



# SPONSORSHIP OPPORTUNITIES

*AND AN OVERVIEW OF THE MARKETING WORLD OF SHOW JUMPING*



PROGRESSIVE SHOW JUMPING & HIGHFIELDS EVENT CENTER

AIKEN, SOUTH CAROLINA





## Progressive Show Jumping Show Series *established 1987*



## Highfields Event Center A Premier Equine Facility *established 1998*

*HEC provides sponsors to local, regional, state, national and international exposure to equine enthusiasts.*

- 60 acre venue
- Located less than 1 mile from beautiful downtown Aiken
- 7 competition arenas
- Grass Grand Prix Field
- Covered viewing and gathering areas
- RV Park
- Permanent bathrooms
- 35+ Events Annually



## PROGRESSIVE SHOW JUMPING

Progressive Show Jumping, Inc., family owned and operated, is thankful for the tremendous support of our exhibitors. For the past 30 years, the Southeast hunter/jumper industry has embraced our initiative in continuing the growth cycle of young equestrians. Without grass roots shows, our sport becomes stagnant. Growth is achieved through offering diverse levels of competitions. We believe that young riders as well as those new to the sport are afforded more opportunities to develop and improve through practice. The same principle holds true for young horses and the seasoned rider with a new mount.

Our goal is to produce cost effective horse shows that offer premier horse show course designs and class formats. Through making safety a priority and consistently recognizing accomplishments, we give you and your horse the opportunity to gain the confidence you need to compete successfully.

As the name “*Progressive*” states, we are consistently growing and developing both our competition level of shows as well as the amenities offered at Highfields Event Center. Our years of experience in all facets of the equestrian industry and board seat participation on the United States Hunter Jumper Association (USHJA) has enabled us to produce nationally rated shows in addition to the regional ‘PSJ’ series. We believe our ability to create a diverse portfolio of shows effectively meets the needs of those participating in today’s sporting environment.

The Highfields 60-acre Event Center continues to evolve with seven competition rings that include grass grand prix and derby fields with permanent banks, an announcer’s tower and pavilion, VIP club seating, permanent judges’ stations, permanent barns with raised space for additional portable stabling, ample areas for hand-grazing, turn-out paddocks, 30 & 50 amp RV hookups, a show office and PSJ’s corporate office with permanent bathrooms.

We realize that there are numerous options in the area from which to choose for your horse showing experience, and we appreciate the opportunity to ensure yours is the most enjoyable possible.

### ***Progressive Show Jumping....Making Every Stride Count***





## WELCOME TO THE EXCITING WORLD OF SHOW JUMPING!

### OVERVIEW

Show jumping is the leading equestrian activity in the U.S. Each year, over 600,000 horses compete regularly in recognized and unrecognized competitions across the country. Show Jumping encompasses all the traditional hunter and jumper divisions, from children on ponies to the Olympic Grand Prix. Current trends in the market place indicate that show jumping will increase its dominance in the area of equestrian leisure activities. Higher discretionary income baby boomers and a growing base of senior riders, plus incentive programs within breeds such as the American Quarter Horse Association all serve to boost the ever growing participation in this unique sport. In Europe, show jumping is the second most popular sport - just behind soccer.



### REGIONAL IMPACT OF A PROGRESSIVE SHOW JUMPING HORSE SHOW

One of the more appealing facets of show jumping is its positive economic impact on the surrounding region. The visiting staff, exhibitors and spectators infuse large amounts of cash into an area during their stay.

According to a 2000 survey, exhibitors alone spent \$ 75 per day on meals, \$ 60 per day for lodging, \$ 75 per day for miscellaneous shopping and expense in the host city and \$ 100 per day for horse care (feed, bedding, veterinarian, grooms, etc.). Since each horse averages a three person team, a 400 horse three week series show can bring over four million dollars into the host city, just from exhibitors.

### REGIONAL IMPACT OF EXHIBITORS ONLY

Meals at \$ 75 per day	\$ 1,350,000
<i>75 x 3 people x 400 horses x 15 days</i>	
Lodging at \$ 60 per day	\$ 1,080,000
<i>60 x 3 people x 400 horses x 15 days</i>	
Misc. shopping and expense in host city at \$75 per day	\$ 1,350,000
<i>75 x 3 people x 400 horses x 15 days</i>	
Horse care at \$100 per day	\$ 600,000
<i>100 x 400 horses x 15 days</i>	
<b>Total</b>	<b>\$ 4,380,000</b>





## ONE OF SIX OLYMPIC EQUESTRIAN EVENTS



Show jumping is one of only six equestrian events included in the Olympic Games: dressage, three-day eventing, combined driving, vaulting and endurance riding make up the remainder. Of the six, show jumping is the event best suited for spectator viewing and for television. It is also the most exciting for spectators. Since the 1960's American riders have ranked at the top of world show jumping. They have brought home the individual gold and silver medals and team gold in Los Angeles and the silver in Seoul.



## WHO IS THE AUDIENCE?

The equestrian audience is a rider, owner, trainer, groom or spectator. Our governing body, USA Equestrian, has profiled the 70,000 members and onsite audiences. The average age is 39 years. Estimated expenditures by USA Equestrian members each year: \$2 Billion.



