

SPONSORSHIP OPPORTUNITIES



NILFORUSHAN

EQUISPORT EVENTS

APRIL 15-19 (WCHR) | MAY 13-17 (WCHR)
MAY 20-24 | MAY 27-31





NILFORUSHAN EQUISPORT EVENTS

Nilforushan Equisport Events is an innovative horse show management company owned and operated by the Nilforushan family. Their mission is to produce world-class events that will help to solidify California as a top competitive equestrian destination, as well as provide unrivaled luxury entertainment for both equestrians and spectators. Sponsors can expect to have premier brand placement in front of an audience with unbeatable purchasing power, while enjoying thrilling equestrian sport.

TEMECULA VALLEY, CALIFORNIA

Held at Galway Downs, a premier multi-purpose equestrian facility spanning over 240 acres in the beautiful rolling hills of the Temecula Valley Wine Country, the Temecula Valley National Horse Show series offers vast panoramic views and majestic surroundings.

The jewel of Southern California wine country, Temecula welcomes nearly 3 million visitors each year. The picturesque Temecula Valley is a year-round getaway and vacation destination for food and wine lovers, as well as outdoor adventure seekers. With natural gifts of climate and geography, the Temecula Valley is conveniently located approximately 60 minutes from San Diego, Orange County, and Palm Springs, and 90 minutes from Los Angeles. Truly a boutique destination, Temecula promises a wide variety of things to experience, enhanced by the sunny, relaxed spirit synonymous with Southern California.

Galway Downs
38801 Los Corralitos Rd.
Temecula, California





“

This is one of the nicest shows that I have been to, and I have been coming to California for 25 years. There is amazing footing, and they really take care of it and maintain it well.

It is a bit more like a European boutique horse show, where the spectators are closer to the ring, creating a great atmosphere for the horses and riders. I feel this is the start of something really big that will continue to develop.

– World-Renowned FEI Course Designer Olaf Petersen, Jr. of Germany

”

EQUESTRIAN INDUSTRY

BY THE NUMBERS

AVERAGE DEMOGRAPHIC



female



38 - 45 years old



employed



married



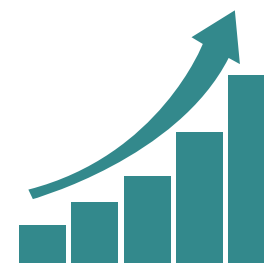
30.5%

of U.S. households contain
a **horse enthusiast**



36%

of horse owners have an
annual income of **\$75,000+**



28%

have a net worth
over **\$2 million**



30%

own more than
one **home**



58%

own three or more
vehicles



65%

travel more than
three weeks

FAST FACTS FOR TVNHS

The Temecula Valley National Horse Show series featured 760 horses in one week during its inaugural year, the **LARGEST NUMBER** to **EVER** compete at an equestrian event in the 22-year history of Galway Downs. Since then, participant numbers have consistently remained some of the highest at the venue.

\$1,580 average spend per horse at TVNHS

Competitors included:
an Olympic Games Gold Medalist
FEI Nations Cup™ riders
FEI World Cup™ Jumping Finals riders
AIG \$1 Million Grand Prix champion
Top amateur and junior riders

