



2012 SHOW SERIES

SPONSORSHIP DIRECTORY

Contents

- pg 2* About Sonoma Horse Park
- pg 3* U.S. Equine Industry & Show Jumping
- pg 4* Show Attendees are the Ideal Upscale Market
- pg 5* Sonoma Horse Park Event Summary
- pg 6* Marketing & Sponsorship Amenities
- pg 7* Sonoma Horse Park Sponsors
- pg 8* Sponsorship Opportunities
- pg 13* Print, Banner & Website Advertising
- pg 14* Event Sponsorship Opportunities

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About SONOMA HORSE PARK

page 2

Sonoma Horse Park is the Premier horse show facility in Northern California.

Located at Riverside Equestrian Center, Northern California's largest horse boarding facility (the second largest boarding facility on the West Coast)

SHP Produces **seven world-class horse shows** and provides sponsors with an ideal venue to reach a captive audience; the majority of which are company owners and upper-level corporate managers, their spouses and children. These participants possess significant disposable income and travel extensively for business, pleasure and showing horses

Centrally located 35 minutes north of San Francisco, 20 minutes from Marin, 20 minutes from Napa and 45 minutes from the East Bay



U.S. EQUINE INDUSTRY *and* SHOW JUMPING

U.S. Equine Industry has huge impact on GDP

- **Total equine industry produces** \$112 billion impact on GDP & includes: 7.1 million participants – 6.9 million horses
- **Showing segment produces** \$35 billion impact on GDP & includes: 3.6 million participants – 2 million horses

The Value of Show Jumping

- Olympic sport requiring extraordinary athleticism with jumps 4 – 7 feet high, with equally wide spans; Male and female athletes compete equally
- **Average value of horse:** \$125,000; range: \$30,000 to over \$2 million
- **Average annual cost to maintain and show a horse:** \$75,000



SHOW ATTENDEES are the *Ideal Upscale Market*

Demographics

- Well educated, ample disposable income with the time to use it in pursuit of their passions
- Factors such as age and profession, make for a perfect target audience for the upscale market
- USEF research* offers these indicators for the buying power and influence held by horse sport enthusiasts:
 - 85% women; 63% married
 - Majority are between 34–54 years of age
 - 66% have college degree or better
 - 56% employed full-time; 80% make or directly influence purchasing decisions at work
 - 38% have a net worth over \$500,000; over half have annual income greater than \$100,000
 - 63% have traded stocks, bonds or mutual funds in the last year
 - Market value of the average home is \$594,000; 22% own two or more homes
 - On average, spend 30 nights per year in a hotel and rent a vehicle four times per year
 - They own 3 vehicles; over half purchased a new automobile within last year; 53% own a pick-up truck
 - 94% own a pet besides a horse or pony. Average number of cats is two; average number of dogs is two
 - 97.3% hold more than one credit card account
 - 43% take more than 16 airline trips a year

* Source: USEF



Horse & Hound Spring (A)
May 9–13, 2012

HMI Equestrian Challenge (A)
May 16–20, 2012

HMI June Classic (A)
June 13–17, 2012

Equestrian Classic I (AA)
July 24–29, 2012

Giant Steps Charity Classic (B)
August 1–5, 2012

HMI August Classic (A)
August 22–26, 2012

Strides & Tides (A)
September 12–16, 2012



SPONSORSHIP *Overview*

Sonoma Horse Park genuinely values our sponsors and we strive to create the perfect stage to promote and market your products.

Sponsorship is instrumental to our brand and our ongoing success and we are committed to producing results for each sponsor. With sold out shows and high visibility special events such as the 2011 Rodrigo Pessoa clinic, Sonoma Horse Park is the talk of the industry for raising the bar for horse shows around the country. We continue to build on our success by investing back into the facility and

offering new and innovative experiences for our exhibitors, trainers, spectators and sponsors.

