

Monday, June 4th - Sunday, June 10th



UPPERVILLE
— 1853 —
COLT & HORSE SHOW

The Upperville Colt & Horse Show is a 501 (c)(3) nonprofit organization, whose purpose is to foster national and international amateur sports competition in equestrian events.

Upperville Colt & Horse Show, Inc.
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2012 UPPERVILLE COLT & HORSE SHOW
Corporate Sponsorship Guide

LOCAL AND AREA DEMOGRAPHICS REVEAL:

The United States Equestrian Federation

- ❖ The USEF Membership spends over \$1.4 billion annually on equine-related purchases (not including horses or travel) - that translates to \$16,000 per member
- ❖ USEF Members are more likely to buy products and services from sponsors of equestrian events
- ❖ 22% of USEF members own two or more homes

Virginia Horse Industry¹

- ❖ Virginia horse owners spent \$504.8 million on equine related activities
- ❖ \$438.5 million was spent in the Commonwealth of Virginia
- ❖ Virginia horse owners spent \$55.2 million on equipment purchases, \$50.1 million on feed, 10.1 million on tack and \$5.3 million on grooming supplies.

Wealthy, Well Educated And Secure²

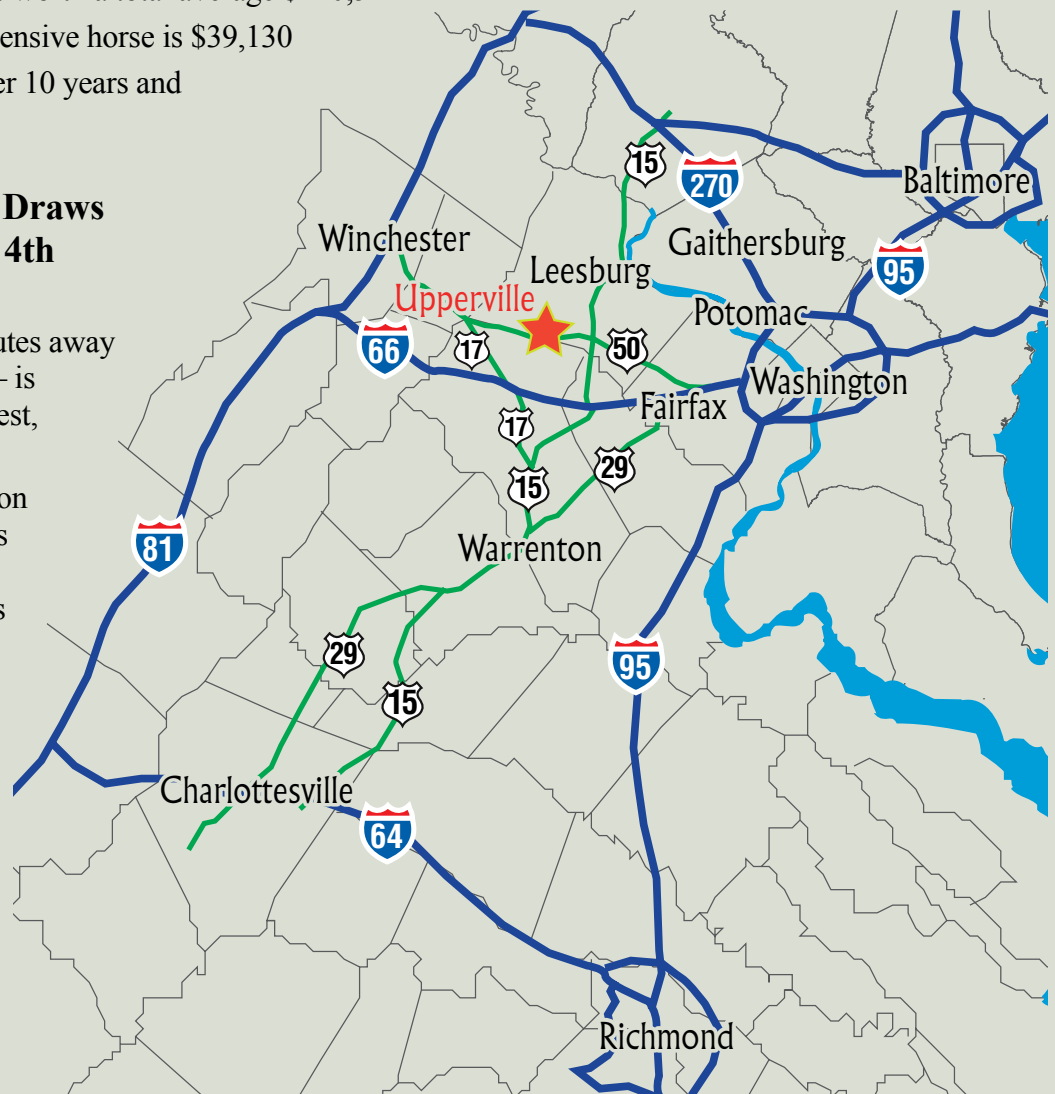
- ❖ 62% are married and 38% have children
- ❖ Average age 47
- ❖ 73% are college graduates and 30% have completed postgraduate work
- ❖ Average household income = \$180,151 with 34% earning over \$200,000

