



SPONSORSHIP OPPORTUNITIES

MAY 25-28, 2023

Horse Trials and CCI 1*L, CCI2-S, CCI3-S, CCI2-L

Support VHC Eventing!

The Virginia Horse Center is a nationally recognized eventing destination attracting Olympic athletes, equestrian enthusiasts and national media to the beautiful Blue Ridge Mountains in Lexington, Virginia.

A new team and a new vision will continue the storied history with the 2023 VHC Eventing Horse Trials & CCI, with a redesigned cross-country course featuring world-class jumps from Red Hills International and 100 newly constructed obstacles.

Eventing is the most thrilling of equestrian sports and a true test of horse and rider as they compete in dressage, cross country and stadium jumping.

The VHC Eventing committee anticipates 500 horse and rider entries, as well as thousands of spectators to attend the event. As a benefit for the Virginia Horse Center Foundation's 501c3, we invite you to support this initiative and promote your business.

Please join us and be part of the next generation of VHC Eventing!



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VHC Eventing Presenting Sponsor: \$20,000

- **Sponsor Logo on VHC Eventing Marketing Materials**
- **Sponsor Provided Banners/Signs at Preferred Locations (6)**
- **Stand Alone Press Announcement**
- **PR to VHC Eventing Email List & National/Regional Media Outlets**
- **Public Address Announcements**
- **Social Media Outreach**
- **Marketing Material & Swag Distribution in Owner/Rider Packets**
- **Sponsor Logo on Rider Pinnies**
- **Official Sponsor/Guest Presenter at Rider Party/Bonfire**
- **Distribution of Sponsor Marketing Materials to Rider Party Attendees**
- **Cross Country & Stadium Coursewalk Opportunities**
- **Signage at Water Jump or Jump of Choice**
- **Tailgate Parking at Jump**
- **Complimentary Vendor Location**
- **Additional Customization Opportunities**

Gold Medal Sponsor: \$10,000

- Branded Show Jumps (Sponsor Provided)
- Sponsor Signage (4) Show Jumping & Dressage
- Stand Alone Press Announcement
- PR to VHC Eventing Email List & National/Regional Media Outlets
- Public Address Announcements
- Social Media Outreach
- Hospitality Opportunities
- Complimentary Vendor Location

Official Business Sponsor: \$5,000

- Official Vehicle or Trailer
- Official Feed or Nutritional Supplement
- Official Equine Air Transportation
- Official Awards Sponsor
- Official Footing, Barn, or Home Builder
- Full Customizable Packages, Please Inquire

Volunteer Tent Sponsor: \$7,500

- Sponsor Provided Branded Volunteer Tent
- Sponsor Signage (3) in High Traffic Locations
- Co-branded Volunteer T-shirts
- Volunteer gifts (Sponsor Provided)
- PR to VHC Eventing Email List & National/Regional Media Outlets
- Public Address Announcements
- Social Media Outreach

3 Ring Sponsor: \$2,500

- Combination Signage Package for XC Jump, Stadium Jump & Dressage Area
- Sponsor Provided Signage
- PR, Social Media & PA Announcements

Start Box Sponsor: \$1,500

- Sponsor Provided Signage at Start Box
- PR to VHC Eventing Email List
- Public Address Announcements
- Social Media Outreach

Cross Country Jump Sponsor: \$1,000

- Sponsor Logo at XC Jump
- Public Address Announcements During XC
- Sponsor Name on XC Map
- Social Media Outreach

Jog Sponsor: \$1,500

- Sponsor Provided Signage at Jog
- Best Dressed Award
- PR to VHC Eventing Email List
- Public Address Announcements
- Social Media Outreach

Vending Opportunities

- 10 x 10 Outdoor Location: \$500.00
- 20 x 20 Outdoor Location: \$600.00
- Mobile Unit with Power Access: \$800.00
- 10 x 10 Indoor Coliseum Location: \$200.00
- 10 x 20 Indoor Coliseum Location: \$300.00

Sponsorship and vending packages can be customized to maximize your marketing objectives.

Please contact Lisa Davis Engel at 908.310.6248 or via email at lengel@horsecenter.org.

www.VHCeventing.org