGRAM

Ad in the Longines World Cup™ Show Jumping Sacramento program

## EXHIBITOR BAGS

Effective way to reach exhibitors, trainers, riders and owners

## INFORMATION & SIGNAGE

Create brand awareness

## VIP BRANDED WRISTBANDS

Worn by all VIP members and riders at each show

## SOCIAL MEDIA

Facebook promotion share



*Julia B '21*



# Silver Level SPONSORSHIP OPPORTUNITIES

## PROMOTION

- Official category sponsorship
- Title sponsorship of a competitive class
- Private reception for box holders, exhibitors, or volunteers\*
- Custom jump\*
- 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
- Behind the scenes stable tour

*\*Cost incurred by sponsor*



# BRAND PROMOTION

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## PROMOTION

Banners will be displayed on the show grounds for the duration of the show. Signage is approved by show 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 signage.

## PA ANNOUNCEMENTS

Regular PA announcements with your corporate message throughout the show

## EVENT WEBSITE

Corporate logo and link on our website

## EVENT WEBSITE

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

## CUSTOM JUMP

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.



# PRIZE LIST AND PROGRAM ADVERTISING

## ADVERTISING

Space is available in our Horse Show Prize Lists and Save The Date messaging, which are directly emailed to 10,000 riders all over the country.

The Sacramento International produces over 1,500 printed Official Show Programs that are distributed to the exhibitors and the general public.

## ADVERTISING RATES

### Full Color Ad

Full Page 8.5" x 11"	\$1,000
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Half Page 8.5" x 5.5"	\$700
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### Black & White Ad

Full Page 8.5" x 11"	\$600
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Half Page 8.5" x 5.5"	\$450
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**WWW.JUMPSACTO.COM**



*Photos by Julia B Photography*