



**VHC Eventing presented by Capital Square**  
**May 23-26, 2024**  
**VHC Eventing**  
**November 7-10, 2024**





**Virginia Horse Center Eventing Sponsorship Opportunities  
Beginner Novice through Intermediate Level Horse Trials**

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

**MAY 23-26, 2024**

**NOVEMBER 7-10, 2024**

For decades, 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, a 501(c)3 non-profit organization, we invite you to support the sport and the Virginia Horse Center as we plan for our next international events in May and November 2024.

Please contact Lisa Davis Engel at [lengel@horsecenter.org](mailto:lengel@horsecenter.org) or 908.310.6248 for more information.

***All Sponsorships are Customized***





**PRESENTING SPONSOR:  
\$20,000.00 (One 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 [May and November 2024 Events] OR \$10,000.00 [One 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 CCI3\*S 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.**





## SILVER MEDAL

**\$10,000 [May and November Events] OR \$7,500.00 [One Event]**

**Amenities include Sponsorship of one of the following: CCI 1\*, 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 SPONSOR

**\$12,000.00 [May and November] Or \$7,500 Per 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 [May and November Events] Or \$5,000.00 Per Event**

- All Official sponsors will be included in all VHC Eventing press releases 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 [May and November Events]  
or \$3,000 [One event only] 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 \$5,000.00

- 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 [May and November Events] Or \$2,000 One 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

**\$2,500 [May and November Events] Or \$1,500 One 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).

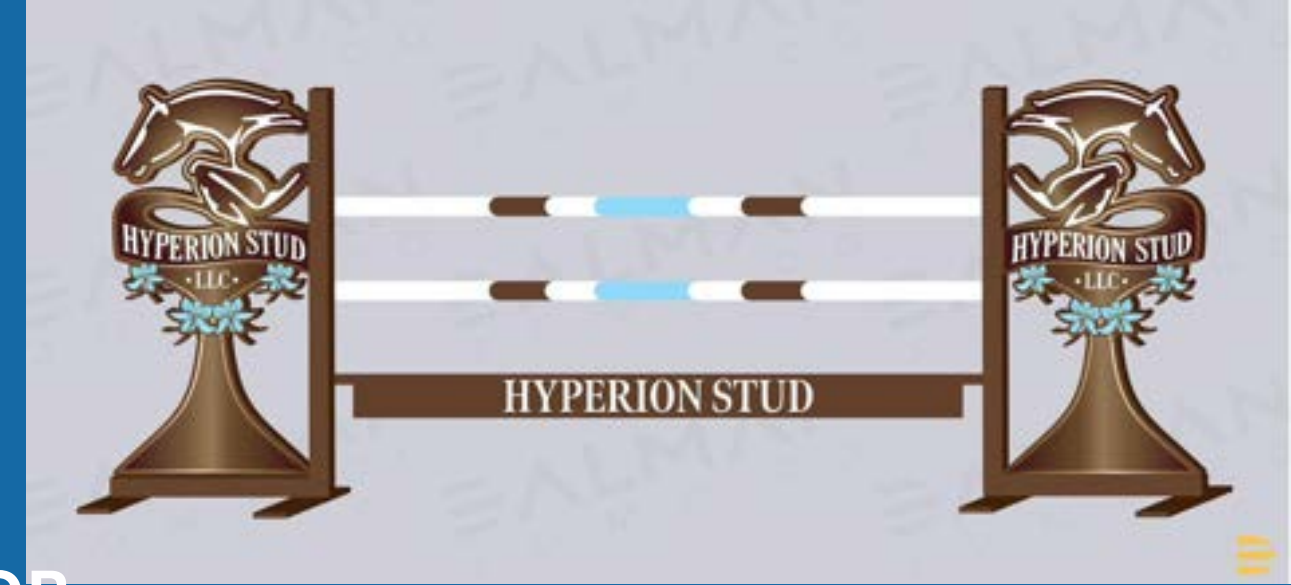




## SHOW JUMPING SPONSOR

\$1,500.00

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



## CROSS COUNTRY SIGNAGE SPONSOR

\$1,000.00/jump

- 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

Priced TBD subject to course builder's estimate.





# HOSPITALITY SPONSOR OPPORTUNITIES

## Customized



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







## Eventing By the Numbers

- Pre-event and event 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 FEI: 90 National: 120

All sponsorship 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](mailto:lengel@horsecenter.org).







**Thank you for your support.**

**VHC Eventing is produced to benefit the Virginia Horse Center Foundation,  
501(c)3 non-profit organization.**

