



2024 Sponsorship Deliverables

PARK SPONSORSHIP

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 \$20,000 or greater throughout a calendar year, the board has made multiple opportunities for exposure available to those companies.

In consideration for your gift of \$20,000 the following sponsorship amenities will be available:

Your Sponsorship Amenities include:

- Product display and distribution of promotional materials
- Official _____ to the Aiken Horse Park Foundation
- Signage at all events held at Bruce's Field
- Promotional/Marketing Material Distribution throughout the year
- PSAs at all AHPF events
- Logo and linking capabilities on the AHPF website
- Logo and linking capability on all email distributions
- Quarterly social media and Email blasts featuring each Sponsor

The \$20,000 value can be distributed for various sponsorship levels at the following events:

- 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

- 3'7" ring side banner (provided by AHPF)
- 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

- 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)

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

\$6,000 Intermediate Sponsor

- 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)
- Designated cross-country fence marked with signage
- Logo embedded on designated XC jump on virtual course walk
- Logo included in sponsor logo reel on livestream (Horse & Country TV)
- Promotional material in sponsor tents (provided by sponsor)
- One (1) private chalet and six (6) sponsor passes per day (Friday & Saturday)
- Six (6) VIP passes for main VIP tent (Friday & Saturday)
- Six (6) Tickets to Thursday night Rider Welcome Party
- Six (6) Tickets to Friday night Event Horse Sale

Aiken Charity Horse Show - May 1 - 12

\$5,000 Rated Division Sponsor

- Title sponsor for any of the following divisions: Green Conformation, Green Hunter, High-Performance Confirmation, or High-Performance Hunter
- 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)
- Logo included in sponsor logo reel on livestream (Clip My Horse TV)
- Promotional material in sponsor tents (provided by Sponsor)
- Half page ad space in Prize List
- VIP passes and hospitality during both weeks of horse shows

October at Bruce's Field - Oct 17 - 27

\$3,000 Special Class Title Sponsor (discounted from \$5,000)

- Title sponsor for any of the following special classes: Welcome Stakes (Week I & Week II), Jumper & Hunter Classics
- Title sponsor rights in all press releases and advertisements of designated classes
- Award presentation opportunities for designated Special Class
- 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)
- Promotional material in hospitality tent (provided by sponsor)
- Full page ad space in Prize List

***** For an additional \$10,000, the AHPF will have a **customized sponsor****

Show Jump built. The customized show jump will include:

- 4 Custom Standards - custom designed, sponsor jump wings
- 8 Jump Poles - wooden jump poles, German Euro Rail
- 3 Jump Fillers - CNC milled, marine grade jump filler, hand painted

In addition to these events, ring side banners will be present at every event held at Bruce's Field, along with the above-mentioned deliverables for Park Sponsors.