Sonoma county's equine industry is the second largest agricultural resource behind wine grapes and it represents three-quarters of grape revenue. With a capital stock of more than one billion dollars, the Sonoma County equestrian economy is generating a production value of more than a quarter billion dollars annually. This equine economic impact directly aids our sponsors in their marketing at the Sonoma Horse Park.

Please visit us online at SonomaHorsePark.com and peruse our 'Press Section'. If you would like to speak to one of our returning sponsors please contact us and we will gladly provide you with referrals. We are pleased to enjoy a 97% return rate on our sponsors from our first to second year.



EVENT MARKETING

- Highly effective way for sponsors to integrate their products and services into the lifestyle of an affluent consumer who participates in the sport
- Unique opportunity to deliver Sponsor's message to an upscale audience, as well as entertain special clients during the competitions

SPONSORSHIP *Amenities*

- Official category designation
- Title sponsorship of a competition class
- Display/vendor area
- Product sampling; distribution of promotional literature
- Custom jump; onsite signage
- Ads in official prize list; access to Sonoma Horse Park mailing list
- Inclusion of product samples and information in exhibitor goodie bags
- Exhibitor parties where products and services can be introduced
- Public address announcements
- Logo and link on Sonoma Horse Park website
- VIP seating & parking



SONOMA HORSE PARK *Sponsors*

Diamond Sponsors

Antarès	Classic Equine Equipment
County Saddlery	CWD
EcoVerde	Perfect Products
Purina Mills	SC Barns
Summit General Insurance	Taylor Harris Insurance
Triple Crown Nutrition, Inc	Wells Fargo Private Bank

Platinum Sponsors

Ariat	Circle Oak Equine
Equestrian's Concierge	Grand Meadows
MorindaCare	The Orchard at Carneros
Revolution Moto	Wild Turkey Farm

Gold Sponsors

Ameriprise Financial	Back on Track
Blue Ribbon Custom Blankets	Burgundy Farms
California Riding Magazine	Central Valley Commodities
The Chronicle of the Horse	Emerald Valley Natural Health
Equine Comfort Systems	Equestrian Connect
Equitex	GPA
Grand Prix	Herbsmith
Hey & Hey Attorneys	Hoofgrid
Horseware/Rambo	LubriSyn
Pikeur	Rainbow Equus Meadows
Resvantage	Royal Riders
Saratoga Saddlery	Silveira GMC



SPONSORSHIP *Opportunities*

Grand Prix Sponsor: \$15,000 - \$40,000**

- Company name included in title of sponsored Grand Prix with prize money totaling at least 90% of sponsored amount
- Email newsletter will be sent to an active list of horse show exhibitors and trainers (approximately 3000 email addresses) to announce the "Sponsor Name" Grand Prix. We will include any additional information in the newsletter that Sponsor would like to promote
- Up to seven company banners; two displayed prominently in the Grand Prix arena and in the main hunter arena and up to three displayed in additional competition arenas for the entire 2012 show season (Company to provide banners)
- Full Page Ad in 2012 Show Season Premium Book
- Vendor space (10' x 20') in premium location available at the sponsored horse show
- VIP tickets for up to eight guests at sponsored horse show
- Three VIP Parking Passes at sponsored horse show
- Daily announcement of sponsor's message on the public address system at each show of the 2012 show season
- "Diamond" category website listing with sponsor's link and logo on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony (Sonoma Horse Park will provide embroidered cooler)

***Grand Prix Sponsor dollar amount varies between horse shows and is determined by the amount of Grand Prix prize money offered*



SPONSORSHIP *Opportunities*

Premium Classic Sponsor: \$5,000 - \$15,000**

- Company name included in title of sponsored Premium Classic with prize money totaling at least 90% of sponsored amount
- Email newsletter will be sent to an active list of horse show exhibitors and trainers (approximately 3000 email addresses) to announce the "Sponsor Name" Classic. We will include any additional information in the newsletter that Sponsor would like to promote
- Up to five company banners; one displayed prominently in each of the five competition arenas for the entire 2012 show season (Company to provide banners)
- Full Page Ad in 2012 Show Season Premium Book
- Vendor space (10' x 10') in premium location available at the sponsored horse show
- VIP tickets for up to four guests at sponsored horse show
- Two VIP Parking Passes at sponsored horse show
- Daily announcement of sponsor's message on the public address system at sponsored horse show. Additional announcements of sponsor's message at every show of the 2012 show season
- "Platinum" category website listing with sponsor's link and logo on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony (Sonoma Horse Park will provide embroidered cooler)

