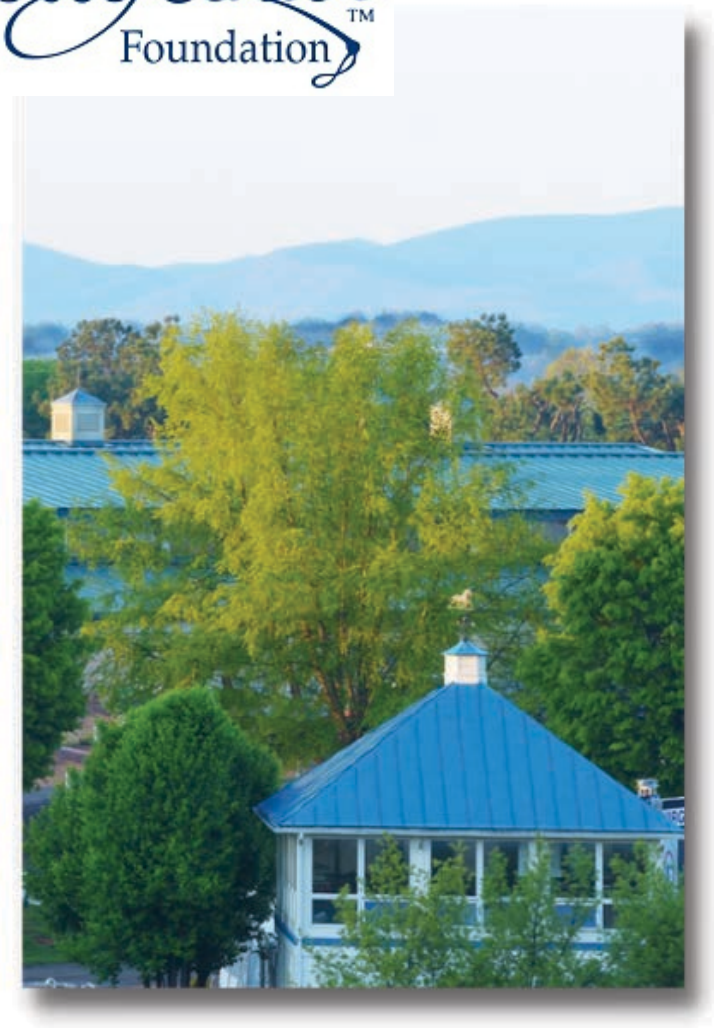
# Sponsor Guide

Virginia Horse Center™ Foundation

Virginia Horse Center™ Foundation

We know how important your sponsorship investments are to you.

We are here to make that investment decision a little easier.



# About Us

## Our Mission

The Virginia Horse Center Foundation provides a world-class facility hosting regional, national, and international equestrian events.

## Our History

On March 22, 1985, after years of planning, Governor Charles S. Robb signed the Virginia Horse Center into law as a public/private partnership serving the Virginia equestrian community. In 2007, the VHC became a wholly private event facility owned and operated by the Virginia Horse Center Foundation, a 501c3 nonprofit. We are funded entirely by private donations and facility rentals.

## Our Location

The Virginia Horse Center is comprised of more than 600 acres of pastoral countryside and established woodland bordering the Maury River. The property straddles a zoned tourism corridor along Route 39 in the heart of the Shenandoah Valley, just three miles from the historic city of Lexington. Home to Washington & Lee University and the Virginia Military Institute, Lexington is filled with quaint shops, restaurants, and boutique hotels waiting to be explored and enjoyed.

