

# DRESSAGE AT BRUCE'S FIELD

January 26 & 27, 2019

## SPONSORSHIP OPPORTUNITIES



*USEF/USDF Level 2*

*SCDCTA & NCDCTA*

*Great American/USDF Qualifying Competitions*

*Official Region 3 Qualifying Competition for the 2019 USDF  
Regional Championships*

The equestrian industry has played a critical role in the growth and development of the Aiken County economy. Besides the local economy, the equestrian migration from the North effected Aiken's culture and businesses. The equestrian industry provides many economic and cultural benefits to the people who live here. Aiken's equine industry presents itself in many different ways starting from local business development to veterinarians, farriers, dentists, boarders, and other businesses closely related to horses. The current study estimates substantial benefits to the Aiken County economy through the creation of jobs, labor income, and output. Besides the economic benefits and contributions, the equine industry is very influential as it effects Aiken's social, cultural, and financial environments (Courtesy: An Economic Profile of Aiken County and the Economic Impact of the Equine Industry 2008).

We are excited to be now hosting Dressage shows at Bruce's Field and look forward to partnering with you and your business. Dressage is the fastest growing equestrian discipline in Aiken; our goal is to become an important resource to this community.

The use of equestrian sporting events as a means of networking and displaying advertisements is a smart investment. Dressage exhibitors and spectators entertain, travel, and own multiple homes. Because of their education, income, professions and age, they represent the perfect demographic targeted by businesses wishing to reach individuals who make buying and investing decisions.



### SIGNIFICANT DEMOGRAPHICS:

Attendees	97%
Average household net worth	\$1.0 million
Average income	\$150,000/year
Average market value of primary residence	\$500,000
Utilize the Internet	99%
Have a BA, MA, PHD, or a professional degree	84%
Own at least one horse	97%

(These figures present extraordinary marketing opportunities for savvy companies looking for inexpensive but strategic methods to reach target audiences.)

## SPONSORSHIP LEVELS

### Arena Sponsor \$1,000.00

- Primary Arena Naming Opportunity
- High Visibility Signage
- Public Service Announcements throughout the competition
- Photo Opportunities
- Logo on Website with Linking Capabilities
- Invitation to Exhibitor Welcome Party
- Distribution of Promotional Materials

### Gold Level Sponsor \$500.00

- Multiple Class Sponsor (5 class bundle)
- Prominent Signage
- Public Service Announcements throughout the competition
- Photo Opportunities
- Logo on Website with Linking Capabilities
- Invitation to Exhibitor Welcome Party
- Distribution of Promotional Materials

### Class Sponsor \$100.00

- Ribbon Presentation with photos
- Public Service Announcements
- Recognition on Website

### Hospitality Sponsor (price levels vary)

Snacks, Officials' Lunches, or Welcome Cocktail Party

We are happy to customize your experience by tailoring a sponsorship package to fit the needs of your unique brand. Please ask us how we can showcase your corporate image at the 2019 Dressage In The Park.