



*Virginia
Horse Center*
FoundationTM

2026 SPONSORSHIP
OPPORTUNITIES





ABOUT THE VIRGINIA HORSE CENTER FOUNDATION

Situated in the heart of horse country, the Virginia Horse Center Foundation is a 501(c)(3) non-profit organization, which offers partners a year-round presence at our world-class facility, which hosts and produces multi-discipline national, international, and regional equestrian events. Our sponsorship packages are crafted to deliver meaningful value to both our sponsors and our customers.



BY THE NUMBERS...

VHCF

- Email list of over 9,000 & 45% open rate
- 15k Facebook Followers & 3k Instagram Followers
- Average social media reach over 30k per post with more than 5k shares/clicks & engagements per post.
- Over 20 VHC-owned events:
- Over 70 Equestrian Events
- 745 Permanent Stalls
- 400,000 Attendees Annually

EQUESTRIAN INDUSTRY

- Average income of \$215,000*
- Average net worth of \$955,000*
- Average home value is \$600,000*
- Majority own three vehicles or more*
- 86% more likely to buy product from an event sponsor*

*Provided by US Equestrian

PARTNERSHIP OPPORTUNITIES

With a captive audience of over 400,000, the Virginia Horse Center Foundation offers an opportunity for companies to showcase their brand at a premier equestrian destination that offers year-round competition throughout all disciplines of the sport.

Unique Activation Opportunities:

- Arena naming rights
- Custom sponsor jumps
- Feature class sponsorships with the opportunity to present awards
- Unique branding (sponsored back numbers, mounting blocks, ringside treats, etc.)
- Entertainment opportunities such as sponsored rider and trainer receptions
- Plus much more...

Sponsorship Includes:

- Banners at the ring
- Exposure on scoreboards
- Advertisement in the Prize List
- Logo included on the VCHF website & on all e-blasts
- Dedicated e-blast to list of 9,000 opt-in subscribers
- Social media posts
- Product sampling
- Sponsor recognition announcements

