

# Sponsor Guide

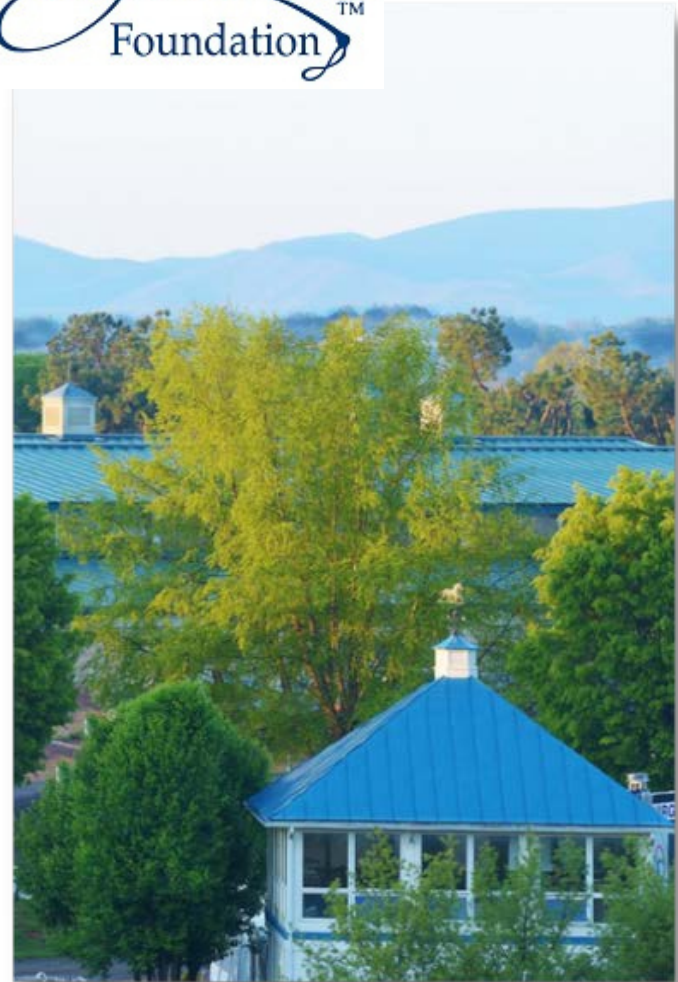


Virginia  
Horse Center  
Foundation™



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

Source: 2020 USEF Demographic Numbers



Dressage



Saddleseat



Western



Cross-Country



Hunter-Jumper



# 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



64 Equine Events 2021



14,663 Stalls occupied 2021



12+ Equestrian disciplines  
represented annually



81,316 individuals attended  
events in 2019\*



\*Estimated; Source: 2019 Chmura Economic Impact Study



# Our Reach



[www.vahorsecenter.org](http://www.vahorsecenter.org)  
2021 Total Page Views: 494,224



Constant Contact  
10,285 Recipients



Facebook  
Total Followers: 12,649  
2021 Reach: 339,974



Instagram  
Total Followers: 2253  
2021 Reach: 16,783



Twitter  
Total Followers: 418  
2021 Reach: 23,260



# 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](mailto: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

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Introduction to Rental Event Managers

To discuss Event Sponsorship Opportunities, please contact  
Nancy Kotting: [nkotting@horsecenter.org](mailto: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 Development office: [giving@horsecenter.org](mailto:giving@horsecenter.org)



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





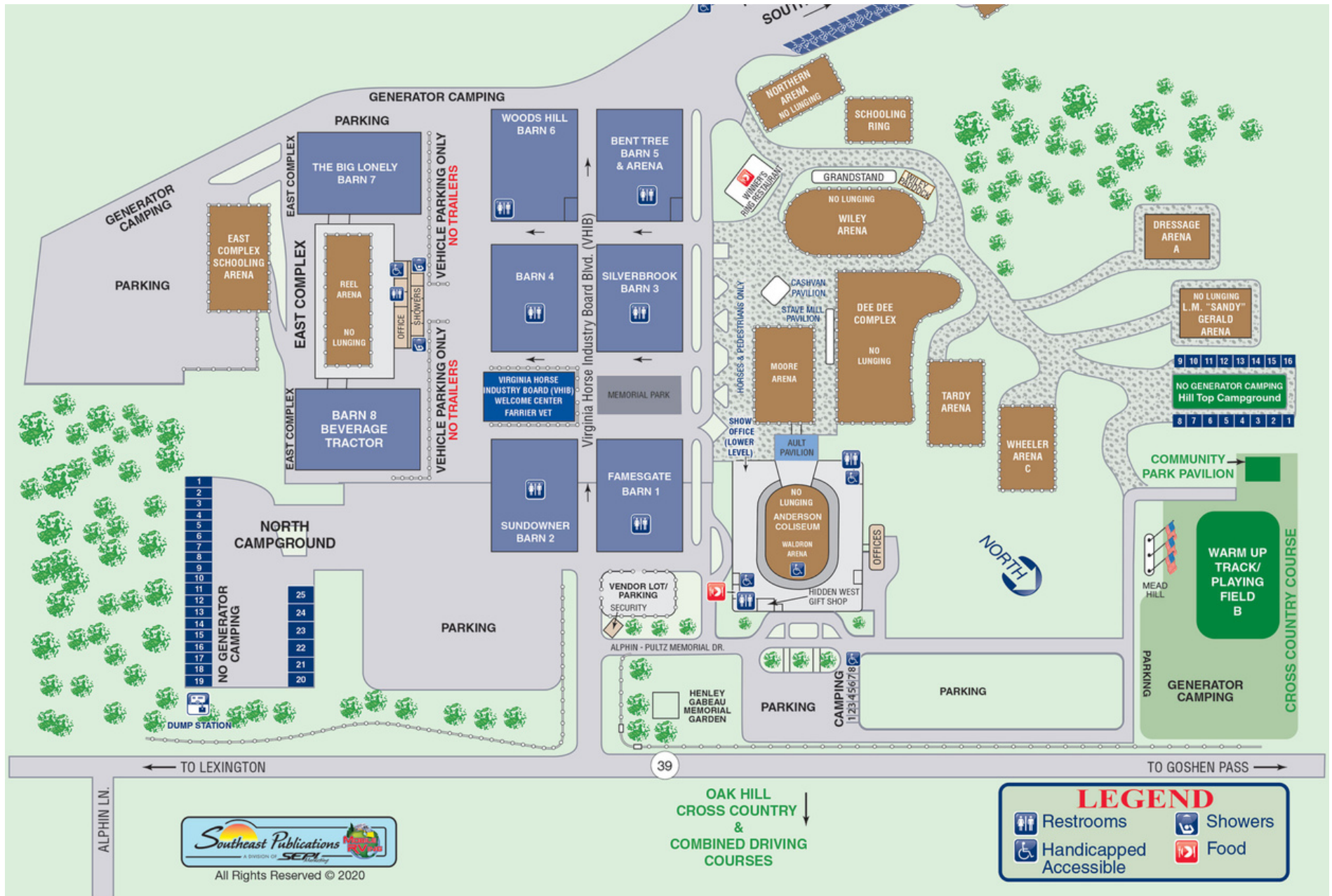


# Thank you for considering the Virginia Horse Center

The Virginia Horse Center  
487 Maury River Road  
Lexington, Virginia 24450  
540-464-2950  
[www.vahorsecenter.org](http://www.vahorsecenter.org)



# Facility Map





# Notes:

