

2022



Sponsorship  
Opportunities

**\$50,000 GRAND-PRIX EVENTING FESTIVAL AT BRUCE'S FIELD  
MARCH 4 & 5, 2022**



Be a part of

KATE BOGGAN

**AN EVENT LIKE NO OTHER!**



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# Eventing - the Equestrian Triathlon



The sport of eventing originated from cavalry testing and is comprised of three phases: dressage, cross-country and show jumping. Eventing more completely tests horse and rider pairs than any other equestrian discipline. Held over one, two or three days, eventing is one of the few Olympic sports where men and women compete alongside one another as equals.



## Dressage

Dressage shows the graceful partnership of horse and rider through a sequence of movements on the flat.

## Show Jumping

Horse and rider pairs must prove their precision as they clear a course of delicate fences.



## Cross-Country

Cross-country challenges the pair's bravery, fitness and determination as they navigate a series of solid obstacles and varied terrain.

[discovereventing.com](http://discovereventing.com)



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# The Eventing Showcase



Eventing is a hugely popular sport found all around this country and across the globe. An Eventing “Showcase” is a unique version of Eventing competition that condenses the traditional country-side Eventing environment into a spectator friendly venue. The showcase format allows the general public the chance to be up close and personal, right next to the galloping lanes and massive fences, and experience the thrilling sport of Eventing in a whole new way. In addition to the showcase format, the GPE offers a festival experience with entertainment for the whole family. This broadens the reach of the event from equestrian enthusiasts, to the entire CSRA.



## 2019 - 2021 Showcase Summary

- \$50,000 purse
- >\$17,000 awarded to non-profits
- 33 (2019), 38 (2020), & 43 (2021) Horse and Rider pairs
- 12 Olympians
- 8 Countries, 4 continents
- 32 non-profit organizations
- 5000 Spectators
- > 26,000 Livestream Views
- >100,000 Facebook interactions
- Coverage by local and national media
  - TV, Digital, & Print

## 2021 Livestream Analytics

- Video Views (Live and VOD): **5,400 +**
- Total Minutes Viewed: **60,800 +**
- Total H&C site visits leading up to the event: (GPE prominent event on site)
  - Viewers **61,100 +**
  - Sessions **115,300 +**
  - Pageviews **396,600 +**
- H&C social media post reach: **60,000 +**
- Live Plays on USEF Net. (Fri Only): **3,700 +**



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### AHPF/GPE DIGITAL REACH



60K



20.6K



206K



8K

# Equestrian Demographics\*



## Affluent

- Average income is \$185,000
- 38% net worth > \$500,000
- 22% own two or more homes
- 40% live on a farm; 66% of those are 10 acres or more
- Average home \$594,000

## Active

- 30 nights per year in a hotel
- 43% take more than 16 airline trips per year
- 97.3% hold >1 credit card
- Own three vehicles
- 53% own a pick-up truck

## Decision-Makers

- 80% make purchase decisions
- 63% traded Stocks, Bonds or Mutual Funds in the last year
- 85% are women
- 66% have college degrees

\*US Equestrian Federation

# The Aiken Community



**Aiken, South Carolina:** The equestrian industry has historically contributed and continues to be a major factor in the growth of the Aiken County economy. The equestrian migration from across the United States, and in fact, the world, plays a critical role in Aiken's strength and desirability. This industry provided multiple layers in the local economy ranging from small retail businesses catering to the needs of both horses and human, to equestrian professionals such as veterinarians and dentists, to specialized equestrian services including farriers and boarding facilities, and to the multi-faceted hospitality industry. The most recent economic impact study of the equine industry documents substantial benefits to the Aiken County economy through the creation of jobs and the resulting income generated. Aiken's social, cultural, and financial environments are a direct result of its robust equestrian industry.

