



The MISSION of the Aiken Horse Park Foundation is to promote Aiken’s equestrian way of life and to encourage the community’s civic, educational, and charitable endeavors.

Bruce's Legacy

When Bruce Duchossois acquired the field in 2000, he did so with a vision of its past, present, and future as a fixture of Aiken’s equestrian tradition. While his immediate goal was to save the land from residential development, Bruce’s dream was to grow it into South Carolina’s premier equestrian facility—maintaining its historic character, and paying forward the generosity of his predecessors.

Knowing he may not live to see his dream realized, Bruce created a Foundation to carry on his vision that “Bruce’s Field” may provide future generations with a place to hold the kinds of events that he cherished—old-fashioned venues with character and integrity; not an international horse park, but an intimate field in the center of the celebrated Horse District, where riders from the youngest lead line toddlers to the strongest Grand Prix competitors can come several times a season and compete on the best quality surfaces; not limited in its use, but a place where the City of Aiken’s many charitable and civic endeavors may be held for the benefit and enjoyment of all residents and visitors.

Bruce dearly loved Aiken and was so thankful for what it gave him. He offered this gift to the people and to the city knowing that he would not be able to enjoy it himself, and asking nothing in return but that others enjoy it in his stead.

The shows seek to provide the kind of experience that Bruce cherished—old-fashioned venues with character and integrity, held on an intimate field in the center of the celebrated Horse District, where riders from the youngest lead line toddlers to the strongest Grand Prix competitors can compete on the best quality surfaces.

The Aiken Charity Horse Shows are the major fund-raising events intended to sustain the Aiken Horse Park Foundation throughout the year. Your sponsorship will allow Bruce’s Field to continue to be an important asset to Aiken.



GENERAL EQUESTRIAN DEMOGRAPHICS

Equestrian competitors and enthusiasts constitute an ideal market for high quality products and services. (An American Horse Council Study indicates that the industry has a \$102 billion impact on the economy via direct and indirect spending annually.) As a group they are well educated, have ample disposable income and time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Research compiled from the USEF offers these indicators of the buying power and influence by horse enthusiasts.

A Majority Are between 35-54 YEARS OF AGE	66% Have A College Degree or Better	38% Have a Net Worth Over \$500,000	43% Take More Than 16 Airline Trips A Year	94% OWN A PET Besides A Horse
Nearly 33% Of exhibitors Have a Post-Graduate Education	AVERAGE INCOME IS \$185,000	80% Make or Influence Purchase Decisions At Work	Own An Average of 4 Horses COMPETE AT LEAST SIX TIMES PER YEAR	30 Average Nights Per Year In A Hotel

Demographics: Horse show 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.

Aiken, South Carolina: 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).

2019 ACHS MEDIA OUTREACH
LIVESTREAM VIEWERS: 33,000 + FACEBOOK 4.9K PAGE LIKES
WEBSITE VISITS: 10,000 MONTHLY AVERAGE
ACTIVE EMAIL CONTACTS: 7.8K



Sponsorship Opportunities

\$25,000 – Title Sponsor

- The highest and most prestigious sponsorship opportunity available. This level of sponsorship includes premier signage and displays. Recognition in daily Public Service Announcements, and on the Horse Show website. Your name and logo will appear in Horse Show advertising, promotions, and press releases. Title sponsorship offers a high-level of consumer awareness delivering excellent media coverage while providing substantial corporate hospitality. Some of the classes that fall within this category include: Grand-Prix (Week I & II), International Hunter Derby (Week II), and Hunter Classic (Week I)
- We are happy to customize your experience by tailoring the sponsorship package to fit the needs of your unique brand. Please ask us how we can showcase your corporate image at the 2021 Aiken Charity Horse Shows.

\$10,000 – Presenting Sponsor

- Your sponsorship offers a high level of exposure with signage, displays, and recognition throughout the two weeks of horse shows. Special classes available for naming rights include (Week I), Welcome Stakes (Week I & Week II)
- We are also happy to customize your experience by tailoring the sponsorship package to fit the needs of your unique brand. Please ask us how we can showcase your corporate image at the 2021 Aiken Charity Horse Shows.

\$5,000 – Rated Division Sponsor (Week I & II)

- Enjoy your Rated Division sponsorship some of which are: Green Conformation, Green Hunter, High Performance Confirmation, and High Performance Hunter



Additional Sponsorship levels

\$3,500 – Unrated Division Sponsor (Week I & II)

\$2,500 – Single Week Division Sponsor

\$2,500 – Hospitality Sponsor

\$3,000 – Jump Sponsor (Week I & II)



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