



Virginia Horse Center Eventing Sponsorship Opportunities

Beginner Novice through Intermediate Level Horse Trials

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

November 2-5, 2023 • May 22-26, 2024

THE VIRGINIA HORSE CENTER has been a nationally recognized eventing destination attracting Olympic athletes, equestrian enthusiasts and national media attention to the beautiful Blue Ridge Mountains in Lexington, Virginia.

A new team and a new vision continue the storied history at the Virginia Horse Center. In 2023 VHC Eventing, presented by Capital Square offered a brand-new look and feel on the cross country course featuring world-class jumps from the Red Hills International Horse Trials, in addition to 100 newly created cross-country obstacles. The response from exhibitors, spectators and sponsors was overwhelmingly positive!

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

As a benefit for the Virginia Horse Center Foundation's 501(c)3, we invite you to support the sport and the Virginia Horse Center as we plan for our next international events in November 2023 and May 2024.

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

The Virginia Horse Center Foundation, a 501(c)(3) non-profit organization, located in Lexington, Virginia, provides a world-class facility hosting regional, national, and international equestrian events. With 600 acres holding 19 show rings, a 4,000 seat Coliseum, 8 barns, world-renowned cross-country course, campgrounds, special event spaces, and full café services, the Virginia Horse Center is home to more than 100 events and welcomes 400,000 to the showgrounds each year. The Virginia Horse Center Foundation envisions a unique, bucolic landmark to honor and celebrate the timeless, special bond between mankind and the horse through safe, fair and spirited equestrian competition.



PRESENTING SPONSOR

\$35,000 (One Price: 2 events 2023 and 2024) or \$20,000 (1 event)

- Presenting Sponsor's logo on all Virginia Horse Center Eventing marketing materials.
- Sponsor provided banners/signs displayed in high-traffic areas at the show grounds.
- Press announcement to VHC Eventing email list, as well as national/regional media outlets.
- Public Address Announcements throughout the event.
- Social media posts designed in collaboration with sponsor (at least 6).
- Distribution of Sponsor provided marketing materials/swag in rider/owner packets.
- Sponsor logo on rider Pinnies.
- Promotion of marketing materials to the attendees.
- Course walk opportunities with course designers and/or select riders.
- Sponsor provided signage on the water jump.
- Complimentary parking on the cross country course.
- Hospitality opportunities.
- Complimentary vendor location.

GOLD MEDAL

\$15,000 (One Price: 2 events 2023 and 2024) or \$10,000 (1 event) • Amenities include Sponsorship of CCI3*-S

- Branded Jump (Sponsor provided) for use in the show jumping phase.
- Banner/Signage in Show Jumping Arena.
- Press announcement to VHC Eventing email list, as well as national/regional media outlets.
- Press for the CCI 3* is typically shared with major national media outlets and will include sponsor name and link to site.
- Public Address Announcements throughout the event.
- Social media posts (at least 4).
- Hospitality Opportunities.
- Complimentary vendor location.

SILVER MEDAL

**\$10,000 (1 price: 2 events 2023 and 2024)
or \$7,500 (1 event)** • Amenities include Sponsorship of one of the following: CCI 1*-L, CCI 2*-S or CCI 2*-L

- Branded Jump (Sponsor provided) for use in the show jumping phase.
- Banner/Signage in Show Jumping Arena.
- Press announcement to VHC Eventing email list, as well as national/regional media outlets.
- Public Address Announcements throughout the event.
- Social media posts (at least 4).
- Hospitality Opportunities.
- Complimentary vendor location.



BONFIRE EXHIBITOR PARTY

**\$12,000 (1 PRICE: 2 EVENTS 2023 AND 2024)
OR \$7,500 (1 EVENT)** • INCLUDES CATERING, BAR AND LIVE ENTERTAINMENT

- Bonfire Exhibitor Party is branded with sponsor.
- The most unique and fun exhibitor party experience!
- Complete customization available.



