

2025



Sponsorship
Opportunities

**\$100,000 GRAND-PRIX EVENTING SHOWCASE
AT BRUCE'S FIELD**

FEB 28 & MAR 1, 2025



Be a part of

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



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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



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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.



Ride For Charity

Unique to the GPE, the Ride For Charity has grown into one of the most popular aspects of the showcase. Riders are grouped into 6 teams and paired off with participating charitable organizations. The top 3 placing teams earn a check for their respective organization. It has been incredibly gratifying to see these top tier athletes grab on to the spirit of the Ride For Charity competition and champion their partner organizations on their own platforms during the showcase. To date the GPE has worked with 26 local and national nonprofit organizations and has donated over \$60,000 to their causes.



AHPF Nation



Christine Quinn
PHOTOGRAPHY

Bruce's Field on the Web

www.aikenhorsepark.org

108k+ Individual Visits per Month



@AikenHorseParkFoundation
@GrandPrixEventing
@aikencharityhorseshow

13k+ Followers
754k+ monthly reach



@ahp_foundation
@grandprix_eventing
@aikencharityhorseshow

7.6k+ Followers
130k+ monthly reach



Quarterly Newsletter
Show Updates
Foundation News

137k+ Individuals
reached during event



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A World Class Livestream



THE 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 2025 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, DEFENDER KENTUCKY 3 DAY, GRAND PRIX JUMPER, AND NATIONS CUP EVENTS.

DISTRIBUTION



Roku



androidtv

FOLLOWERS

f 247k

55.2k

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 2021 > 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:

- Name of Rights for the event
- Minimum (30 seconds) 30 sec long commercial spots (additional opportunities for longer commercial promotions)
- Photo opportunities at award ceremony
- Logo permanently placed in live stream footage
- 1st spot in sponsor registration
- Permanent presence in archived broadcast and H&C Channel highlight show
- Premier signage and on site branding
- Product displays/vendor space
- PSAs throughout the event
- Logo w/link on website
- Logo in all event advertising
- Product/logo placement around course
- Customized social media post and email blasts including relevant sponsor leverage activities
- Private Chalet in prime viewing location with corporate group access, and Premier Concierge VIP experience
- Complimentary golf cart and premium parking

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.



Corporate Packages



\$35,000 Presenting Sponsor

(1 available)

The Presenting level of sponsorship includes but is not limited to:

- 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
- PSAs during the event
- Logo w/link on website
- Logo in all event advertising
- Customized social media post and email blast
- Private Chalet with seating and passes for eight (8) guests per day
- Concierge VIP experience, complimentary golf cart, and premium parking



\$25,000 Livestream Sponsor

(1 available)

The Livestream level of sponsorship includes but is not limited to:

- Minimum of six (6) 30 sec long commercial spots
- Logo in sponsor logo reel
- Permanent presence in archived broadcast
- Signage/product displays/vendor space
- PSAs during the event
- Logo w/link on website
- Logo/name in all AHPF published mentions of Livestream
- Customized social media post and email blast
- Private Chalet with seating and passes for eight (8) guests per day
- Concierge VIP experience, complimentary golf cart, and premium parking



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Corporate Packages



★ ★ \$15,000 Phase Sponsor

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

The Phase level of sponsorship includes but is not limited to:

- Minimum of six (6) 30 sec long commercial spots
- Logo in sponsor logo reel
- Permanent presence in archived broadcast
- Signage/product displays/vendor space
- PSAs during the event
- PSAs throughout the event
- Logo w/link on website
- Logo in all event advertising
- Customized social media post and email blast
- Private Chalet with seating and passes for eight (8) guests per day
- Enhanced VIP experience and preferred parking

★ \$10,000 Feature Sponsor

The Feature level of sponsorship includes but is not limited to:

