



PRESENTS

**SPONSORSHIP OPPORTUNITIES
FOR**

**West Tennessee Hunter Jumper
Association's
2012 Hunter / Jumper Horse Shows**



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An Exceptional Branding Opportunity....

West Tennessee Hunter Jumper Association is pleased to offer a unique opportunity for businesses to partner as a sponsor with a regional horse show association that attracts one of the most dynamic consumer groups.

HAVE YOU CONSIDERED SPORTS SPONSORSHIP MARKETING?

“Sports marketing at equestrian events provide businesses with a highly effective means to reach a specific, high end and rapidly expanding target market. This segment is highly educated, brand loyal and committed to spending on products that have been consistent in quality and performance.”

Source: Southwestern Fair Commission, Inc. Tucson, AZ, www.swfair.com

THE EQUESTRIAN CONSUMER

- Competitors, their families, and their friends are well educated and have significant disposable income
- Equestrian competitors and fans constitute a dynamic demographic group, especially for high quality products and services.
- As a group, this demographic spends significantly on travel, leisure, dining, luxury items and real estate investments.
- These affluent consumers include corporate executives, physicians, lawyers, politicians and other professionals.

Research compiled from the US Equestrian Federation (USEF) offers these indicators of the buying power and influence held by horse sport enthusiasts.

PARTICIPANT AND SPECTATOR DEMOGRAPHIC PROFILE

- ❑ Net Worth: \$995,400.00
 - ❑ Average Household Income: \$134,000.00
 - ❑ A majority are between 34-54 years of age
 - ❑ 85% are women
 - ❑ 63% are married
 - ❑ 66% have a college degree or better
 - ❑ 56% are employed full-time
 - ❑ 80% make or directly influence purchasing decisions at work
 - ❑ 38% have a net worth over \$500,000
 - ❑ 63% have traded stocks, bonds or mutual funds in the last year
 - ❑ The market value of the average home is \$594,000.
 - ❑ 22% own two or more homes.
 - ❑ On average, they spend 30 nights per year in a hotel & rent a vehicle four times per year.
 - ❑ They own three vehicles; 53% own a pick-up truck
 - ❑ 94% own a pet besides a horse or pony. Average number of cats owned is two and average number of dogs owned is two.
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- *Equestrian enthusiasts are highly active and mobile.*
 - *Forty-three percent take more than 16 airline trips a year.*
 - *Over half have purchased a new automobile within the last year*
 - *97.3% hold more than one credit card account. **
- ❑ *Source: USEF*

The West Tennessee Hunter Jumper Association's 2012 Series includes:

All photos courtesy of Windcrest Photography


Spring Time In Dixie Horse Show

Germantown, TN




Spring Time Encore Horse Show

Germantown, TN

		<p>Spring Time Encore</p> <p>AA</p> <p>April 11-15</p>
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Memphis in May Horse Show

Germantown, TN

		<p>Memphis in May</p> <p>AA</p> <p>May 2-6</p>
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Memphis in May II Horse Show

Germantown, TN

		<p>Memphis In May II</p> <p>AA</p> <p>May 9-13</p>
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Tennessee Hunter Jumper Classic Horse Show

Germantown, TN

		<p>Tennessee Hunter Jumper Classic</p> <p>C rated</p> <p>August 30 – September 3</p>
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Harvest Time Classic Horse Show

Germantown, TN

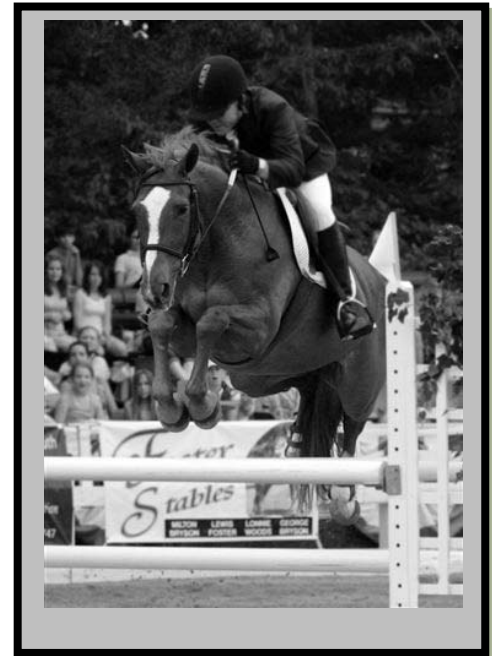


Through Sponsorship Marketing Programs your brand will be placed in front of competitors, spectators and high value consumers at the WTHJA 2012 Horse Shows.

- ♣ Branding through horse shows and related local entertainment events, such as concerts, exhibitor parties, community events, and vendor villages.
- ♣ Social Media brand exposure to a strong consumer group
- ♣ Extended brand reach via sponsorship will include:
 - interactive website hits
 - e-newsletter
 - internet advertising
 - online versions of print advertisements
 - print publication advertising
 - equestrian calendar listings
- ♣ Sponsorships offer Option to target geographic region for sponsorship
- ♣ Multi-media and high frequency of brand exposures to very targeted consumer group