*(Courtesy: An Economic Profile of Aiken County and the Economic Impact of the Equine Industry 2008).*

## Equestrian Industry in Aiken:

- Brings over a billion dollars into the South Carolina economy
- Grows Aiken County tourism
- Affects numerous and diverse activities in the local economy
  - agriculture
  - business
  - sport
  - entertainment
  - recreation
- Introduces thousands of new people to the Aiken area



# AHPF Nation



Bruce's Field on the Web

# [www.aikenhorsepark.org](http://www.aikenhorsepark.org)

10k+ Individual Visits per Month



@AikenHorseParkFoundation  
@GrandPrixEventing  
@aikencharityhorseshow

8k+ Followers  
40k+ monthly reach



@ahp\_foundation  
@grandprix\_eventing  
@aikencharityhorseshow

4k+ Followers  
8k+ monthly reach



Quarterly Newsletter  
Show Updates  
Foundation News

8k+ Individual  
Email Subscribers



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# A World Class Livestream



THE LIFTMASTER GRAND-PRIX EVENTING AT BRUCE'S FIELD (GPE) HAS BECOME A HIGHLIGHT OF THE WINTER CALENDAR, NOT ONLY FOR EQUESTRIANS, BUT FOR THE AIKEN COMMUNITY. AS THE 2022 EVENT APPROACHES, THE AHPF AND GPE ORGANIZING COMMITTEE ARE COMMITTED TO PROVIDING A WORLD CLASS LIVESTREAM SO THIS INCREDIBLE EVENT AND ITS SPONSORS CAN REACH A LARGER AUDIENCE THAN EVER BEFORE! H&C HAS A WEALTH OF EXPERIENCE IN THE INDUSTRY, PRODUCING LIVE TELEVISION HOST BROADCAST QUALITY SIGNALS FOR THE FEI, LAND ROVER KENTUCKY 3 DAY, GRAND PRIX JUMPER, AND NATIONS CUP EVENTS.

## DISTRIBUTION



Roku



androidtv

## FOLLOWERS

f 247k

t 55.2k

i 39.6k

- H&C REACHES > 57 MILLION INDIVIDUALS ON FACEBOOK PER YEAR
- GENERATES > 2 MILLION VIDEO VIEWS PER MONTH
- IN THE LAST 6 MONTHS OF 2019 > 25 MILLION ADS WERE VIEWED



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# Corporate Packages



## \$50,000 Title Sponsor

(1 available)

The highest and most prestigious sponsorship available, this level of sponsorship includes:

- Naming Rights for the event
- Minimum of ten (10) 30 sec long commercial spots
- Additional opportunities for longer commercial promotions
- Logo permanently placed in livestream footage
- 1st spot in sponsor logo reel
- Permanent presence in archived broadcast and H&C Channel highlight show
- Premier signage and on site branding
- Product displays/vendor space
- PSA's throughout the event
- Logo w/link on website
- Logo in all event advertising
- Product/logo placement around course
- Social media recognition and email blasts including relevant sponsor leverage activities
- Private Chalet in prime viewing location with corporate group access

We can customize your experience by tailoring the sponsorship package to the needs of your unique brand. Please ask us how we may showcase your corporate image during our event.



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# Corporate Packages



## \$25,000 Presenting/Livestream Sponsor

**(1 of each available)**

The Presenting/Livestream level of sponsorship includes:

- Minimum of eight (8) 30 sec long commercial spots
- Logo in sponsor logo reel
- Permanent presence in archived broadcast and H&C Channel highlight show
- Signage/product displays/vendor space
- PSA's throughout the event
- Logo w/link on website
- Logo in all event advertising
- Social media recognition and email blasts including relevant sponsor leverage activities
- Private Chalet with seating and passes for six (6) guests per day



## \$15,000 Phase Sponsor

**(3 available: Dressage, Show Jumping, and Cross-Country)**

The Phase level of sponsorship includes:

- Minimum of six (6) 30 sec long commercial spots
- Logo in sponsor logo reel
- Permanent presence in archived broadcast
- Signage/product displays/vendor space
- PSA's throughout the event
- Logo w/link on website
- Logo/name in all AHPF published mentions of sponsored phase
- Social media recognition and email blasts including relevant sponsor leverage activities
- Private Chalet with seating and passes for six (6) guests per day