Other factors include:

- 40% report an individual income in excess of \$150,000.
- 80% have a minimum four-year college degree.
- The average home value is \$412,000.
- 81% own their home outright.
- 15% own a second home.
- 43% travel on airlines more than 16 times per year.
- 78% are members of a frequent flyer program.
- 97% hold one or more credit cards.
- 85% are women.
- 55% of the automobiles owned were purchased last year.
- The average equestrian participates in 14 events per year.
- The average equestrian has 5 horses.

## APPEALING DEMOGRAPHICS

The demographics of show jumping are upscale and can mean marketing opportunities for the company through exposure to a large audience with high discretionary income. For example: The typical horse show exhibitor is a highly educated business executive, with an individual income over \$150,000. They travel on airlines more than 16 times a year, own 2.3 automobiles and spend an average of \$20,000 plus per year on the sport.

## EQUESTRIANS CONSTITUTE AN IDEAL MARKET FOR HIGH QUALITY PRODUCTS & SERVICES

- Majority are between 34-54 years of age
- 66% have a college degree or better
- 38% have a net worth of more than \$500,000
- Nearly half have an annual income of more than \$100,000
- 40% live on a farm, 66% of those are 10 acres or more
- On average, they own three vehicles
- 94% own a pet besides a horse
- Most have been active in the equestrian sport for over 20 years
- On average, they own two or more houses, with a quarter owning five or more
- The market value of the average home is \$594,000
- Because of their education, income and experience they have great buying power





## ANNUAL HIGHFIELDS SPONSORSHIPS • INCLUDES ALL SHOWS AT HIGHFIELDS

### BLUE RIBBON ANNUAL SPONSOR ~ \$7,500

- Corporate jump with logo AND vendor space at all shows \*
- Samples provided in exhibitor packages (*sponsor provides samples*)
- Press release announcing sponsorship in newsletter and on FB page
- Link in monthly newsletter
- Public address announcements (*sponsor provides*)
- Banner display on site (*sponsor provides banners*)
- Web banner on web site with logo and link (*sponsor provides*)



### RED RIBBON ANNUAL SPONSOR ~ \$5,000

- Corporate jump with logo or vendor space at all shows \*
- Samples provided in exhibitor packages (*sponsor provides samples*)
- Press release announcing sponsorship in newsletter and on FB page
- Link in monthly newsletter
- Banner display on site (*sponsor provides banners*)
- Web banner on web site with logo and link (*sponsor provides*)

### YELLOW RIBBON ANNUAL SPONSOR ~ \$2,500

- Samples provided in exhibitor packages (*sponsor provides samples*)
- Press release announcing sponsorship in newsletter and on FB page
- Link in monthly newsletter
- Banner display on site (*sponsor provides banners*)
- Web banner on web site with logo and link (*sponsor provides*)



\* Sponsor may provide jump or we can build for an additional fee



## ANNUAL HIGHFIELDS SPONSORSHIPS • INCLUDES ALL SHOWS AT HIGHFIELDS

### SHOW TITLE SPONSOR ~ \$25,000

- Corporate name included as show series sponsor:  
i.e. "The "Dietrich Insurance" Horse Show"
- Corporate jump with logo\*
- VIP Table Seating
- Press release announcing title sponsorship in newsletter and on FB page
- Vendor booth
- Samples provided in exhibitor packages
- Logo added to all ribbons
- Inclusion in awards presentation
- Banner display on site (*sponsor provides*)
- Link in monthly newsletter
- Web banner on web site with logo and link (*sponsor provides*)
- Full four color page ad on back cover or inside cover of program



### PRESENTING SPONSOR ~ \$15,000

- Corporate name included as show series sponsor:  
Aiken Challenge Series • Presented by: Oak Manor Saddlery
- Corporate jump with logo\*
- VIP Table Seating
- Press release announcing title sponsorship in newsletter and on FB page
- Vendor booth
- Samples provided in exhibitor packages
- Logo added to all ribbons
- Inclusion in awards presentation
- Banner display on site (*sponsor provides*)
- Link in monthly newsletter
- Web banner on web site with logo and link (*sponsor provides*)
- Full four color page ad on back cover or inside cover of program

\* Sponsor may provide jump or we can build for an additional fee



## ANNUAL HIGHFIELDS SPONSORSHIPS • INCLUDES ALL SHOWS AT HIGHFIELDS



### BRONZE SPONSOR ~ \$1,000

- Corporate name included in class title
- Corporate jump with logo\*
- Press release announcing title sponsorship in newsletter and on FB page
- Inclusion in awards presentation
- Banner display on site (*sponsor provides*)
- Web banner on web site with logo and link (*sponsor provides*)



### EXHIBITOR RECEPTION SPONSOR

- Wine & Cheese, BBQ, Low Country Broil and more! *Market Rate*
- Sponsor Level depending on reception cost



### HOST HOTEL ~ \$500

- Top listing on official lodging page in show program
- Full page ad in show program
- Press release announcing host in newsletter and on FB page
- Link in monthly newsletter
- Discounted rate for show staff (*mutually agreed upon rate*)
- Banner display on site (*sponsor provides banners*)
- Web banner on web site with logo and link (*sponsor provides*)



\* Sponsor may provide jump or we can build for an additional fee



## **Sponsor Partner Agreement**

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Name of Sponsor

Phone Number

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Mailing Address

---

E-Mail Address

Website

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Sponsor Signature

Date

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Sponsor Type

Division Name

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Sponsor Coordinator Name

---

Sponsor Coordinator Signature

Date

***This agreement considered firm and binding when signed by both parties.***