



2024 Sponsorship Deliverables

\$10,000 Park Partner

Bruce's Field would not be flourishing today without the continued support from companies and individuals through in-kind and financial sponsorship. In recognition and gratitude for annual ongoing support in the amount of \$10,000 or greater throughout a calendar year, the board has made multiple opportunities for exposure available to those companies.

In consideration for your gift of \$10,000, the following sponsorship amenities will be available:

Your Sponsorship Amenities include:

- Show Jump/Chalet at the 2024 Grand Prix Eventing at Bruce's Field (\$6,000 value)
- Show Jump at the 2024 Aiken Charity Horse Shows (\$3,000 value)
- Show Jump at the 2024 October at Bruce's Field (discounted to \$2,000)
- Signage at all AHPF events held at Bruce's Field
- Promotional/Marketing Material Distribution during AHPF events
- PSAs at all AHPF events
- Logo and linking capabilities on the AHPF website
- Logo and linking capability on AHPF event email distributions
- Vendor space at AHPF events

The designated AHPF events are:

- Tuesdays in the Park
- Dressage in the Park
- Dressage at Bruce's Field
- Grand Prix Eventing at Bruce's Field
- Aiken Charity Horse Shows
- Dressage in the Spring
- October at Bruce's Field

The 2024 calendar year hosts 29 weeks of shows at Bruce's Field.

A suggested breakdown of your sponsorship dollars:

Tuesdays in the Park - Every Tuesday, Jan 9 - Mar 12 (excluding Feb 27)

~~\$3,000 Tuesday Schooling Series Sponsor~~ included

- 3'7" ring side banner (provided by AHPF)
- Show Jump used in during every Tuesday Schooling
- Logo & link on Tuesday page of website
- Logo & link on weekly Tuesday Schooling email blasts

AHPF Dressage Series - Jan 27 & 28, Feb 17 & 18, and July 6 & 7

~~\$3,000 Dressage Series Sponsor~~ included

- 3'7" ring side banner (provided by AHPF)
- Logo & link on Dressage page of website
- Logo & link on Dressage email blasts
- PSAs during Dressage shows (verbiage provided by sponsor)
- Distribution of marketing materials in show office (materials provided by sponsor)
- Vendor Space Included

Grand-Prix Eventing at Bruce's Field - Mar 1 & 2

~~\$3,000 Show Jump Sponsor + \$3,000 for Chalet (\$6,000 total)~~

- 3'7" ring side banner (provided by AHPF)
- Logo & link on Eventing email blasts
- Logo & link on Eventing page of website
- PSAs throughout the event (verbiage provided by sponsor)
- Show Jump included in Show Jumping Phase of Competition
- Logo included in sponsor logo reel on livestream (Horse & Country TV)
- One (1) private chalet and six (6) sponsor passes per day (Friday & Saturday)
- Distribution of marketing materials in show office (materials provided by sponsor)
- Vendor Space Included

Aiken Charity Horse Show - May 1 - 5 & 8 - 12

~~\$2,000 Show Jump Sponsor (discounted from \$3,000)~~

- 3'7" ring side banner (provided by AHPF)
- Logo & link on ACHS email blasts
- Logo & link on ACHS page of website
- PSAs throughout the event (verbiage provided by sponsor)
- Show Jump included in Show Jumping Arena for the duration of the show
- Logo included in sponsor logo reel on livestream (Clip My Horse TV)
- Distribution of marketing materials in show office (materials provided by sponsor)
- Vendor Space Included

October at Bruce's Field - Oct 17 - 20 & 23 - 27

\$2,000 Show Jump Sponsor (discounted from \$2,500)

- 3'7" ring side banner (provided by AHPF)
- Logo & link on October email blasts
- Logo & link on October page of website
- PSAs throughout the event (verbiage provided by sponsor)
- Show Jump included in Show Jumping Arena for the duration of the show
- Distribution of marketing materials in show office (materials provided by sponsor)
- Vendor Space included

This \$10,000 value may be paid quarterly with the first payment of \$2,500 due upon receipt. The 3 following payments of \$2,500 each will be due on the following dates:

- April 1st, 2024
- July 1st, 2024
- October 1st, 2024

Checks may be made payable to the AHPF and mailed:

Aiken Horse Park Foundation
PO Box 1951
Aiken, SC 29802
Attn: Kate Boggan