



2019 SPONSORSHIP OVERVIEW



2019 EVENT CALENDAR

- 1 | SHP SPRING CLASSIC
MAY 8 - 12 | A
- 2 | HMI EQUESTRIAN CHALLENGE
MAY 15 - 19 | A
- 3 | HMI JUNE CLASSIC
JUNE 12 - 16 | A
- 4 | HMI EQUESTRIAN CLASSIC
JULY 24 - 28 | AA
- 5 | GIANT STEPS CHARITY CLASSIC
JULY 30 - AUGUST 4 | AA
- 6 | SPLIT ROCK JUMPING TOUR
SONOMA INTERNATIONAL
SEPTEMBER 4 - 8 | CSI2*
- 7 | STRIDES & TIDES
SEPTEMBER 11 - 15 | A
- 8 | SHP SEASON FINALE
SEPTEMBER 18 - 22 | A



ABOUT SONOMA HORSE PARK

SONOMA HORSE PARK HAS SET A NEW STANDARD OF LUXURY IN AMERICAN SHOW JUMPING

- Located 25 miles north of San Francisco, nestled among the famed vineyards of Southern Sonoma County, Sonoma Horse Park produces eight show jumping competitions annually, each attracting top equestrians from all over the Western United States, Canada and Mexico
- Ideal venue and location to reach an upscale audience; the majority of which are company owners, corporate executives, their spouses and children. Sonoma Horse Park's clientele possess significant disposable income and travel extensively for business, pleasure and showing horses

KEY SUCCESS FACTOR

- Meticulously designed with oversized arenas and world-class footing
- Unrivaled spectator experience and amenities have become the talk of the show jumping industry nationwide
- Destination that is world-renowned for its fantastic wine and food
- VIP cuisine prepared daily by the award-winning Preferred Sonoma Catering. Renowned wineries pour daily for all in attendance
- Offers a luxurious environment to network with clients and mingle with business leaders, tastemakers and equestrians
- Ongoing national and regional lifestyle and equine press coverage
- Over 90% of the participants return each year. The vast majority of participants have competed more than 5 years.

KEY FIGURES

- \$1,000,000 in prize money
- 25,000 visitors annually; 5,000 VIP. Full public access to competition and warm-up arenas and vendor area
- Upwards of 800 horses per show





U.S. EQUINE INDUSTRY

U.S. EQUINE INDUSTRY'S IMPACT ON GDP

- Total equine industry produces \$112 billion impact on GDP and includes 7.1 million participants - 9.2 million horses
- Showing segment produces \$39 billion impact on GDP and includes 3.6 million participants - 2 million horses

THE VALUE OF SHOW JUMPING

This is a sport where corporations can capture an affluent audience as well as the younger participants. Show jumping is audience engaging, high profile and fast-paced. Current involvement of Fortune 500 and blue chip companies demonstrates the ability of show jumping sponsorships to deliver results. These companies have found that repeated, highly visible impressions of their trademark in this affluent environment establishes priceless product identity and consumer loyalty.

- Estimated consumer expenditures by U.S. Equestrian Federation membership each year: \$2 billion
- Average value of horse: \$150,000; Ranging from \$30,000 to over \$2 million
- Average annual cost to maintain and show a horse: \$75,000



U.S. SHOW JUMPING DEMOGRAPHICS*

Show jumping participants and spectators are members of a highly influential group. Their income, education, profession and age, make them an ideal target group for corporations seeking an upscale market.

- 85% women; 63% married
- Majority are 34-54 years of age; with age ranges from 6-70
- 38% have a net annual income over \$500,000
- 80% make or directly influence purchasing decisions at work
- 81% own their primary residence outright
- 22% own two or more homes
- 40% own a farm; 66% of those are more than 10 acres
- 86% are more likely to buy products from companies who sponsor equestrian events
- 63% travel on airlines more than 16 times per year
- On average spend 30 nights per year in a hotel
- Own 3 vehicles; over half purchased a new vehicle within the last year
- Average number of equestrian events participated in each year: 14
- Average number of horses owned: 5
- 94% own a pet besides a horse or pony

** Source: USEF*





2018 SPONSOR LIST

TITLE SPONSOR

WELLS FARGO PRIVATE BANK

DIAMOND SPONSORS

HERMÈS

LUGANO DIAMONDS

MOLTON BROWN

CIRCLE OAK EQUINE

TACK WAREHOUSE

KELLY-MOORE PAINTS

NOEL ASMAR EQUESTRIAN

WASSERMAN FOUNDATION

HYGAIN FEEDS

EQUINE INSURANCE

MARTIN COLLINS USA

ROMBAUER VINEYARDS

SMARTPAK

CWD

SHAKLEE

PROEQUEST

DC BUILDERS

DEVOUCOUX

PLATINUM SPONSORS

KASTEL DENMARK

TRIONE VINEYARDS

CHARLEIGH'S COOKIES

ALDEN CORRIGAN MEDIA

EQUINE OMEGA COMPLETE

TOWNSEND EQUESTRIAN

HORSE & STYLE MAGAZINE

THE COMPETITIVE EQUESTRIAN

HINT WATER

ADEQUAN

EQUITEX

BARNSTYLE

GOLD SPONSORS

BROOKWAY STABLES

ZEITGEIST EQUESTRIAN

TWO BITS EQUESTRIAN

WILD AT HEART JOURNEYS

PATRICK SEATON STABLES

SONOMA VALLEY STABLES

GRANDPIX PHOTOGRAPHY

ARROWOOD PHOTOGRAPHY

ELVENSTAR

CHESTNUT HILL

SADDLE SHOPPE

IGHANI SPORTHORSES





WHY SPONSOR SONOMA HORSE PARK

Sonoma Horse Park provides unique sponsorship opportunities for companies to associate their brand with a luxury lifestyle event and to develop strong relationships with equestrians and show jumping enthusiasts, some of whom are from the most affluent families in the world.