***Premium Classic Sponsor dollar amount varies between horse shows and is determined by the amount of classic prize money offered*



SPONSORSHIP *Opportunities*

Elite Classic Sponsor: \$2,500 - \$4,999

- Company name included in title of sponsored Elite Classic with prize money totaling at least 90% of sponsored amount
- Up to three company banners; one displayed prominently in the Grand Prix arena and up to two displayed in additional competition arenas for the entire 2012 show season (Company to provide banners)
- Half Page Ad in a 2012 Show Season Premium Book
- Vendor space (10' x 10') in premium location available at the sponsored horse show
- VIP tickets for up to two guests at sponsored horse show
- One VIP Parking Passes at sponsored horse show
- Announcement of sponsor's message on the public address system at sponsored horse show
- "Gold" category website listing with sponsor's link and logo on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony (Sonoma Horse Park will provide embroidered cooler)

Choice Classic Sponsor: \$1,000 - \$2,499

- Company name included in title of sponsored Choice Classic with prize money totaling at least 80% of sponsored amount
- Up to two company banners displayed in competition arenas for the entire 2012 show season (Company to provide banners)
- Vendor space (10' x 10') available at the sponsored horse show
- One VIP Parking Passes at sponsored horse show
- Announcement of sponsor's message on the public address system at sponsored horse show
- "Gold" category website listing with sponsor's link and logo on the www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony (Sonoma Horse Park will provide embroidered cooler)



SPONSORSHIP *Opportunities*

Season Division Sponsor: \$2,200

- Company name associated with sponsored division at all six shows during the horse show season
- Up to two company banners; one displayed prominently in the Grand Prix arena and one displayed in an additional competition arena for the entire 2012 show season (Company to provide banners)
- Half Page Ad in a 2012 Show Season Premium Book
- One VIP ticket at all "A" rated horse shows in 2012 show season
- Two additional VIP tickets for the Grand Prix at all "A" rated horse shows in 2012 show season
- One VIP Parking Passes at all horse shows in 2012 show season
- Company name associated with a division at all shows during the 2010 series
- Announcement of sponsor's message on the public address system throughout the division
- "Gold" category website listing with sponsor's link and logo on www.sonomahorsepark.com website
- Participation in champion's awards ceremony (Sonoma Horse Park will provide an award to Champion at each show)

Individual Show Division Sponsor: \$600**

- Company name associated with a division at sponsored horse show
- One company banner displayed in a warm-up arena for the entire 2012 show season (Company to provide banners)
- Two VIP tickets for the Grand Prix at sponsored horse show
- Announcement of sponsor's message on the public address system throughout the division
- "Silver" category website listing with sponsor's link and logo on www.sonomahorsepark.com website
- Participation in champion's awards ceremony (Sonoma Horse Park will provide an award to Champion)
- 25% discount on a 10' x 10' vendor space at the horse show

***Equestrian Classic I (AA - July 24-29, 2012), Show Division Sponsorship: \$800*



PRINT, BANNER & WEBSITE *Advertising*

Print Advertisements

Three prize lists will be mailed during the 2012 show season to an active list of horse show exhibitors and trainers living in California, Oregon, Washington, Arizona, Nevada, Colorado and Canada:

Full Page B/W ad (8.5" x 11"): \$700

Half Page B/W ad (8.5" x 5.5"): \$400

1st Mailing:

Horse & Hound Spring (A) May 9–13, 2012
Equestrian Challenge (A) May 16–20, 2012
June Classic (A) June 13–17, 2012