Expensive, Competition Quality Horses

- ❖ Own an average 4-5 horses worth a total average \$120,542
- ❖ Average value of most expensive horse is \$39,130
- ❖ 4% have owned horses over 10 years and 61% over 20 years

This Global Webcast Event Draws Crowds From The Nation's 4th Largest Metropolitan Area

- ❖ Montgomery County, minutes away across the Potomac River – is one of the nation's wealthiest, affluent counties.
- ❖ Fairfax County – population exceeds that of seven states and has one of the highest median household incomes in the Country.³

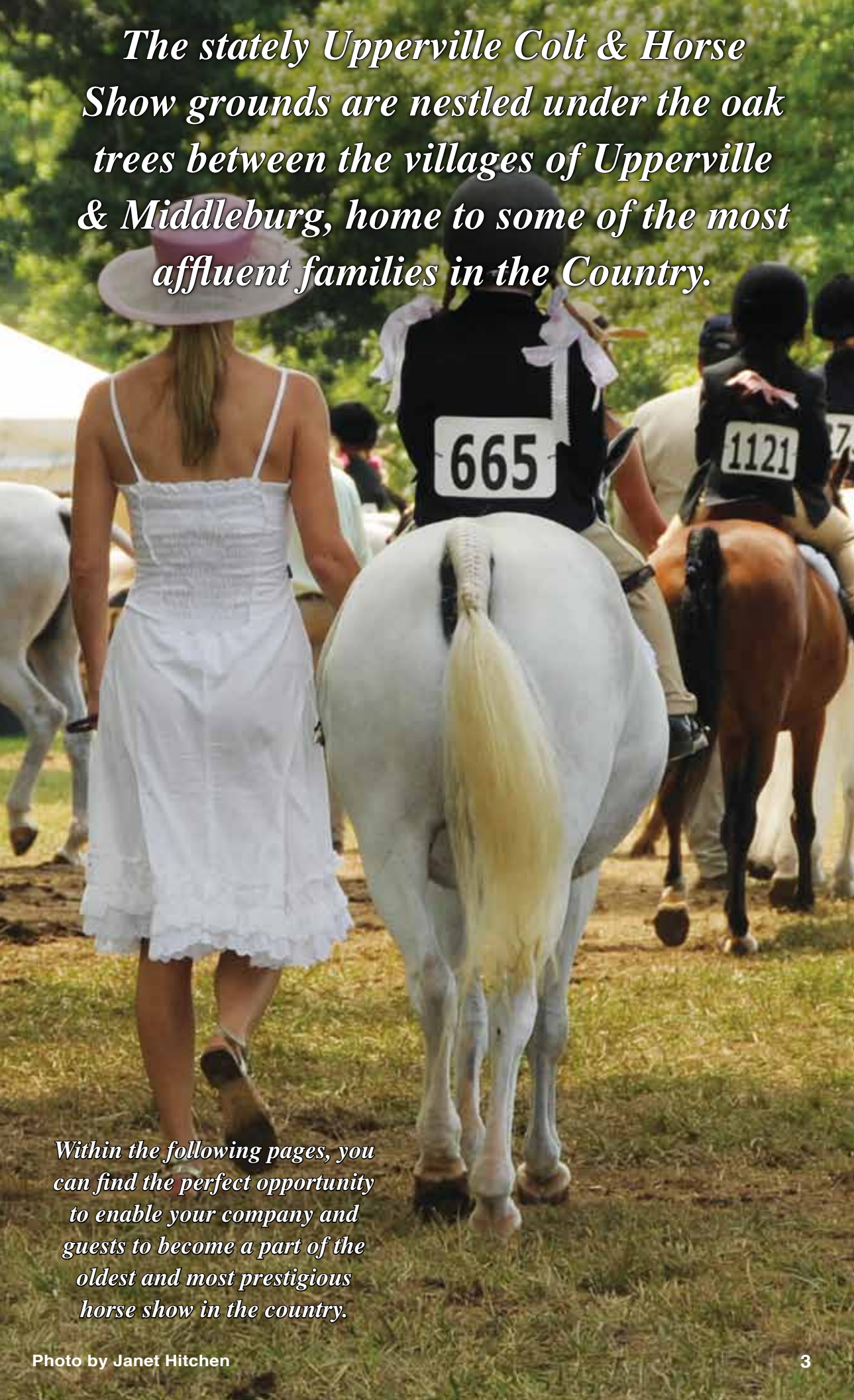


¹ Virginia Agriculture Statics Service's 2001 *Virginia Equine Report*

² The Chronicle of the Horse (locally published, nationally distributed magazine)

³ U.S. Census Bureau; 2003 American Community Survey.

The stately Upperville Colt & Horse Show grounds are nestled under the oak trees between the villages of Upperville & Middleburg, home to some of the most affluent families in the Country.



Within the following pages, you can find the perfect opportunity to enable your company and guests to become a part of the oldest and most prestigious horse show in the country.

2011 - 2012 Board of Directors



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Mr. Tommy Lee Jones

Show Secretary
Ms. Ginny McCarty



The Supreme Champion Sponsorship

The Supreme Champion Sponsorship

Pre Show Promotions

- Your Company Logo on Promotional Posters
- Black & White Ad in horse show prize list
- Link to Horse Show website
- Inclusion in Horse Show Press Releases & Media Ads
- Web banner ad with click through to sponsor's website on Horse Show website

Show Week Promotions

- Exclusive Promotional Rights
- Logo Promotion on Live Video Webcast and future viewing of rebroadcast movie
- Your Company Banner(s) displayed in prominent locations