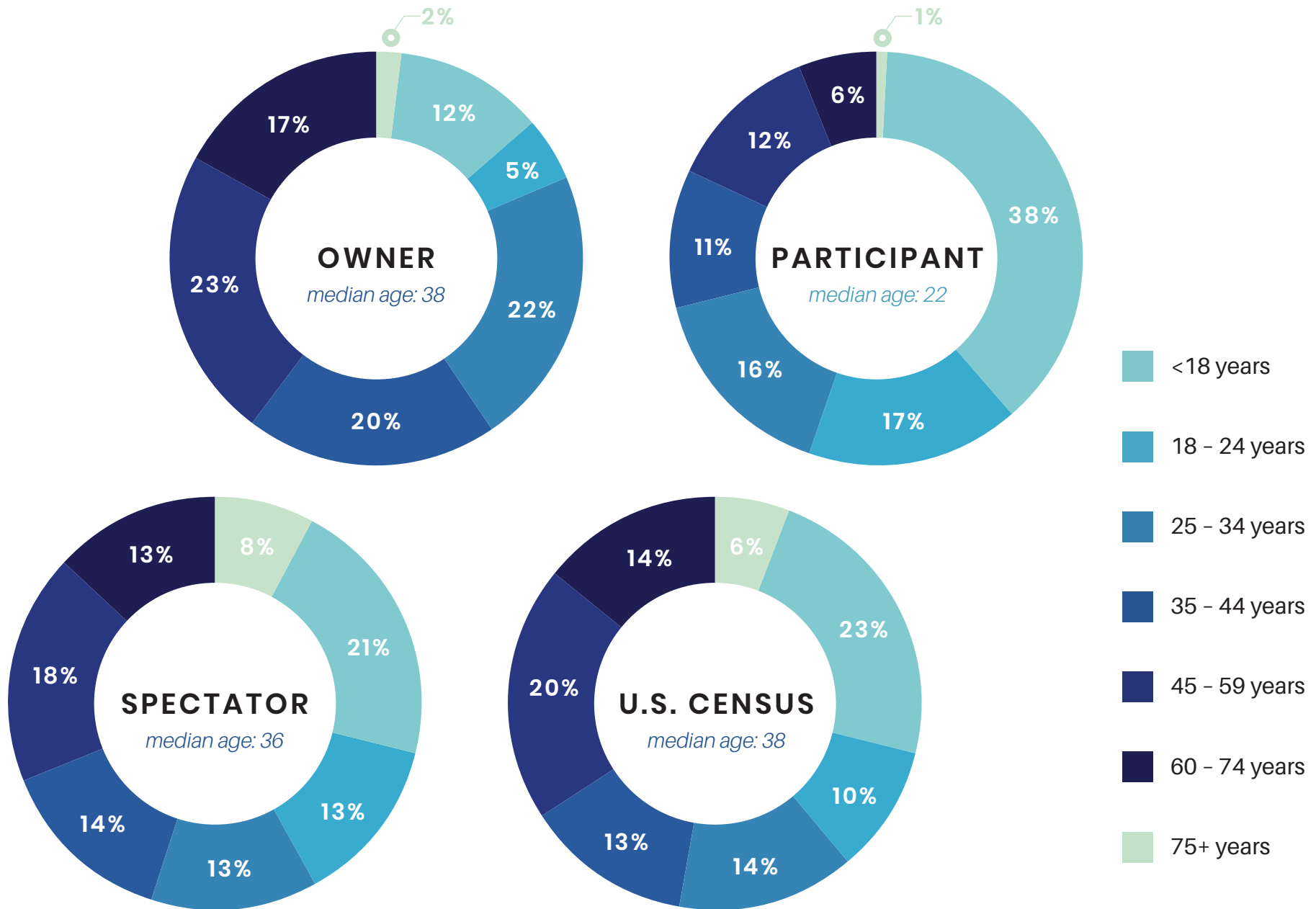
On average, each horse brings three to four people with it: owner, rider, trainer and groom.

Nilforushan Equisport Events can guarantee **500 - 1,000 horses at a horse show**. With three to four people per horse, that results in **1,500 to 4,000 people participating**, not including spectators.

