

2017
Edmonton Classic
Horse Show

May 25-28, 2017

Whitemud Equine Learning Centre



Sponsor Package

Increase Your Business to a Gallop!

The thundering hooves ...

The perfect marriage of horse and rider ...

The speed, the elegance, the power, the beauty ...

You can be a part of it!

The Edmonton Classic Horse Show, formerly the Edmonton Northlands Horse Show, built on trust and tradition, is one of Alberta's oldest and most prestigious horse shows, drawing competitors from across Western Canada. This year's event is hosted at Edmonton's picturesque Whitemud Equine Learning Centre and offers a central and easily accessible venue for your organization and the spectators to enjoy this unique feature in the middle of the river valley.

With your involvement, you can ...

- showcase your business, goods and service, in a multi-generational family environment.
- emphasize your community involvement.
- reach a wide and qualified demographic of both competitors and visitors.
- reinforce a positive message or product.
- target potential clients and/or future business contacts.

By presenting the Edmonton Classic Horse Show, the Edmonton Hunter Jumper Association - a non-profit association comprised of dedicated volunteers and horse enthusiasts - strives to provide a memorable and positive environment showcasing some of the finest horses and riders in Alberta. The contributions of our sponsors and the efforts of our volunteers are combined to create a quality experience that is enjoyable and beneficial to all, and supportive of the local equestrian community.

Imagine entertaining a select VIP group or hosting a party of up to 500 clients in the marquee tent – one of the largest available in Alberta. Here, breath-takingly close to the show-jumping action, at the edge of the grand prix ring, you may choose to offer your guests a memorable meal arranged by a caterer of your selection. We also provide a more intimate sponsors area on the observation deck, overlooking the venue. Here, you can watch with a smaller group of friends or associates. Both areas are located with a view to the lush green grass of the Whitemud Equine Learning Centre and serve as a picture-perfect backdrop for an unforgettable day combining business and pleasure.

**Thank you for your support and for being a part of the excitement of the
Edmonton Classic Horse Show!
Saddle up and we'll see you at the Whitemud Equine Learning Centre!
Our goal is to maximize the visibility and profile of your organization.**

Sponsorship Overview

English-style horse show competitors and spectators are one of the highest income/economic demographics of any sports audience.

It is widely estimated that each horse travelling on the show circuit is accompanied by an average of three people, each of whom is expected to spend, in addition to the entry and show related fees, approximately \$200.00 per day while on the road for fuel, hotels, meals, clothes, accessories and other goods and services.

Typical Competitor Family Profile

Source: Equine Canada and USEF Surveys

- 61% own property where horses reside.
- 77% attended university or college.
- 79% own other pets.
- 66% of participants are in the 20-59 year old age group.
- 81 % own property and 15% own a second home or cottage.
- 80% of the participants are female.
- 78% are frequent flyers.
- 67 % of the heads of household are in executive, management or professional roles.
- 59% have household incomes over \$80,000 with 40% of families having annual incomes in excess of \$150,000.
- Own an average of 2.3 cars per family, and 55% of autos owned were purchased last year.
- Equine families spend an average of \$15,000 to \$30,000 per year on the sport.
- The average adult competitor spends over \$10,000 per year on competition expenses.

Equestrian sport appeals equally to all members of the family, as the sport of hunter and jumper competition is easy to understand and appreciate. This makes the events very spectator-friendly.

Horse show competitions are experiencing great growth in spectator popularity, with record attendance figures at internationally recognized venues for major show jumping events.

Following are the sponsorship packages available. Please consider these for solid value, corporate exposure and increased profile. And, you are not restricted to these sponsorship packages alone ... we always enjoy working with our supporters to customize a package to suit your special requirements – whether on a short-term basis or as part of a larger multiple-year promotion. The Edmonton Hunter Jumper Association appreciates your support and assures you that 100% of every contribution directly enhances the show.

We invite your company to meet this loyal audience and desirable demographic market.

Bronze Sponsorship Level – Up to \$999

Your organization will receive:

- colour business card size ad in prize list
- recognition on the official show website
- recognition as a sponsor of the Edmonton Classic Horse Show on the show's "Honours Board"
- access to the Sponsor Lounge
- presentation privileges

Silver Sponsorship Level – \$1000 to \$4999

Your organization will receive:

- colour ad in prize list
- recognition on the official show website
- recognition as a sponsor of the Edmonton Classic Horse Show on the show's "Honours Board"
- presentation privileges
- ring announcements naming your organization
- access to the Sponsor Lounge
- fence signage

Gold Sponsorship Level – \$5000 to \$14,999

Your organization will receive:

- full colour ad in prize list
- recognition on the official show website with name and logo
- recognition as a sponsor of the Edmonton Classic Horse Show in all materials and on the show's "Honours Board"
- a feature class or division named after your organization
- your organization's name embroidered on the championship cooler
- presentation privileges
- ring announcements profiling your organization
- access to the Sponsor Lounge
- fence signage
- opportunity to host your organization's reception/party in the marquee tent during your event. A knowledgeable MC is available upon request. **
- a personal host to explain the sport, assist you in making presentations in the ring, and introduce you to the riders.
- product placement/promotion privileges
- ongoing corporate messaging delivered throughout the Edmonton Classic Horse Show
- logo recognition in supporting media
- preferred parking for you and your guests

**Note: Event times based on first come first serve basis. To ensure availability, please book early.

Platinum Sponsorship Level – \$15,000 and Above

Your organization will receive:

- full page colour ad in prize list
- recognition on the official show website with name and logo
- recognition as a sponsor of the Edmonton Classic Horse Show in all materials and on the show's "Honours Board"
- a feature class or division named after your organization in the grand prix ring
- your organization's name embroidered on the championship cooler
- presentation privileges
- ring announcements profiling your organization
- access to the Sponsor Lounge
- fence signage
- opportunity to host your organization's reception/party in the marquee tent during your event. A knowledgeable MC is available upon request. **
- a personal host to explain the sport, assist you in making presentations in the ring, and introduce you to the riders.
- product placement/promotion privileges
- ongoing corporate messaging delivered throughout the Edmonton Classic Horse Show
- logo recognition in supporting media
- preferred parking for you and your guests
- your organization's signage/banner displayed on the grounds of the Edmonton Classic Horse Show
- a signature jump that will display your organization's name and be used during your event ***
- your corporate shirts worn by the jump crew (shirts supplied by sponsor)
- opportunity to have a full signature jump designed specifically to highlight your organization and be prominently featured during your event (supplied by sponsor)

** Note: Event times based on first come first serve basis. To ensure availability, please book early.

*** Note: Refers to standards only; excludes rails/planks/gates.