- Product Display
- Public Address Announcements throughout the show
- Two Full Page Color Spread in Official Horse Show Program
- Awards Presentation with photo options

Show Week Entertainment / Benefits

(Good for use Monday thru Sunday)

- Twenty (20) Sponsor Passes
- Grandstand Box
- Ringside Parking in both Hunter & Jumper areas
- One Hundred Fifty (150) General Admission tickets
- Thirty (30) Official Horse Show Programs
- Tent near grandstand available for corporate entertainment

WEEKEND PROMOTIONAL BENEFITS

- **Company Signage in Grand Prix* Ring**
- **TV Commercial Insertion available for Live Webcast Video Stream**
- **Logo Promotion on Live Video Webcast of the Grand Prix* and future viewing of rebroadcast movie**
- **Promotional Product Displayed in Grand Prix* Ring**
- **Custom Jump on the course of the Grand Prix***
- **Promotional Awards Presentation to winner of the Grand Prix***

WEEKEND ENTERTAINMENT BENEFITS

- **Ten (10) tickets to Saturday "Wall of Honor" Luncheon**
- **Guided Grand Prix* Course Walk**
- **Fifty (50) Reserved* Parking Passes**
- **Option One: Do you want to entertain?**
40 x 40 Tent with fenced terrace, two (2) private portable restrooms, tables, chairs, buffet tables etc. to entertain 200 guests (catering not included)
- **Option Two: Or do you want to BE entertained?**
Five tables (seat 8 each) in catered VIP Tent along ringside of Grand Prix*

* The Grand Prix, held on Sunday, is the Grand Finale Event

Corporate Sponsor Level - \$50,000



Grand Champion Sponsorship



Grand Champion Sponsorship

Pre Show Promotions

- Your Company Logo on Promotional Posters
- Black & White Ad in horse show prize list
- Link to Horse Show website
- Inclusion in Horse Show Press Releases & Media Ads
- Rotating web banner ad with click through to sponsor's website on Horse Show website