# The Economic Impact of Equestrian Sport in the U.S.

**Contributes $50 billion to the economy**

**Contributes $38 billion in direct wages, salaries, and benefits**

**Creates 988,394 jobs**

Dressage

Saddleseat

Western

Cross-Country

Hunter-Jumper

Source: 2020 USEF Demographic Numbers

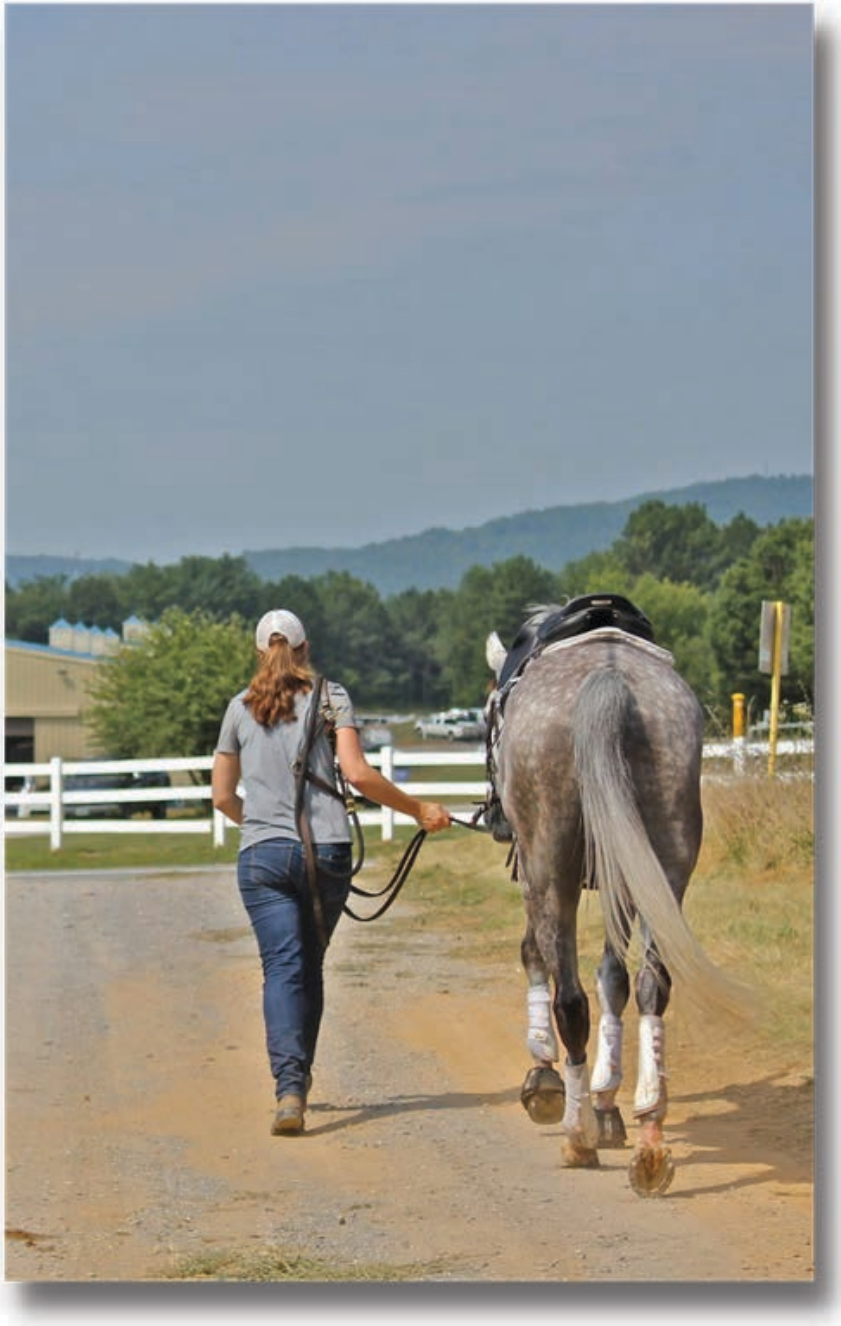
# The Economic Impact of The Virginia Horse Center

City of Lexington
Total economic impact: $7.4 million*
Total jobs supported: 67

Rockbridge County
Total economic impact: $47.7 million*
Total jobs supported: 518

The overall impact of operations, capital spending, events, and visitors generated $94.9 million in economic activity, supporting 896 jobs in 2019.