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# Corporate Packages



## \$10,000 Feature Sponsor

The Feature level of sponsorship includes:

- Minimum of four (4) 30 sec long commercial spots
- Logo in sponsor logo reel
- Permanent presence in archived broadcast
- Signage/product displays/vendor space
- PSA's throughout the event
- Logo w/link on website
- Logo/name on trademark feature of showcase
  - Jumbotron, Start Box, Warm Up Arena, Best Ride of the Day, etc.
- Social media recognition and email blasts including relevant sponsor leverage activities
- Private Chalet with seating and passes for six (6) guests per day



## \$5,000 XC Jump Sponsor

The Jump level of sponsorship includes:

- Personalized jump on the cross-country course
- Logo in sponsor logo reel
- Signage
- PSA's throughout the event
- Logo w/link on website
- Social media recognition and email blasts including relevant sponsor leverage activities
- Private Chalet with seating and passes for six (6) guests per day



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# Corporate Packages



## \$2,500 Hospitality Sponsor

The Hospitality level of sponsorship includes:

- Logo in sponsor logo reel
- Signage
- PSA's throughout the event
- Logo w/link on website
- Social media recognition and email blasts

## \$1,000 Advanced Sponsor

The Advanced level of sponsorship includes:

- Logo in sponsor logo reel
- PSA's throughout the event
- Logo w/link on website
- Social media recognition and email blasts

## \$500 Intermediate Sponsor

The Intermediate level of sponsorship includes:

- PSA's throughout the event
- Logo w/link on website
- Social media recognition and email blasts

## \$2,500 Show Jump Sponsor

The Show Jump level of sponsorship includes:

- Show Jump (provided by sponsor) included in show jump course
- Logo in sponsor logo reel
- Signage
- PSA's throughout the event
- Logo w/link on website
- Social media recognition and email blasts



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# An Event Like no Other



The Aiken Horse Park Foundation is pleased to be able to provide its sponsors with unique opportunities to build brand awareness and effectively reach their target audience. Please do not hesitate to contact us with questions or to discuss sponsorship opportunities.

## Please Contact:

**Tara Bostwick**

Vice President & Treasurer  
[tara@aikenhorsepark.org](mailto:tara@aikenhorsepark.org)  
803-270-6190

OR

**Kate Boggan**

Director of Marketing &  
Communications  
[kate@aikenhorsepark.org](mailto:kate@aikenhorsepark.org)  
830-388-9876



EQTV N



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AIKEN POST OFFICE

# Sponsorship Interest



## Please indicate the level of sponsorship you are interested in:

- |  |  |
|--|--|
| <input type="checkbox"/> ★★★★★ Title Sponsor (\$50,000)      | <input type="checkbox"/> Livestream Sponsor (\$25,000) |
| <input type="checkbox"/> ★★★★★ Presenting Sponsor (\$25,000) | <input type="checkbox"/> Show Jump Sponsor (\$2,500)   |
| <input type="checkbox"/> ★★★ Phase Sponsor (15,000)          | <input type="checkbox"/> Hospitality Sponsor (\$2,500) |
| <input type="checkbox"/> ★★ Feature Sponsor (\$10,000)       | <input type="checkbox"/> Advanced Sponsor (\$1,000)    |
| <input type="checkbox"/> ★ XC Jump Sponsor (\$5,000)         | <input type="checkbox"/> Intermediate Sponsor (\$500)  |

Customizable packages are available to fit the needs of your unique brand. Please ask us how we can showcase your corporate image at the 2022 GPE

Sponsor Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

This page can be mailed to:

Aiken Horse Park Foundation  
PO Box 1951  
Aiken, SC 29802



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See you in 2022!

*Phillip Dutton*

2022 Organizing Committee

Event Director: Joanie Morris

Chair: Phillip Dutton

Secretary: Amber Lee

Amy Borun, Evie Dutton, Candace Garrett,  
Fernanda Kellogg, Boyd Martin, Doug Payne,  
Jack Wetzel, Ryan Wood, Tara Bostwick,  
and Kate Boggan



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