Show Week Promotions

- Your Company Banner(s) displayed in prominent locations
- Logo Promotion on Live Video Webcast and future viewing of rebroadcast movie
- Product Display
- Public Address Announcements throughout the show
- Full Page Color Ad in Official Horse Show Program
- Awards Presentation with photo options

Show Week Entertainment / Benefits (Good for use Monday thru Sunday)

- Ten (10) Sponsor Passes
- Grandstand Box
- One Hundred Fifty (150) General Admission tickets
- Thirty (30) Official Horse Show Programs
- Tent near grandstand available for corporate entertainment

WEEKEND ENTERTAINMENT / BENEFITS

- **Ten (10) tickets to Saturday "Wall of Honor" Luncheon**
- **Company Signage in Grand Prix* Ring**
- **TV Commercial Insertion available for Live Webcast Video Stream**
- **Logo Promotion on Live Video Webcast of the Grand Prix* and future viewing of rebroadcast movie**
- **Private 30 x 30 Tent for Corporate Entertaining during Grand Prix***
- **Guided Grand Prix* Course Walk**
- **Twenty (20) Reserved* Parking Passes**

* The Grand Prix, held on Sunday, is the Grand Finale Event

Corporate Sponsor Level - \$25,000



Champion Sponsorship



Photo by Janet Hitchen

Champion Sponsorship

Pre Show Promotions

- Your Company Logo on Promotional Posters
- Link to Horse Show website
- Inclusion in Horse Show Press Releases
- Rotating web banner ad with click through to sponsor's website on Horse Show website

Show Week Promotions

- Your Company Banner(s) displayed in prominent locations
- Logo Promotion on Live Video Webcast and future viewing of rebroadcast movie
- Product Display
- Public Address Announcements throughout the show
- Full Page Color Ad in Official Horse Show Program
- Awards Presentation with photo options

Show Week Entertainment / Benefits (Good for use Monday thru Sunday)

- Eight (8) Sponsor Passes
- Grandstand Box
- One Hundred (100) General Admission tickets
- Twenty (20) Official Horse Show Programs

WEEKEND ENTERTAINMENT / BENEFITS

- **Eight (8) tickets to Saturday "Wall of Honor" Luncheon**
- **Company Signage in Grand Prix* Ring**
- **TV Commercial Insertion available for Live Webcast Video Stream**
- **Logo Promotion on Live Video Webcast of the Grand Prix* and future viewing of rebroadcast movie**
- **Private 20 x 20 Tent for Corporate Entertaining during Grand Prix***
- **Guided Grand Prix* Course Walk**
- **Ten (10) Reserved* Parking Passes**

* The Grand Prix, held on Sunday, is the Grand Finale Event

Corporate Sponsor Level - \$15,000



Tri-Color Sponsorship



Photo by Janet Hitchen

Tri-Color Sponsorship

Pre Show Promotions

- Your Company Logo on Promotional Posters
- Link to Horse Show website
- Inclusion in Horse Show Press Releases
- Rotating web banner ad with click through to sponsor's website on Horse Show website

Show Week Promotions

- Your Company Banner(s) displayed in prominent locations
- Logo Promotion on Live Video Webcast and future viewing of rebroadcast movie
- Public Address Announcements throughout the show
- Full Page Color Ad in Official Horse Show Program
- Awards Presentation with photo options

Show Week Entertainment / Benefits

(Good for use Monday thru Sunday)

- Six (6) Sponsor Passes
- Grandstand Box
- Fifty (50) General Admission tickets
- Fifteen (15) Official Horse Show Programs

WEEKEND ENTERTAINMENT / BENEFITS

- **Six (6) tickets to Saturday "Wall of Honor" Luncheon**
- **Company Signage in Grand Prix* Ring**
- **TV Commercial Insertion available for Live Webcast Video Stream**
- **Logo Promotion on Live Video Webcast of the Grand Prix* and future viewing of rebroadcast movie**
- **Two Tables in catered VIP tent along ringside of Grand Prix***
- **Five (5) Reserved* Parking Passes**