- Estimated; Source: 2019 EIS conducted by Chmura Economics and Analytics



# Our Facility

600+ acres of pastoral Virginia countryside
4000-seat coliseum including conference space and commercial kitchen
Six indoor arenas
One outdoor covered arena
Nine outdoor arenas
Eight barns with 750 horse capacity
Concession and vendor space
X-country courses
Camping
Extensive trail system
Historic Oak Hill Farmstead
Proximity to multiple hotel accommodations
Three miles from the heart of historic Lexington, Virginia

# Our Location

The Virginia Horse Center is located in the heart of the Blue Ridge, nestled in the Central Shenandoah Valley. Just one mile from Interstate 81/64 access, the VHC is just a three-hour drive from Washington D.C., six hours from New York City, and 10 hours from Ocala, Fla. There are three regional airports within 45 miles of Lexington.

Several national chain hotels are available within 10 minutes of the VHC, along with numerous boutique hotels and B&Bs.

The Historic City of Lexington is just three miles from the Horse Center and offers unique shopping and culinary options for visitors to explore and enjoy.

Opportunities to experience the natural beauty, culture, and history of the area abound including Skyline Drive, Natural Bridge, Goshen, and the campuses of Washington & Lee University and Virginia Military Institute as well as several museums.

# Our Performance

81 Events 2019
47 Events 2020

13,492 Stalls occupied 2019
10,625 Stalls occupied 2020

12+ Equestrian disciplines represented annually

81,316 individuals attended events in 2019*

*Estimated; Source: Chmura Economic Impact Study

# Our Reach

www.vahorsecenter.org
Total Page Views/30-Day: 31,769
Total Sessions/30-Day: 5,538

Constant Contact
6,200 Recipients

Facebook
Total Followers: 11,591
Total 30-Day Reach: 36,899

Instagram
Total Followers: 1,926
Total 30-Day Content Interactions: 1,516

Twitter
Total Followers: 375
Total 30-Day Impressions: 3,329

# Our Demographic

- 85% Women
- 66% College grads
- $185,000 Average annual income
- 70% Dine out several times per month
- 70% Attend cinema 1+ times per year
- 76% Own a dog
- 66% Enjoy DIY projects
- $955,000 Average net worth
- Average number of vehicles: 3
- 40% Own a farm
- 89% Donate to nonprofits
- 74% Volunteer 1+ times per year
- 72% Visit museums & galleries
- 59% Attend pro-sport events

Source: 2020 USEF Demographic Numbers

# Venue Sponsor Opportunities

**Banners**
**Branded Jumps**
**Branded Locations**
**Exclusive Product Use**
**PA Announcements at VHC-Owned Shows**
**Newsletter Exclusive Banner**
**Prizes**
**Vendor Space at VHC Owned Shows**
**Social Media Activations**

To discuss Venue Sponsorship Opportunities, please contact
Matt Crookshanks: mcrookshanks@horsecenter.org

# Event Sponsor Opportunities

## Virginia Horse Center Owned Shows:

Presenting Sponsor
Branded Jumps
Branded Locations
Banners
PA Announcements
Social Media Activations
Program Mentions

---

## Introduction to Rental Event Managers

To discuss Event Sponsorship Opportunities, please contact
Nancy Kotting: nkotting@horsecenter.org

