

**OTTB**



**EVENTS**

Sponsorship Opportunities  
2018

# Why support OTTB Events?

- Our team's extensive background working with Thoroughbreds from the breeding shed, to the racetrack, through their competitive careers and into retirement provide a unique perspective.
- Our Schooling Shows provide a fun, but quiet environment to introduce green horses and/or riders to the show experience.
- The Regional Showcases are providing a destination event for owners and trainers of registered Thoroughbreds, regardless of racing history, to come together and celebrate their training achievements, discuss and learn about veterinary and training challenges from experts in their field and bond with fellow Thoroughbred enthusiasts.
- The Seminars and Clinics are an avenue to get more owners and trainers the information they need on the latest ideas, techniques and products to help Thoroughbreds excel after leaving the track. The more we can support those who care for and train these athletes, the more Thoroughbreds will be transitioned off the track successfully.
- We are actively building a network through the following channels:



Webpage  
Views



Email List



Twitter



Facebook



YouTube



Instagram



# OTTB Events Programs

## OTTB Events

### Schooling Shows

All Breed Shows offering classes in Dressage, Show Hunters, Show Jumping, and Eventing.

### Regional Showcases

April 6-8, 2018  
Southeastern TB Showcase  
at the GA International  
Horse Park in Conyers, GA

### Seminars & Clinics

In Development for 2018



# Southeastern Thoroughbred Showcase

**What** A destination event for Thoroughbred owners and trainers to showcase the trainability and versatility of their Thoroughbred. While experts in their field provide information and training on products, treatments, and training methods through seminars and demonstrations.

**When** April 6-8, 2018

**Where** Georgia International Horse Park, Conyers, GA

## The event will include:

- Classes in 7 disciplines with Prize Money
- Seminars by experts in their field on key areas of interest
- Demonstrations
- Vendor Fair
- Sponsor and Competitor Parties

Disciplines at the Showcase include:

Dressage  
Eventing  
Show Hunter  
Equitation  
Show Jumping  
Freestyle  
Therapy Horse



# Sponsorship Opportunities

*Custom sponsorship packages available*

<b>Benefits &amp; Levels</b>	<b>Classic</b>	<b>Party Title</b>	<b>Stakes</b>	<b>Allowance</b>	<b>VIP Lounge</b>	<b>Wine/Cheese Reception</b>	<b>Seminar</b>
	\$25,000	\$20,000	\$10,000	\$5,000	\$5,000	\$3,000	\$3,000
<b>Hospitality</b>							
Tickets to Sponsor Party	10	10	8	6	10	5	5
Tickets to Wine & Cheese Reception and Competitor Party	10	10	8	6	10	5	5
Premier Badges to VIP Lounge each day	10	10	8	6	10	5	5
Premier Parking Passes	5	5	4	3	5	2	2
Copies of Official Program and Competition Schedule	10	10	8	6	10	5	5
<b>Promotional</b>							
Title Sponsorship	Discipline or Seminar	Party	Discipline or Seminar	Discipline or Seminar	VIP Lounge	Reception	Seminar
Advertisement in Official Program	Full Page	Full Page	Full Page	Half Page	Half Page		
Advertisement in Sale Horse Catalog	Full Page	Full Page	Full Page	Half Page	Half Page		
Recognition in Showcase Videos	Commercial	Commercial	Logo	Logo	Logo	Logo	Logo
Logo on Showcase T-shirt	Large Logo	Large Logo	Large Logo	Medium Logo	Medium Logo	Medium Logo	Medium Logo
Signage at Showcase	Customize Locations	Party + Arena	Yes	Yes	VIP Lounge	Reception	Seminar
Announcements at Showcase	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10x10 Booth at Showcase Fair	2	2	1	1	1	1	
Logo on Website and eNewsletters	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Literature in Attendee and Competitor Gift Bags	Yes	Yes	Yes	Yes	Yes	Yes	Literature in Seminar Room
Website Advertising	Top Banner Ad	Banner Ad	Banner Ad	Banner Ad	Banner Ad		
Banner Ad in eNewsletter	5	3	1				
Social Media Recognition	5 days pinned post	3 days pinned post	2 days pinned post	Announced	Announced	Announced	Announced

# Additional Sponsorship Opportunities

- \$100 Class Sponsor
  - Recognized during the placing of each class and are listed in the event program, logo on website.
- \$300 Division Sponsor
  - Recognized during the placing of each division, listed in the event program, 1 banner displayed in ring, logo on website.
- \$400 Leadline Class Sponsor
  - Recognized during the placings, listed in the event program, 1 banner displayed in ring, product in gift bag to winner, logo on website.
- \$500 Specialty Awards (Oldest, Youngest, # of Starts, Earnings, Specific Rescue Org, etc.)
  - Recognized during a special ceremony, listed in the event program, 1 banner displayed in the Gran Prix ring, product in gift bag to winners, logo on website.
- \$1,000 High Point Hunter Sponsor *or* High Point Jumper Sponsor *or* High Point Equitation Sponsor
  - Recognized during a special ceremony, listed in the event program, 1 banner displayed in a ring, product in gift bag to winners, logo on website, 10x10 vendor booth.
- \$1,500 Riding Therapy Class Sponsor
  - Recognized during a special ceremony, listed in the event program, 1 banner displayed in the Gran Prix ring, product in gift bag to winners, logo on website, 10x10 vendor booth.