Title Sponsorship: \$10,000

- Company name to be included in all major references to all WTHJA competitions
- Sponsor Signage at facilities– Banners to be provided by Sponsor
- Name and logo inclusion and hotlink on the WTHJA website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- Name and logo inclusion in WTHJA print advertisements in regional and national media (provided sponsorship commitment prior to ad deadlines)
- Four (4) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) 10 x 10 vendor space with tent during shows (tent to be provided by Sponsor or rented through WTHJA.
- Name inclusion with hotlink in email blasts to approximately 6,500 trainers, owners, competitors and other subscribers.
- Title Sponsor recognition or logo in all print promotions created for the WTHJA events.
- Selected Division or class Named for Sponsor and identified as such in prize lists, show programs, and public address announcements.
- Select Award (donated by sponsor) to be presented by sponsor at Select shows for division championship
- Sponsor authored blog on WTHJA website
- Title Sponsor recognition in PA announcements during competition
- Inside cover color ad in electronic programs.
- Inclusion or distribution of up to three pieces of Sponsor's promotional materials (provided by Sponsor) at competitions.
- Press Release announcing sponsorship partnership for events distributed to local, regional, national print and electronic media
- Social Media Postings reaching 266,000+ interactive fans and friends
- Jump Customization in Grand Prix Ring
- Banner Display at entertainment events associated with horse shows
- Sponsor written informative article in e-newsletter and/or website



Presenting Sponsorship: \$7,500

- Official Presenting Sponsor Status
- Sponsor Signage at venue
- Name and logo inclusion and hotlink on the WTHJA website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- Four (4) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) 10 x 10 vendor space with tent during shows (tent to be provided by Sponsor or rented through contractor).
- Name inclusion with hotlink in email blasts.
- Presenting Sponsor recognition or logo in all print promotions created for Shows.
- Presenting Sponsor recognition in PA announcements during competition
- Full page ad in Event electronic Program and Prize List.
- Inclusion or distribution of up to 2 pieces of Sponsor's promotional materials (provided by Sponsor) at competition.
- Social Media postings
- Press Release announcing sponsorship partnership for events distributed to local, regional, national print and electronic media
- Logo inclusion in WTHJA regional and national print media advertisements (provided sponsorship commitment prior to ad deadlines)

Platinum Sponsorship: \$5,000

- Official Platinum Sponsor Status
- Sponsor Signage at events
- Name and logo inclusion and hotlink on the WTHJA website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- 2 Sponsor banners placed on grounds (provided by sponsor, 3' x 8' in size)
- One (1) 10x10' vendor space with tent during shows (tent to be provided by Sponsor or rented through WTHJA)
- Sponsor Banner displayed during competitions



- Name inclusion with hotlink in email blasts trainers, owners, competitors and other subscribers.
- Platinum Sponsor recognition or logo in all on site print promotions created for event
- Platinum Sponsor recognition in PA announcements during competition
- Half page color ad in event electronic show program and prize list
- Inclusion or distribution of one piece of Sponsor's promotional materials (provided by Sponsor) at competitions
- Social Media postings
- Press Announcements distributed to local, regional and national print and electronic media

Gold Level Sponsorship: \$2,500

- Official Gold Sponsor Status
- Name and logo inclusion and hotlink on the WTHJA website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- 2 Sponsor banners placed on grounds (provided by sponsor, 3' x 8' in size)
- Name inclusion with hotlink in email blasts to approximately 6,500 trainers, owners, competitors and other subscribers.
- Gold Sponsor recognition or logo in all print promotions created for Event
- Gold Sponsor recognition in PA announcements during competition
- ½ page black and white ad in Event electronic show program and prize list.
- Inclusion of one piece of Sponsor's promotional materials (provided by Sponsor) in competitors' packets



Silver Level Sponsorship: \$1,000

- Official Silver Sponsor Status
- Name and logo inclusion and hotlink on the WTHJA website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- 1 Sponsor banner placed on grounds (provided by sponsor, 3' x 6' in size)
- Name inclusion with hotlink in email blasts to trainers, owners, competitors and other subscribers.
- Silver Sponsor recognition or logo in all print promotions created for Event
- Silver Sponsor recognition in PA announcements during competition
- Name and/or logo included on sponsor page ad in Event show program



Bronze Level Sponsorship: \$500

- Official Bronze Sponsor Status
- Name and logo inclusion and hotlink on the WTHJA. website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- Name inclusion with hotlink in email blasts to trainers, owners, competitors and other subscribers.
- Bronze Sponsor recognition or logo in all print promotions created for Event
- Bronze Sponsor recognition in PA announcements during competition
- Name included on sponsor page ad in Event electronic show program and prize list

ADDITIONAL ADVERTISING OPPORTUNITIES

Prize Lists (printed and online)

Inside Cover	\$600
Back Inside Cover	\$500
Full Page	\$400
Half Page	\$200
Quarter Page	\$100

At Shows

Banner	\$350	(3'x 8' provided by sponsor)
Jump Sponsorship	\$350	(Jumper Ring)

Class & Division Sponsorship Fees

- Single Class - \$100.00 a year for unrated classes
- Single Class – USEF rated classes – Prize Money Equivalent for Class
- Unrated Division - \$150.00 a year
- C rated Division - \$250.00 a year
- A rated Division - \$350.00 a year

Vendor Fees

Onsite Services Sales \$100 / week
Vendor Space for Tent, Tables or Trailers \$150 / week
Vendor Space Requiring Electrical hookup or water \$200 / week
Additional Camper hookup for Vendor \$150 / week

MEMBERSHIP REWARDS PROGRAM

WTHJA offers a membership rewards program for community businesses. This partnership program creates a co-marketing effort by member businesses. The participating business will establish a special reward or discount offered by their business exclusively to current WTHJA members. Builds loyalty shopping at participating business, positive brand identification, and brand exposure via WTHJA as a participating business. WTHJA members enjoy exclusive benefits at area merchants as part of their WTHJA membership. Membership cards must be presented to obtain discount or reward.

Program participation fee: \$250

West Tennessee Hunter Jumper Association offers tremendous opportunities at every price point for businesses large and small to create effective partner marketing programs with the equestrian consumer group. Please call us to discuss how this can work for your business.

CONTACT:



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