*pictured: Olympic Gold Medalist
William "Will" Simpson*

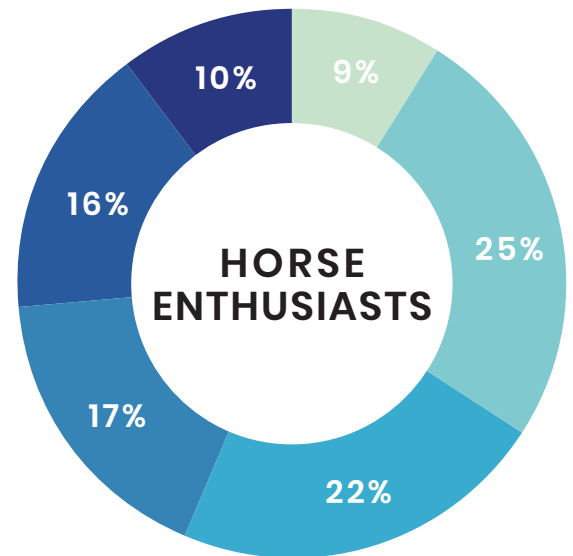
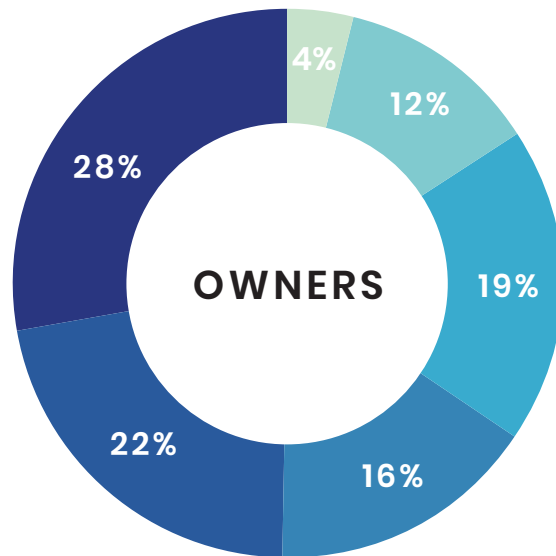
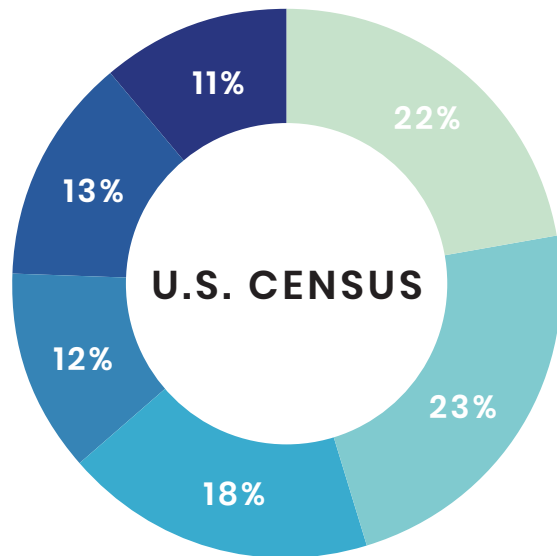


Horse Enthusiast Age Distribution by Type



*American Community Survey 2016

Horse Ownership and Enthusiasts Distribution by Income Bracket



\$0 - \$24,999 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 \$150,000+



*American Community Survey 2016

Horse Enthusiam by the Numbers

Type	US Households	Percent
Owner	1,609,122	1.3%
Participant (Non-Owner)	20,152,335	16.0%
Spectator Only	16,550,967	13.2%
Total Horse Enthusiast Households	38,312,424	30.50%

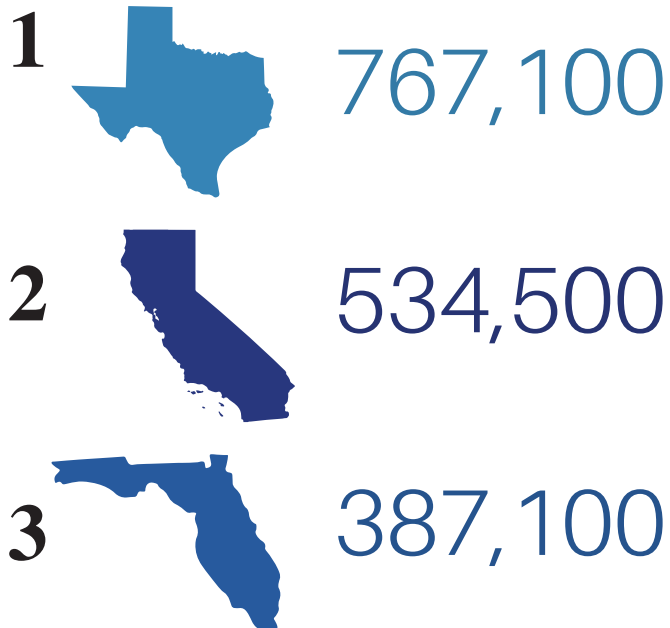
These participants and spectators are estimated to have spent

\$27 billion

on travel, dining and lodging while participating in and attending events.