# Additional Sponsorship Opportunities

- **\$300 Hospitality Hotrod Sponsor**
  - Sponsor name/logo on golf cart providing water, carrots and snacks
- **\$500 Jump Sponsor**
  - Sponsor name/logo on custom jump to be showcased in the ring (deadline March 1) for one (1) year
- **\$500 Stall Sponsor**
  - Sponsor to have logo on all stall cards housing horse show competitors
- **\$1,000 Back Number Sponsor**
  - Sponsor name/logo on back numbers (deadline March 1)
  - May include materials in competitor welcome bag
- **\$1,500 2-year Jump Sponsor**
  - Sponsor name/logo on custom jump to be used for two (2) years
  - May include materials in competitor welcome bag
  - Half-page in show program
  - Announcement of sponsor throughout competition



# Sponsor Benefits - Hospitality

- **Tickets to Sponsor Party**
  - Party for Sponsors with food, cash bar and entertainment.
- **Tickets to Competitor Party**
  - Party with competitors, sponsors and those purchasing tickets to celebrate the event. Food, cash bar and entertainment.
- **Premier Badges (includes admission to VIP Lounge each day)**
  - Provides access to the VIP Lounge where guests can relax and enjoy the event with premier seating and food.
- **Premier Parking Passes**
  - Provides individuals with designated parking convenient to venue.
- **Copies of Official Program and Competition Schedule**





# \$25,000 Classic Sponsor

- 10 Tickets to Sponsor Party
- 10 Tickets to Wine & Cheese Reception and Competitor Party
- 10 Premier Badges to VIP Lounge
- 5 Premier Parking Passes
- 10 Copies of Official Program and Competition Schedule
- Title sponsorship of a Discipline or Seminar
- Full page advertisement in Official Program
- Full page BW advertisement in Sale Horse Catalog
- Commercial in Showcase videos
- Large logo on Showcase T-shirt
- Multiple signs at Showcase in strategic locations
- Announcements at Showcase
- 20' x 10' booth at Showcase Vendor Fair
- Logo on website and e-newsletters
- Literature in Competitor and Volunteer Gift Bags
- Top position banner ad on website
- 5 e-newsletter banner ads
- 5 days pinned post on social media



# \$20,000 Party Title Sponsor

*Custom sponsorship packages available*

- 10 Tickets to Sponsor Party
- 10 Tickets to Wine & Cheese Reception and Competitor Party
- 10 Premier Badges to VIP Lounge
- 5 Premier Parking Passes
- 10 Copies of Official Program and Competition Schedule
- Title sponsorship of Competitor Party
- Name recognition wherever Party is promoted (i.e. website, schedule, emails, program, announcements, press releases, etc.)
- Full page advertisement in Official Program
- Full page BW advertisement in Sale Horse Catalog
- Commercial in Showcase videos
- Large logo on Showcase T-shirt
- Multiple signs at Showcase in strategic locations
- Announcements at Showcase
- 20' x 10' booth at Showcase Vendor Fair
- Logo on website and e-newsletters
- Literature in Competitor and Volunteer Gift Bags
- Banner ad on website
- 3 e-newsletter banner ads
- 3 days pinned post on social media



# \$10,000 Stakes Sponsor

*Custom sponsorship packages available*

- 8 Tickets to Sponsor Party
- 8 Tickets to Wine & Cheese Reception and Competitor Party
- 8 Premier Badges to VIP Lounge
- 4 Premier Parking Passes
- 8 Copies of Official Program and Competition Schedule
- Discipline or Seminar Title sponsorship
- Full page advertisement in Official Program
- Full page BW advertisement in Sale Horse Catalog
- Commercial in Showcase videos
- Large logo on Showcase T-shirt
- Multiple signs at Showcase in strategic locations
- Announcements at Showcase
- 10' x 10' booth at Showcase Vendor Fair
- Logo on website and e-newsletters
- Literature in Competitor and Volunteer Gift Bags
- Banner ad on website
- 1 e-newsletter banner ads
- 2 days pinned post on social media