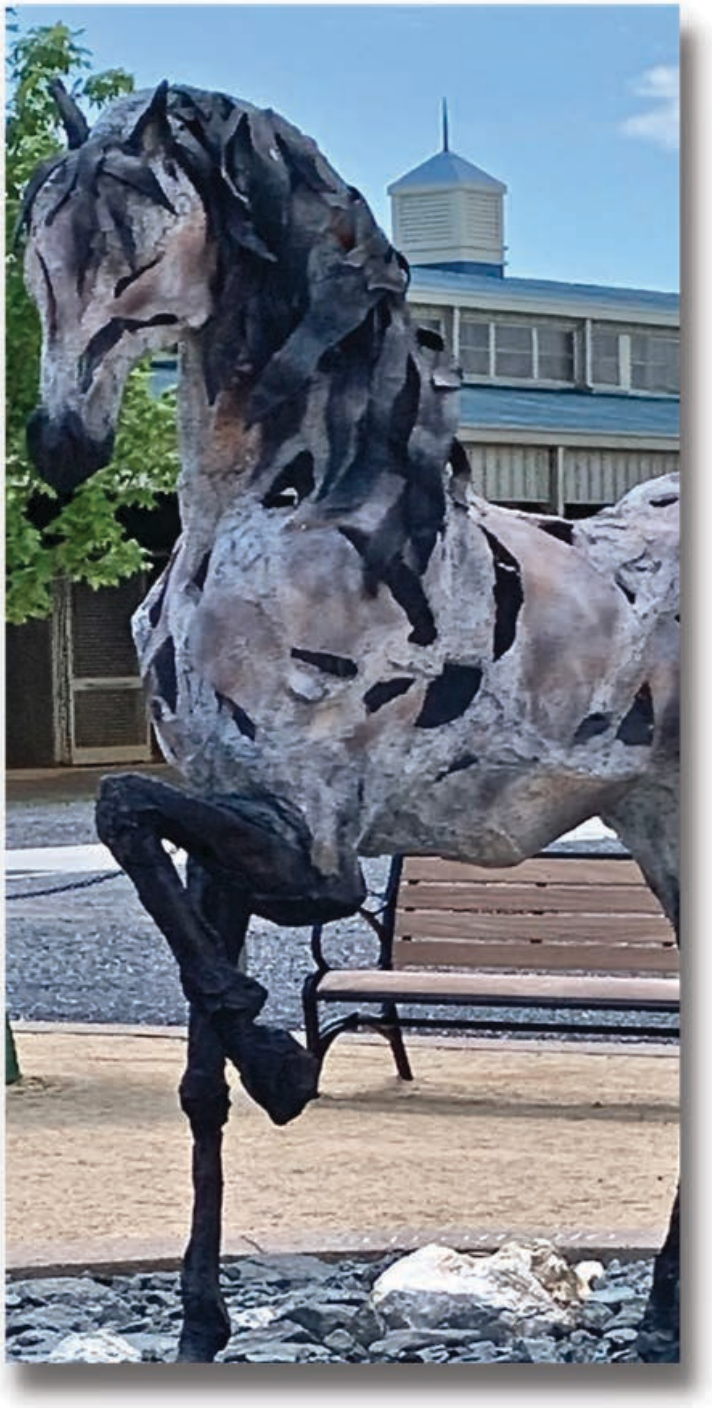
# Legacy Sponsor Opportunities

The Virginia Horse Center Foundation is striving to continually improve our facility offerings. For individuals and families interested in creating a lasting legacy, we have several opportunities to become involved with our quest to become one of the leading equestrian event destinations in the country.

Examples of recent legacy sponsor projects include the newly renovated Famesgate Farm barn, the newly renovated Bent Tree Farm barn, the creation of Memorial Park, and the construction of the Isabel de Szinay Complex.

Projects currently on our wish list include the renovation of four more barns and remodeling of our Horse Show Office as well as our Mezzanine. Elsewhere on the property, there is an opportunity to restore our extensive woodland bridlepaths leading down to our frontage along the Maury River as well as the stabilization of the historic Oak Hill Farmstead for future use. Legacy sponsors may receive naming rights and the pride of knowing the value of your support will sustain the Virginia Horse Center for generations to come.