- Minimum of four (4) 30 sec long commercial spots
- Logo in sponsor logo reel
- Permanent presence in archived broadcast
- Signage/product displays/vendor space
- PSAs during the event
- Logo w/link on website
- Logo/name on trademark feature of showcase
 - Score Board, Start Box, Warm Up Arena, Best Ride of the Day, etc.
- Customized social media post and email blast
- Private Chalet with seating and passes for eight (8) guests per day
- Enhanced VIP experience and preferred parking



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Corporate Packages



\$8,000 Advanced Sponsor

The Advanced level of sponsorship includes but is not limited to:

- Vendor Space
- Logo in sponsor logo reel
- Signage
- PSAs during the event
- Logo w/link on website
- Social media/email blast recognition
- **Reserved table in the VIP tent with seating and passes for eight (8) guests per day (prime viewing for SJ - monitors for DR & XC)**
- Enhanced VIP experience and preferred parking

\$6,000 Intermediate Sponsor

The Intermediate level of sponsorship includes but is not limited to:

- Vendor Space
- Logo in sponsor logo reel
- Signage
- PSAs during the event
- Logo w/link on website
- Social media/email blast recognition
- **Private Chalet with seating and passes for six (6) guests per day (prime viewing for XC)**
- Enhanced VIP experience and preferred parking



Corporate Packages



\$5,000 Prelim Sponsor

The Prelim level of sponsorship includes but is not limited to:

- **Personalized jump on the cross-country course**
- Logo in sponsor logo reel
- Signage
- PSAs during the event
- Logo w/link on website
- Social media/email blast recognition
- VIP Passes for five (5)
- Enhanced VIP experience and preferred parking

\$4,000 Modified Sponsor

The Modified level of sponsorship includes but is not limited to:

- **Branded Show Jump used during Show Jumping Phase of competition**
- Logo in sponsor logo reel
- Signage
- PSAs during the event
- Logo w/link on website
- Social media/email blast recognition
- VIP Passes for four (4)
- Enhanced VIP experience and preferred parking



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Corporate Packages



\$3,000 Training Sponsor

The Training level of sponsorship includes but is not limited to:

- Tailgate parking along XC Course (12'W x 30'L)
- Logo in sponsor logo reel
- Signage
- Logo w/link on website
- Social media/email blast recognition
- VIP Passes for three (3)
- Enhanced VIP experience and preferred parking

\$2,500 Novice Sponsor

The Novice level of sponsorship includes but is not limited to:

- Name on a grooms' breakfast, rider refreshment, etc.
- Logo w/link on website
- Logo in sponsor logo reel
- Social media/email blast recognition
- Signage
- VIP Passes for two (2)
- Enhanced VIP experience and preferred parking



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Sponsorship Levels - side by side comparison of deliverables



						Advanced	Intermediate	Prelim	Modified	Training	Novice
Price	\$50k	\$35k	\$25k	\$15k	\$10k	\$8k	\$6k	\$5k	\$4k	\$3k	\$2.5k
VIP Passes (all VIP areas - tent & chalets)	8+	8+	8+	8+	8+	8	6	5	4	3	2
Number Available	SOLD	SOLD	1	3	5	10	35	20	6	5	20
Naming Opportunity	✓	✓	✓	✓	✓			✓	✓		
Invitation to all social events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VIP Parking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on AHPF website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on all AHPF GPE press releases	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Customized social media post/email blast	✓	✓	✓	✓	✓						
Social media/email blast recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PSA during event	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Arena Banner	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo in livestream logo reel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Vendor Space	✓	✓	✓	✓	✓	✓	✓	✓			
VIP Table (prime viewing for SJ - monitors for DR & XC)	✓	✓	✓	✓	✓	✓					
VIP Chalet (prime viewing for XC)	✓	✓	✓	✓	✓		✓				
XC Tailgate Spot (12'W x 30'L)										✓	
Livestream Commercial Space	✓	✓	✓	✓	✓	✓					
Promotional material distribution in VIP tent & Chalets	✓	✓	✓	✓	✓						
Branded Show Jump (provided by sponsor)	✓	✓	✓	✓					✓		
Branded XC Jump (provided by AHPF)	✓	✓	✓					✓			
Personal Concierge	✓	✓	✓								
Complimentary Golf Cart	✓	✓	✓								
Logo embeded in livestream	✓	✓	✓								
Corporate name incorporated into event logo	✓	✓									
Logo incorporated into merch	✓	✓									
Photo opportunities at ALL awards ceremonies	✓										