# \$5,000 Allowance Sponsor

*Custom sponsorship packages available*

- 6 Tickets to Sponsor Party
- 6 Tickets to Wine & Cheese Reception and Competitor Party
- 6 Premier Badges to VIP Lounge
- 3 Premier Parking Passes
- 6 Copies of Official Program and Competition Schedule
- Discipline or Seminar Title sponsorship
- Half page advertisement in Official Program
- Half page BW advertisement in Sale Horse Catalog
- Logo in Showcase videos
- Medium logo on Showcase T-shirt
- Signs at Showcase in strategic locations
- Announcements at Showcase
- 10' x 10' booth at Showcase Vendor Fair
- Logo on website and e-newsletters
- Literature in Competitor and Volunteer Gift Bags
- Banner ad on website
- Announced on social media



# \$5,000 VIP Lounge Sponsor

*Custom sponsorship packages available*

- 10 Tickets to Sponsor Party
- 10 Tickets to Wine & Cheese Reception and Competitor Party
- 10 Premier Badges to VIP Lounge
- 5 Premier Parking Passes
- 10 Copies of Official Program and Competition Schedule
- VIP Lounge Title sponsorship
- Name recognition everywhere VIP Lounge is promoted (i.e. website, schedule, emails, program, announcements, signs, etc.)
- Literature/Product table in VIP Lounge
- Half page advertisement in Official Program
- Half page BW advertisement in Sale Horse Catalog
- Logo in Showcase videos
- Medium logo on Showcase T-shirt
- Signs at Showcase in VIP Lounge
- Announcements at Showcase
- 10' x 10' booth at Showcase Vendor Fair
- Logo on website and e-newsletters
- Literature in Competitor and Volunteer Gift Bags
- Banner ad on website
- Announced on social media



# \$3,000 Wine & Cheese Reception Sponsor

*Custom sponsorship packages available*

- 5 Tickets to Sponsor Party
- 5 Tickets to Wine & Cheese Reception and Competitor Party
- 5 Premier Badges to VIP Lounge
- 2 Premier Parking Passes
- 5 Copies of Official Program and Competition Schedule
- Wine & Cheese Title sponsorship
- Name recognition everywhere Wine & Cheese Reception is promoted (i.e. website, schedule, emails, program, announcements, signs, etc.)
- Literature table at Wine & Cheese Reception
- Logo in Showcase videos
- Medium logo on Showcase T-shirt
- Signs at Showcase in arena
- Announcements at Showcase
- 10' x 10' booth at Showcase Vendor Fair
- Logo on website and e-newsletters
- Literature in Competitor and Volunteer Gift Bags
- Announced on social media



# \$2,000 Seminar Title Sponsor

*Custom sponsorship packages available*

- 5 Tickets to Sponsor Party
- 5 Tickets to Wine & Cheese Reception and Competitor Party
- 5 Premier Badges to VIP Lounge
- 2 Premier Parking Passes
- 5 Copies of Official Program and Competition Schedule
- Seminar Title sponsorship
- Name recognition everywhere seminar is promoted (i.e. website, schedule, emails, program, announcements, signs, etc.)
- Literature table at seminar
- Preference for seminar speaker selection
- Logo in Showcase videos
- Medium logo on Showcase T-shirt
- Signs in seminar room
- Announcements at Showcase
- Logo on website and e-newsletters
- Announced on social media



# Itemized Sponsorship Options

*Custom sponsorship packages available*

- **General**

- Linked Logo on OTTB Events website: \$250/year
- Linked Logo on e-newsletters: \$250/year
- Banner ad (not top position, one website section): \$500/year
- Banner ad (top position, one website section): \$1,000/year
- Facebook post on OTTB Events page: \$50/month
- Instagram post on OTTB Events page: \$50/month
- Banner ad on e-newsletter: \$100/month

- **Showcase**

- Sign in Gran Prix Arena: \$300
- Sign in other rings: \$200
- PA Announcements during event: \$200
- Booth in Vendor Fair (10' x 10'): \$500

- Logo on event t-shirt: \$500
- Literature in volunteer/competitor gift bags: \$750
- Product Showcase including image, 150 word description, and linked logo on sponsor fair web page, dedicated email blast, and Program: \$1,000
- Showcase Sale Horse Catalog Advertising
  - ¼ page BW: \$100
  - ½ page BW: \$200
  - Full Page BW: \$400
  - Inside Cover Color: \$600
  - Back Cover Color: \$800
- Showcase Official Program Advertising
  - ¼ page BW: \$200
  - ½ page BW: \$400
  - Full Page BW: \$800
  - Inside Cover Color: \$1200
  - Back Cover Color: \$1500





# Where are we going?

- Continue to grow the event as an annual destination for Thoroughbred enthusiasts to showcase their Thoroughbreds at all levels of training.
- Given the Thoroughbred is highly sought after for 3-day Eventing we are collaborating with a team to reestablish the cross country course over the same area the 1996 Olympic 3-day event course ran.
- Establish a Fall Series in the Southeast
- Expand the classes offered to encompass more areas where Thoroughbreds excel.
- Establish a seminar and clinic schedule for key areas of interest by Thoroughbred owners and trainers.
- Expand to other regions in the US



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