OFFICIAL SPONSOR DESIGNATIONS

Non-Exclusive \$7,000 (1 price: 2 events 2023 and 2024) or \$5,000 (1 event)

- All Official sponsors will be included in all VHC Eventing press release and social media.
- Official Sponsors will receive display opportunities for three banners at VHC Eventing.
- Sponsorship agreements will be customized but can include a complimentary vendor location, co-branding and distribution of literature.

START BOX

\$5,000 per Start Box (1 price: 2 events 2023 and 2024) or \$3,000 for 1 event per Start Box

- Sponsor provided signage on the Start Box for the Cross Country course.
- Branded Jump (Sponsor provided) for use in the show jumping phase.
- Press announcement to VHC Eventing email list, as well as national/regional media outlets.
- Public Address Announcements throughout the event.
- Social media posts (at least 3).
- Hospitality Opportunities.
- Complimentary vendor location.

VOLUNTEER TENT

\$5,000 per event

- Sponsor Branded Volunteer tent (sponsor provided).
- Co-branded shirts (sponsor provided) for the volunteers (quantities TBD).
- Volunteer gifts (sponsor provided, quantities TBD).
- Sponsor name inclusion in press releases and email distribution.
- Public Address Announcements throughout the event.
- Social media posts (at least 3).



JOG SPONSOR

\$3,500 (1 price: 2 events 2023 and 2024)

or \$2,000 per event

- Two (2) Branded banners or signs at jog (sponsor provided sign/graphics).
- Sponsor name inclusion in press releases and email distribution.
- Public Address Announcements throughout the jog & event.
- Social media posts (at least 2).

BEST DRESSED JOG SPONSOR

\$3,000 (1 price: 2 events 2023 and 2024)

or \$2,000 per event

- One (1) Branded banner or sign at jog (sponsor provided sign/graphics).
- Sponsor name inclusion in press releases and email distribution.
- Public Address Announcements throughout the jog & event.
- Sponsor will provide two awards for each winner.
- Social media posts (at least 2).



SHOW JUMPING SPONSOR

\$1,500 per event

- Banner displayed in the show jumping arena.
- Logo included in all VHC Eventing generated press.
- Public address announcements.
- Social media promotion (At least 2x)

All 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.**

CROSS COUNTRY SIGNAGE SPONSOR

\$1,000/jump per event

- Logo Signage, produced by VHC, installed adjacent to sponsored jump.
 - Public Address Announcement during cross-country phase.
 - Social Media Post
 - Sponsor name on Cross Country Map at designated sponsored jump.
-

CUSTOM CROSS COUNTRY JUMP SPONSOR

Price TBD—subject to course builder's estimate.

HOSPITALITY SPONSOR OPPORTUNITIES

CUSTOMIZABLE

- Hospitality during the Jog-Thursdays and Sunday
 - Friday afternoon Show Jumping Social
 - Sunday Show Jumping Mimosas/Coffee/Croissants
-

VENDING OPPORTUNITIES

- 10 x 10 space outside: \$500
 - 20 x 20 space outside: \$600
 - Mobile Unit [Any trailer or mobile unit] with access to power: \$800
 - 10 x 10 space inside coliseum: \$200
 - 10 x 20 space inside coliseum: \$300
-

MAY 2023 BY THE NUMBERS

- Six press releases sent to over 5,000 per release: 41% – 58% Open Rate (Industry standard is 16%)
Press carried by *Eventing Nation*, *US Eventing* and *Chronicle of the Horse*
- Social Media Reach: 30 + social media posts
- VHC Facebook Reach: 92.1 K
- VHC Instagram Reach: 43 K
- Number of competitors: More than 350 representing 6 countries.
- Number of volunteers: 90 dedicated individuals
- Number of Cross Country Jumps: 165
- World-renown Officials: Michel Vaillancourt, Marina Sciocchetti, Bobby Stevenson



All 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.