



## Seneca Valley Pony Club Horse Trials Sponsorship and Advertising Opportunities

**Bittersweet Sponsor:** Recognition with a full page ad in both our spring and fall programs with placement on the front or back cover of the program, your company/organization banner displayed at the horse trials (banner provided by sponsor), announcements during the horse trials, sponsor signage at a cross country fence, distribution of sponsor provided promotional materials to every competitor at the event , Cost: \$1,000

**Custom Cross Country Fence Sponsor:** We can build a cross country obstacle (utilizing your design or one of ours) with the name of your company/organization designed into or permanently etched on the jump. The cost of a jump will vary, depending on the complexity and size of the obstacle, but generally cost between \$2,000 to \$3,000. Most obstacles have a lifetime of 5 years or more.

**Custom Stadium Jump Fence Sponsor:** The name of your company/organization designed into a stadium jump. . The cost of a jump will vary, depending on the complexity and size of the obstacle, but generally cost between \$1,000-\$1,500. Most obstacles have a lifetime of 5 years or more.

**Water Complex Sponsor:** Temporary signage promoting your company/organization installed at our water complex, Cost: \$300

**Cross Country Combination Jump Sponsor:** Signage installed at one of our A, B or A, B, C combination jumps and a business size card ad in our program Cost: \$200

**Cross Country Jump Sponsor:** Signage installed at one of our cross country jumps, Cost: \$100

**Dressage or Stadium Sponsor:** Your company/organization's banner displayed at either the dressage complex or the secretary's stand. Cost \$200, plus the price of the banner if not provided by sponsor.

**Division Sponsor:** Help underwrite the cost of the prizes awarded to our competitors with recognition in our program, public announcements and at the awards table. Cost: \$200 per division (starter, beginner novice, novice, training, preliminary and intermediate divisions available)

### Program Advertising:

Front inside cover, 7.5" wide x 10" tall (no bleed) \$300

Full Page, 7.5" wide x 10" tall (no bleed) \$150

Half Page, 7.5" wide by 5" tall \$80

Quarter Page, 3.5" wide by 5" tall \$50

Eighth Page/Business Card, 3.5" wide by 2" tall \$30

Please contact Leslie Case at [lesliecase@aol.com](mailto:lesliecase@aol.com) or 203-247-5098 for more information on sponsorship and advertising opportunities or return the attached form.



## Seneca Valley Pony Club Horse Trials Sponsorship and Advertising

Yes, I would like to sponsor Seneca Valley Pony Club's Horse Trials! Please contact me to make arrangements. Sponsorship is for both recognized events (June and September). Signage will be left up for 6 schooling days open to the general public. Our horse trials typically attract over 300 riders per event in addition to 200-400 volunteers and spectators.

**Contact Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

- Custom Cross Country Fence Sponsor:** Generally cost between \$2,000 to \$3,000.
- Custom Stadium Jump Sponsor:** Generally cost between \$1,000 to \$1,500.
- Bittersweet Sponsor:** \$1,000
- Water Complex Sponsor:** \$300
- Cross Country Combination Jump Sponsor:** \$200
- Cross Country Jump Sponsor:** \$100
- Dressage or Stadium Sponsor:** \$200, plus the price of the banner if not provided by sponsor.
- Division Sponsor:** \$200 per division (beginner novice, novice, training, preliminary and intermediate divisions available)

### Program Advertising:

- Front inside cover, 7.5" wide x 10" tall (no bleed) \$300
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Return this form to Leslie Case at 13311 Drew Lane, Potomac, MD 20854  
or via email at [lesliecase@aol.com](mailto:lesliecase@aol.com). Call 203-247-5098 with questions.

## Horse Trials Participant Demographics

The demographics of those competing and attending Horse Trials (source United States Equestrian Federation (USEF)) are those who your sponsorship and advertising will reach:

- ❖ Between 34 and 54 years of age
- ❖ Earned college degree or better (66%)
- ❖ Employed full-time (56%)
- ❖ Make or directly influence the purchasing decisions at work-80%
- ❖ Net worth over \$500,000 (38%)
- ❖ Annual Income over \$100,000 (~50%)
- ❖ Live on farm 40%; of more than ten acres (66%)
- ❖ Market value of average home \$594,000
- ❖ Own 2 or more homes (22%)<sup>1</sup>Own pet besides a horse or pony (94%)
- ❖ On average, spend 30 nights per year in a hotel
- ❖ On average, rent a vehicle 4 times a year
- ❖ On average, own 3 vehicles, 53% own a pick-up truck
- ❖ Most have been in equestrian sports for 22 years, and compete at least 6 times a year
- ❖ 62% trailer their own horses to competitions
- ❖ Average value of all horses per household is \$87,000

Contact us today to place an ad or discuss your sponsorship. Seneca Valley Pony Club  
[www.senecavalleyponyclub.org](http://www.senecavalleyponyclub.org)