If you are interested in exploring the possibilities of becoming a Legacy Sponsor with us, please contact our Chief Development Officer, Jennifer Donovan: jdonovan@horsecenter.org

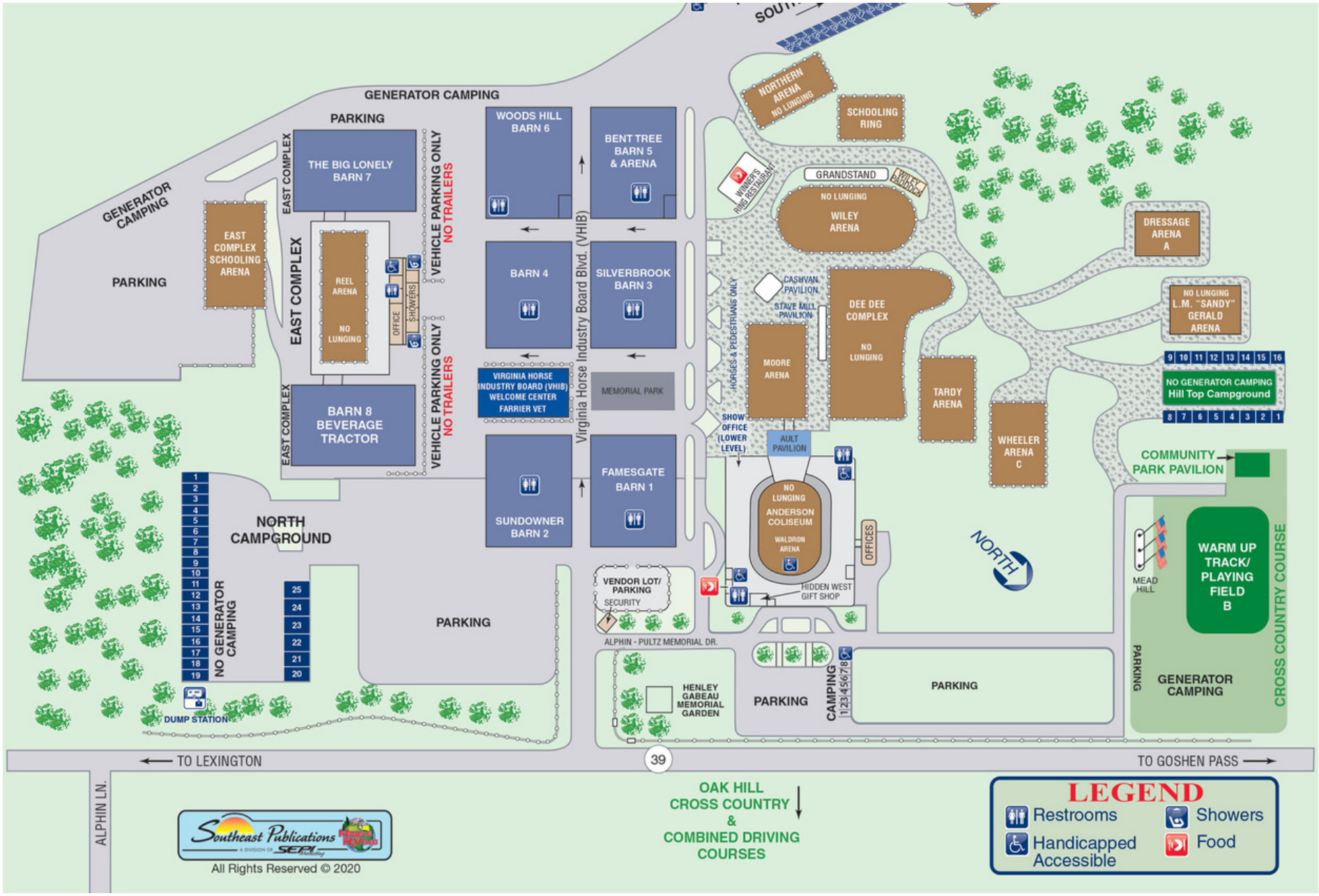


# At the Virginia Horse Center, we believe the future is bright for equestrian sport. We invite you to join us!

# Thank you for considering the Virginia Horse Center

The Virginia Horse Center
487 Maury River Road
Lexington, Virginia 24450
540-464-2950
www.vahorsecenter.org

# Facility Map




All Rights Reserved © 2020

# Notes:

Virginia Horse Center™ Foundation