* The Grand Prix, held on Sunday, is the Grand Finale Event

Corporate Sponsor Level - \$10,000



Blue Ribbon Sponsorship

Photos by Janet Hitchen



Grand Prix Jump Sponsorship

Blue Ribbon Sponsorship

Pre Show Promotions

- Link to Horse Show website
- Inclusion in Horse Show Press Releases
- Rotating web banner ad with click through to sponsor's website on Horse Show website

Show Week Promotions

- Your Company Banner(s) displayed in prominent locations
- Public Address Announcements throughout the show
- Logo Promotion on Live Video Webcast and future viewing of rebroadcast movie
- Full Page Color Ad in Official Horse Show Program
- Awards Presentation with photo options

Show Week Entertainment / Benefits

(Good for use Monday thru Sunday)

- Four (4) Sponsor Passes
- Grandstand Box
- Twenty-Five (25) General Admission tickets
- Five (5) Official Horse Show Programs

WEEKEND ENTERTAINMENT / BENEFITS

- **Four (4) tickets to Saturday "Wall of Honor" Luncheon**
- **TV Commercial Insertion available for Live Webcast Video Stream**
- **Logo Promotion on Live Video Webcast of the Grand Prix* and future viewing of rebroadcast movie**
- **One Table in catered VIP tent along ringside of Grand Prix***
- **Five (5) Reserved* Parking Passes**

* The Grand Prix, held on Sunday, is the Grand Finale Event

Corporate Sponsor Level - \$5,000

Grand Prix Jump Sponsorship

Pre Show Promotions

- Full Page Black & White Ad in Prize List

Show Week Promotions

- Full Page Color Ad in Official Horse Show Program
- Logo Promotion on Live Video Webcast and future viewing of rebroadcast movie

Show Week Entertainment / Benefits

(Good for use Monday thru Sunday)

- Ringside Parking on one of the Jumper rings

WEEKEND ENTERTAINMENT / BENEFITS

- **Your Custom Jump on the course of the Grand Prix***
- **Box Seats or a Table (for 6) VIP tent along ringside of Grand Prix***

* The Grand Prix, held on Sunday, is the Grand Finale Event

Corporate Sponsor Level - \$5,000



Photos by Janet Hitchen



SUNDAY CORPORATE ENTERTAINMENT PACKAGES

\$10,000 Chairman's Tent Package (up to 200 guests)

- Entertain in style within your 40 x 40 tent on Corporate Row
- 10 x 10 attached catering tent
- Enjoy the Grand Prix event within the 16 x 40 picket fenced terrace
- Six (6) – Four (4') Umbrella Tables in fenced terrace
- Eight (8) - Four (4') Round Tables within tent
- Two (2) – Eight (8') Rectangular Buffet Tables
- Eighty-Four (84) Chairs
- Two (2) private portable restrooms for your guests only
- One Hundred (100) Official Horse Show Programs
- Fifty (50) Reserve Parking Passes (admits all vehicle occupants)
- One Hundred (100) Sunday General Admission Passes
- Special Parking Directly behind tent for four (4) VIP cars
- Two (2) service vehicle parking spaces

Chairman's Tent Host is entitled to the following "Show Week" Entertainment & Benefits:

- Two (2) Sponsor Passes
- Two (2) tickets to Saturday "Wall of Honor" Luncheon
- Full Page Ad in Official Horse Show Program

\$5,000 Executive Tent Package (up to 100 guests)

- Entertain in style within your 20 x 20 tent on Corporate Row
- 10 x 10 attached catering tent
- Enjoy the Grand Prix event within the 16 x 20 picket fenced terrace
- Two (2) – Four (4') Umbrella Tables in fenced terrace
- Four (4) - Four (4') Round Tables within tent
- Two (2) – Eight (8') Rectangular Buffet Tables
- Thirty-Six (36) Chairs
- One (1) private portable restroom for your guests only
- Thirty-Five (35) Official Horse Show Programs
- Twenty-Five (25) Reserve Parking Passes (admits all vehicle occupants)
- Fifty (50) Sunday General Admission Passes
- Special Parking Directly behind tent for three (3) VIP cars
- Two (2) service vehicle parking spaces

Executive Tent Host is entitled to the following "Show Week" Entertainment & Benefits:

- Two (2) Sponsor Passes
- Two (2) tickets to Saturday "Wall of Honor" Luncheon