Advertising Deadline: March 1, 2012

2nd Mailing:

Equestrian Classic I (AA) July 24–29, 2012
Giant Steps Charity Classic (B) August 1–5, 2012

Advertising Deadline: May 15, 2012

3rd Mailing:

August Classic (A) August 22–26, 2012
Strides & Tides (A) September 12–16, 2012

Advertising Deadline: June 20, 2012

Banner Advertisements*

- Grand Prix Arena 3' x 8' Banner: \$1,000/year per banner
- Main Hunter Arena 3' x 8' Banner: \$500/year per banner
- Other Competition Arena 3' x 8' Banner: \$400/year per banner
- Warm-Up Arena 3' x 8' Banner: \$300/year per banner.
Limited to one banner per warm-up arena
- Multiple Banners:
2nd Banner 10% Discount; 3rd Banner 15% Discount

* *Company to provide banners*



EVENT SPONSORSHIP *Opportunities*

Sonoma Horse Park is committed to providing both superior show jumping and fantastic entertainment to all horse show exhibitors, spectators and sponsors. Events and entertainment are central to our vision and event sponsorship is a unique and memorable way to promote your brand to all horse show attendees.

Grand Prix Dinner Celebration:

\$3,000–\$5,000**

At each horse show, Sonoma Horse Park hosts a Saturday dinner and entertainment during the grand prix for all show attendees.

- **Up to three company banners;** one displayed prominently in the Grand Prix arena and two displayed in additional competition arenas for the entire 2012 show season (Company to provide banners)
- **Email** sent to sponsored show's confirmed exhibitors and trainers announcing the Grand Prix dinner event
- **Half Page Ad** in 2012 Show Season Premium Book
- **VIP tickets for up to eight guests** for the Grand Prix at sponsored horse show
- One **VIP Parking Pass** at sponsored horse show
- **Announcement** of sponsor's message on the public address system at sponsored horse show
- **"Gold"** category website listing with sponsor's link and logo on SonomaHorsePark.com website

Catered Reception:

\$1,500 - \$3,000**

- **One company banner** displayed in a competition arena for the entire 2012 show season (Company to provide the banner)
- **Email** sent to sponsored show's confirmed exhibitors and trainers announcing the Grand Prix dinner event
- **VIP tickets for up to four guests** for the Grand Prix at sponsored horse show
- **One VIP Parking Pass** at sponsored horse show
- **Announcement** of sponsor's message on the public address system at sponsored horse show
- **"Gold"** category website listing with sponsor's link and logo on SonomaHorsePark.com website



***Event Sponsor dollar amount varies and is determined by the amount of exhibitors expected*



EVENT SPONSORSHIP *Opportunities*

Kids Day - \$3,500

(during one agreed upon show date)

- Proposed themed events will feature pony rides, bounce houses, games, and other various activities
- One 3' x 8' banner in grand prix arena (Company to provide banner)
- Title associated with Kids' Day sponsor
- 10' x 10' product display tent (provided by Sonoma Horse Park)
- Two VIP tickets to grand prix at sponsored horse show
- One VIP Parking Pass at sponsored horse show
- "Gold" category website listing with sponsor's link and logo on www.sonomahorsepark.com website

In-Kind Sponsorship Opportunities

In-Kind sponsorship amenities will be evaluated on a case-by-case basis. Please contact us directly in regards to in-kind sponsorship. We will gladly work to assist in marketing your prizes/products to the exhibitors by way of distribution or prize presentation. Example: \$250 in prizes will benefit you with your logo and link on our sponsor page at SonomaHorsePark.com under the "Bronze" sponsor category listing

Additional Sponsorship Opportunities

- Arena Sponsorship
- Jump Sponsorship
- Exhibitor Hospitality Sponsorship

Customized Sponsorship Packages & Event Sponsorship

If you would like to design a custom sponsorship package that will meet your needs, or if you are interested in hosting an event during one of our horse shows, please contact:

Ashley Herman Griffin
ashley@sonomahorsepark.com
 415.518.2145