- Gain exposure with an important market group: Sonoma Horse Park attracts business leaders, socialites, politicians, equestrians and horse owners from all over the Western United States, Canada and Mexico
- Thousands of affluent equestrians and their families, as well as equine enthusiasts spend hours each day at Sonoma Horse Park throughout the eight weeks of annual competitions
- Allows sponsors to reach an extremely targeted, niche market of affluent consumers, thereby producing a larger return on their sponsorship. Additionally, the affluent consumer is much more receptive to advertising while at play than while at work
- Unique opportunity to network and entertain clients in a luxurious setting with exceptional sporting competition, fine dining, shopping and entertainment
- Direct revenue and promotion: Sponsors are able to utilize Sonoma Horse Park and its related events as a vehicle for promotional and advertising activity
- Relationship enhancement: Onsite facilities for personal contact with clients, business associates, investors and employees
- Professional management team with years of experience working with blue chip corporations and luxury brands. We understand the importance of your brand integrity and will adhere to your brand guidelines





SPONSORSHIP OPPORTUNITIES

Sponsorship is instrumental to our ongoing success and we are committed to producing results for each sponsor. Sonoma Horse Park understands that sponsors have unique marketing objectives, therefore we will custom design a strategic sponsorship program to suit your specific marketing and promotional requirements. We work with each sponsor to create a dynamic package which may include some or all of the benefits listed on the following pages.

PRESENTING SPONSOR OF SONOMA HORSE PARK
(5-day event - includes Grand Prix Sponsorship): Sponsor fees from \$25,000

TITLE SPONSOR OF FEATURED COMPETITION
Sponsor fees \$1,000 - \$4,000

TITLE SPONSOR OF GRAND PRIX
Sponsor fees \$15,000 - \$50,000

PRODUCT/SERVICE CATEGORY SPONSOR
Sponsor fees \$1,000 - \$10,000

TITLE SPONSOR OF PREMIUM FEATURED COMPETITION
Sponsor fees \$5,000 - \$14,000

EVENT SPONSOR
Sponsor fees \$1,000 & up



SPONSORSHIP OPPORTUNITIES

VISIBILITY ONSITE

BRANDED JUMP
Sponsor logo on jump displayed in competition arena throughout 2019 season. Original custom designed jump available at additional cost

SCOREBOARDS
Sponsor logos shown on LED scoreboards in Grand Prix and Main Hunter Arenas several times per day throughout 2019 season

AWARD CEREMONY PARTICIPATION
Participation in award ceremony honoring event winners. Award ribbons, trophies and horse blankets embroidered with sponsor’s name

COMMUNICATION & PROMOTION

COMPETITION NAMING
Sponsor name included in competition title

PRESS RELEASES & FEATURE ARTICLES
Press release announcing your partnership sent to over 5,000 exhibitors, spectators, sponsors, VIPs, and media. Feature article sent at the conclusion of sponsored competition

PA ANNOUNCEMENTS
Sponsor announcements played over the public address system

VENDOR BOOTH & DISPLAY AREAS
Vendor space and display areas available throughout 2019 show season. Vendor spaces may be used to sell and/or promote sponsor products

PRODUCT PLACEMENT
Sponsor products and/or promotional materials displayed and distributed throughout the show grounds

FACILITY SIGNAGE
Signage displayed in prominent location(s) throughout 2019 season. Sponsor provides artwork. Signage provided by Sonoma Horse Park

SHOW SCHEDULE LISTING
Sponsor name included on show schedule and featured classic list

WEBSITE
Sponsorship category distinction listed with sponsor’s link and logo on sonomahorsepark.com

SOCIAL MEDIA
Sponsorship announced and promoted on Sonoma Horse Park’s Facebook page

HOSPITALITY & EVENT MARKETING

VIP TABLE
Includes daily breakfast and lunch, afternoon exhibitor events and prime viewing of Grand Prix and Main Hunter Arenas throughout sponsored show

VIP PARKING
Provided throughout sponsored horse show

EXHIBITOR EVENT
Sponsor-hosted event where products and services can be introduced and promoted

ADDITIONAL OPPORTUNITIES

COMPETITION ARENA NAMING

PRIVATE RECEPTION HOSPITALITY

AWARD SPONSORSHIP

WELCOME BAGS

WINE POURING

IN KIND SPONSORSHIP
In kind sponsorship is evaluated on a case-by-case basis



A photograph of four young women standing together outdoors, smiling. From left to right: a woman with blonde hair in a grey jacket and blue pants; a woman with dark hair in a green dress; a woman with blonde hair in a white dress; and a woman with dark hair in a dark blue top. They are all smiling and appear to be posing for a group photo.





THANK YOU

Photography courtesy of Alden Corrigan Media, Arrowood Photography, GrandPix Photography, Elisa Busnardo and Rachel Peterson.

PAGE IMAGES

Arrowood Photography: Pages 1, 14

Alden Corrigan Media: Pages 2-6, 8, 10-13, 15-17, 20, 22

Elisa Busnardo: Page 7

Grand Pix Photography: Pages 9, 19

Rachel Peterson: Page 21

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