World Wide Exposure



The team behind the Grand-Prix Eventing Showcase is dedicated to pursuing marketing opportunities with world class media outlets in order to provide our partners and the event itself with the most reliable and reputable exposure. Over the years, the GPE has consistently attracted the attention of titans of the equestrian news industry, and continues to grow the event's reach and appeal among local and national news stations.



Livestream Analytics

295k Facebook & **79.5k** Instagram Followers
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: **150,000 +**



The Plaid Horse Partnership

72k Facebook & **82.7k** Instagram Followers
Digital sidebar ads & Instagram posts
85k + unique engaged readers
400k average website monthly impressions



COTH Coverage

408k Facebook & **101k** Instagram Followers
Digital sidebar ads & event coverage
7.3 million page views per month
400k + unique visitors per month



Eventing Nation Evaluation

90k Facebook & **56.2k** Instagram Followers
Showcase specific Facebook posts: **9**
Total reach: **56k +**
Engagement: **5.7k +**
Showcase specific Instagram posts: **9**
Total reach: **127k +**
Plays: **222.9k +**
Interactions: **13.3k +**
13 articles on eventingnation.com
Digital ads: **195.5k** impressions **330** clicks



Equiratings Data

26.7k Facebook & **23.6k** Instagram Followers
Showcase specific social media posts: **6**
Total reach: **24.3k**
GPE adverts in **8** total Equiratings Podcast episodes
Total episode downloads: **24.4k**
GPE Preview Show: **2,990** downloads
GPE Review Show: **2,433** downloads

AHPF/GPE DIGITAL REACH

754K	130K	137K	108K



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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:

