



2010 Sponsorship Kit

Sponsorship Kit Overview

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CONTACT INFORMATION

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About Sonoma Horse Park

- Premier horse show facility in Northern California. Located at Riverside Equestrian Center, Northern California's largest horse boarding facility (the 2nd largest boarding facility on the West Coast)
- Centrally located 35 minutes north of San Francisco, 20 minutes from Marin, 20 minutes from Napa and 45 minutes from the East Bay
- Provides corporate sponsors with an ideal venue to reach a captive audience; the majority of which are company owners and upper-level corporate managers, their spouses and children. These participants possess significant disposable income and travel extensively for business, pleasure and showing horses



U.S. Equine Industry & Show Jumping

U.S. EQUINE INDUSTRY HUGE IMPACT ON GDP

- Total equine industry produces \$112 billion impact on GDP & includes: 7.1 million participants - 6.9 million horses
- Showing segment produces \$35 billion impact on GDP & includes: 3.6 million participants - 2 million horses

THE VALUE OF SHOW JUMPING

- Olympic sport requiring extraordinary athleticism with jumps 4-7 feet high, with equally wide spans; Male and female athletes compete equally
- Average value of horse: \$125,000; range: \$30,000 to over \$2 million
- Average annual cost to maintain and show a horse: \$75,000



Show Attendees are the Ideal Upscale Market

- Well educated, ample disposable income with the time to use it in pursuit of their passions
- Factors such as age and profession, make for a perfect target audience for the upscale market
- USEF research* offers these indicators for the buying power and influence held by horse sport enthusiasts:
 - 85% women; 63% married
 - Majority age 34-54
 - 66% have college degree or better
 - 56% employed full-time; 80% make or directly influence purchasing decisions at work
 - 38% have a net worth over \$500,000; over half have annual income greater than \$100,000
 - 63% have traded stocks, bonds or mutual funds in the last year
 - Market value of the average home is \$594,000; 22% own two or more homes
 - On average, spend 30 nights per year in a hotel and rent a vehicle four times per year
 - Average 3 vehicles; over half purchased a new automobile within last year; 53% own a pick-up truck
 - 94% own a pet besides a horse or pony. Average number of cats is two; average number of dogs is two
 - 97.3% hold more than one credit card account
 - 43% take more than 16 airline trips a year

* Source: USEF



Sonoma Horse Park Event Summary

- Equestrian Challenge (C) - May 19 - 23, 2010
- June Classic (A) - June 16 - 20, 2010
- Equestrian Classic I (AA) - July 27 - August 1, 2010
- Giant Steps Charity Show (C) - August 4 - 8, 2010
- August Classic (A) - August 25 - 29, 2010
- September Classic (A) - September 8 - 12, 2010
- Strides & Tides (A) - September 15 - 19, 2010



Marketing & Sponsorship Amenities

EVENT MARKETING

- Highly effective way for corporate sponsors to integrate their products and services into the lifestyle of an affluent consumer who participates in the sport
- Unique opportunity to deliver Sponsor's message to an upscale audience, as well as entertain special clients during the competitions

SPONSORSHIP AMENITIES

- Official category designation
- Title sponsorship of a competition class
- Display/vendor area
- Product sampling; distribution of promotional literature
- Custom jump; onsite signage
- Ads in official prize list & program; access to Sonoma Horse Park mailing list
- Inclusion of product samples and information in exhibitor goodie bags
- Exhibitor parties where products and services can be introduced
- Public address announcements
- Logo and link on Sonoma Horse Park website
- VIP seating & parking



Sonoma Horse Park Facility Overview

- 40 acres nestled on the banks of the Petaluma River
- 200 permanent stalls; capacity for 1,000 stalls
- 9 horse show rings (5 competition rings, 4 warm-up rings)
- Expansive spectator seating
- Office space, VIP seating, equipment & hay storage
- Ample parking space



Sonoma Horse Park Facility Map

