



## Region 5 Arabian and Half Arabian Championship Horse Show July 6 – 10, 2021 Sponsorship Opportunities

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**On behalf of the Region 5 Arabian Horse Association (Region 5), we are inviting you and/or your company to partner with the annual Region 5 Arabian and Half Arabian Championship Horse Show. Our show is a five-day equestrian competition from July 6 - 10 at the Evergreen Equestrian Park in Monroe, Washington. Classes begin every day at approximately 8 AM, 1 PM and 7 PM.**

We offer our exhibitors and spectators a top-notch event with out-standing prizes and fun events.

As the Region 5 Championship show; we have garnered loyalty from our exhibitors, vendors, and show partners and affiliates throughout the years. We continually strive to create a top notch Arabian horse event in the Pacific Northwest. Also, being part of our local community is important to our members. Our show supports local hotels, restaurants, shops and vendors.

As a partner you will be associated with a wholesome and exciting family friendly activity. You will have on-site brand awareness opportunities, promotional product display, and distribution. You may also upgrade your sponsorship for private parties/tours, special events, awards, etc. This is a great opportunity to bring your valued clients, employees, and friends to the event for some world class entertainment.

*\*\*In-kind donations are gladly accepted with appropriate recognition provided.*

Please visit the show web site at [www.regionv.com](http://www.regionv.com). If you have any questions regarding marketing opportunities, please contact our show manager, Joan Palelek – [region5horseshow@gmail.com](mailto:region5horseshow@gmail.com) or 206-972-2163.

We are very excited about our show and hope to make it an even bigger success!

Thank you,  
Region 5 Arabian Horse Association

# **WHAT'S IN IT FOR ME?**

## ***Sponsorship Demographics***

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Arabian horse show competitors are the perfect target audience for businesses to showcase their high quality products and services. Our exhibitors and spectators are very active and highly influential individuals with significant purchasing power.

Typically, they have multiple family members who also participate, and these families fall in the higher demographics. Being a well-educated group of professionals it puts our equestrians in bracket with ample discretionary income. The Region 5 Championship show provides your business a perfect opportunity to advertise to this market.

Research from the United States Equestrian Federation has summarized the power and influence of equestrian enthusiasts as follows:

- 27,000,000 people (over age 12) ride a horse at least once a year.
- 14,580,000 people (over age 12) ride a horse on a regular basis.
- 6,900,000 horses are owned by 2,200,000 people in the US.
- 88,000,000 attend sanctioned horse-related events during the year.
- 92% are female, 84% home owners, 78% are horse owners, owning an average of 4 horses.
- The average age is 39 with the majority in the 34-54 range.
- 74% have a college degree or better and 56% are employed full-time.
- **80% have a net worth over \$500,000 and 60% of have an annual income greater than \$100,000.**
- Many plan to purchase a saddle, car and new home/car insurance policy in the next 2 years.
- 86% are more likely to buy products/services from companies who sponsor equestrian events and or provide discounts.
- 48% spend more than \$1,000 per month on credit cards in a typical month.
- **24% own two or more homes with an average market value of over \$500,000.**
- 57% travel on airplanes several times a year.
- 72% have spent 5 or more nights in a hotel this last year and 63% have rented a vehicle in the last year.
- They average 4 vehicles and 60% pull their own trailers.
- 94% own pets in addition to a horse or pony.



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Capture this opportunity to shine in front of a crowd of 350 locally-based event participants! The focus will be on you, as you have the chance to engage with the audience to share key statements that will help them remember your business. Join event guests from your community with your products and services. Benefit from the large network and longstanding presence of the Region 5 Arabian Horse Association with your organization. Your company logo will be highly visible across multiple mediums in our event promotion and event-day recognition.

- **Diamond Sponsorship** **\$2,500**
  - 2 Full page color advertisement in the Official Horse Show Program **(350 audience)**
  - Main indoor arena named after corporate sponsor
  - 4 session sponsorships
  - Logo display on electronic material
  - Multiple advertising banners
  - Facebook & Website links to your business, reserved seating and parking
  
- **Main Course Dinner Sponsorship** **\$1,500**
  - A full page color advertisement in the Official Horse Show Program **(350 audience)**
  - 3 sessions sponsorships
  - Logo display on electronic material
  - Multiple advertising banners
  - Facebook & Website links to your business, reserved seating and parking
  
- **Platinum Sponsorship** **\$1,000**
  - A full page color advertisement in the Official Horse Show Program **(350 audience)**
  - 1 session sponsorships
  - Multiple advertising banners
  - Awards presentations
  - Facebook & Website links to your business, reserved seating and parking
  
- **Emerald Sponsorship** **\$ 600**
  - Full page B&W advertisement in the Official Horse Show Program **(350 audience)**
  - 10 Class sponsorships, with your business announced during Class award presentations
  - Prominently displayed banner of your business
  - Facebook & Website links to your business, reserved seating and parking
  
- **Ruby Sponsorship** **\$ 400**
  - Full page B&W advertisement in our Official Horse Show Program **(350 audience)**
  - 5 Class sponsorship with your business announced during Class award presentations
  - Prominently displayed banner of your business
  - Facebook & Website links to your business, reserved seating and parking

### Logo and Artwork:

Jennifer Rader

[jennifer@jenniferrader.com](mailto:jennifer@jenniferrader.com)

### Mail form and payment to:

Gail Leavitt, Show Treasurer

12410 NE 39<sup>th</sup> St.

Bellevue, WA 98005

gmleavitt@msn.com

206-484-2800



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Championship Horse Show**  
July 6 – 10, 2021  
**Sponsorship Opportunities**

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**Please provide:**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website to link to \_\_\_\_\_

Information/Logo/Text to appear on banner \_\_\_\_\_

Logo to display on electronic material \_\_\_\_\_

Ad to appear in Show Program \_\_\_\_\_

Ad to appear in Online prize list by January 15, 2021 \_\_\_\_\_

**Level of Sponsorship:**

Diamond (Show Program, Arena, 4 Sessions, Banners, Facebook/Website Link) \_\_\_\_\_

Main Course Dinner (Show Program, 3 Sessions, Banners, Facebook/Website Link) \_\_\_\_\_

Platinum (Show Program, 1 Session, Banners Facebook/Website Link) \_\_\_\_\_

Emerald (B&W Show Program, 10 Classes, Banner, Facebook/Website Link) \_\_\_\_\_

Ruby (B&W Show Program, 5 Classes, Banner, Facebook/Website Link) \_\_\_\_\_

*All levels include reserved seating and parking with Corporate Name and Logo*

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