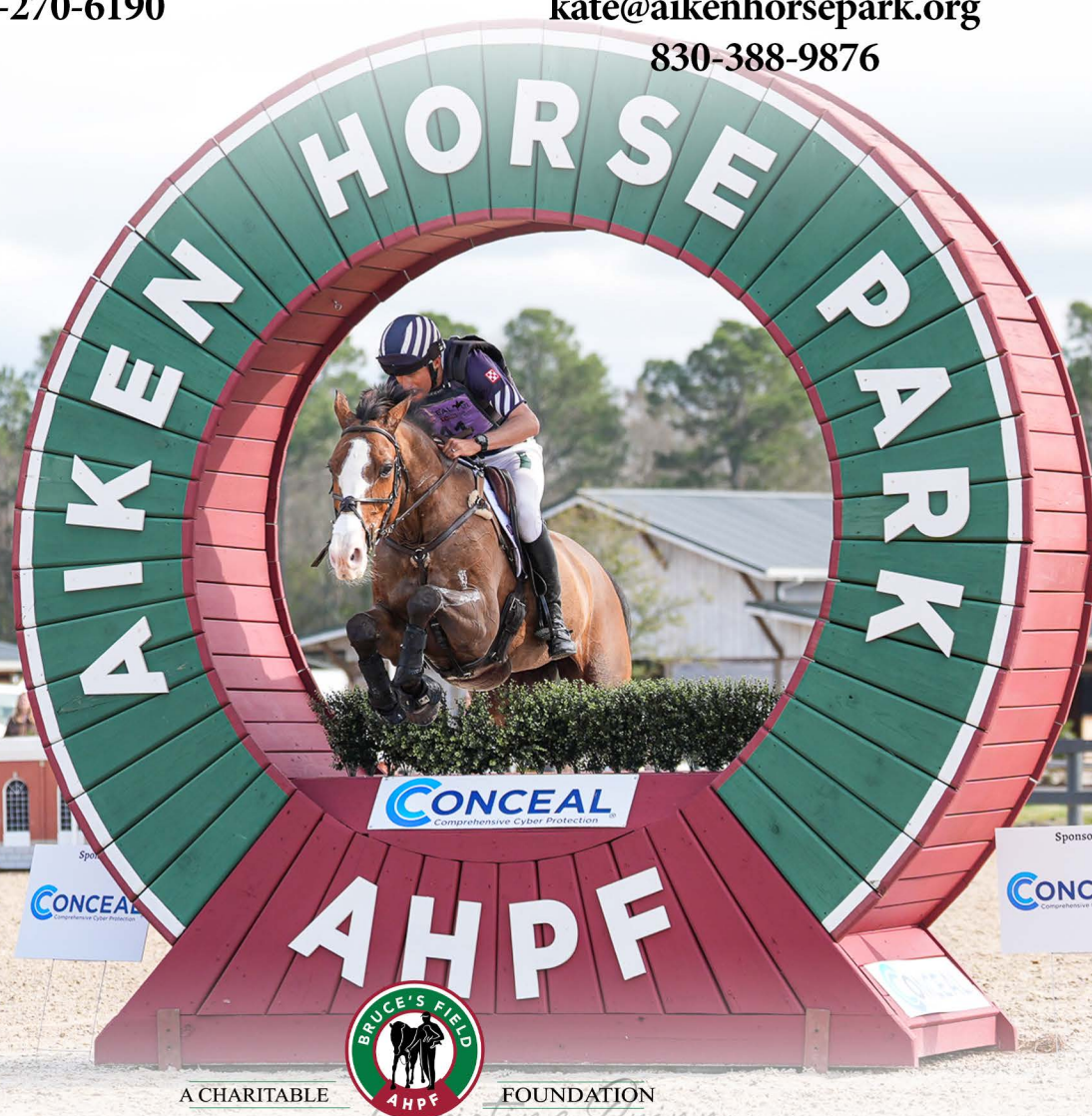
Tara Bostwick

Chief Operating Officer
tara@aikenhorsepark.org
803-270-6190

OR

Kate Boggan

Director of Marketing &
Communications
kate@aikenhorsepark.org
830-388-9876



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Christine Quinn

Sponsorship Interest



Please indicate the level of sponsorship you are interested in:

- | | |
|---|---|
| <input checked="" type="checkbox"/> ★★★★★ Title Sponsor (\$50,000) | <input type="checkbox"/> Advanced Sponsor (\$8,000) |
| <input checked="" type="checkbox"/> ★★★★★ Presenting Sponsor (\$35,000) | <input type="checkbox"/> Intermediate Sponsor (\$6,000) |
| <input type="checkbox"/> ★★★ Livestream Sponsor (\$25,000) | <input type="checkbox"/> Prelim Sponsor (\$5,000) |
| <input type="checkbox"/> ★★ Phase Sponsor (15,000) | <input type="checkbox"/> Modified Sponsor (\$4,000) |
| <input type="checkbox"/> ★ Feature Sponsor (\$10,000) | <input type="checkbox"/> Training Sponsor (\$3,000) |
| | <input type="checkbox"/> Novice Sponsor (\$2,500) |

Customizable packages are available to fit the needs of your unique brand. Please ask us how we can showcase your corporate image at the 2025 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 2025!

Phillip Dutton

2025 Organizing Committee

Event Director: Joanie Morris

Chair: Phillip Dutton

Amy Borun, Evie Dutton, Candace Garrett,
Emily Hamel, Fernanda Kellogg, Michelle Koppin,

Boyd Martin, Doug Payne, Jack Wetzel
Ryan Wood, Tara Bostwick, and Kate Boggan



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