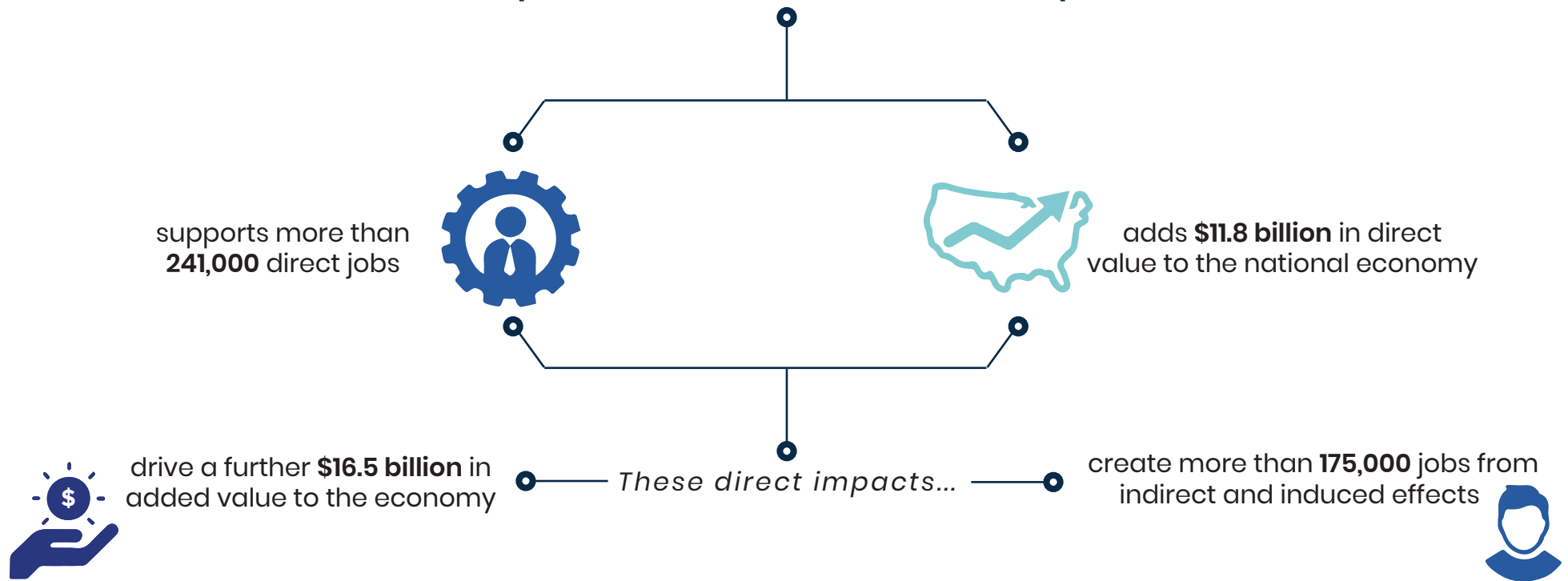


Texas has the most horses, followed by California & Florida.



Source: The Innovation Group

Competition Sector Economic Impact



U.S. Equestrian Federation (USEF) sanctions approximately 2,400 competitions annually, operated by approximately 690 managers. These events generate substantial economic impact and opportunities for show organizers, vendors, host facilities and surrounding businesses such as hotels, restaurants and convenience stores.



PUBLICITY & MARKETING

FACEBOOK – Nilforushan Equisport Events

Posts reached viewers in **21 countries** including:

 United States

 Canada

 Germany

 United Kingdom

 France

 Mexico

 Austria

 Australia

 Qatar

 Italy

 Sweden

 Belgium

 Malaysia

 Argentina

 Czech Republic

 Switzerland

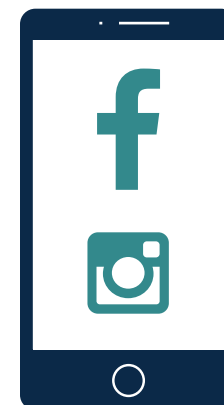
 Algeria

 Ireland

 South Korea

 Colombia

 Iran



Average per Facebook post: **1,550 reach** (significant reach for equestrian events)

INSTAGRAM

Average of **188 likes** per post



PRESS RELEASE DISTRIBUTION

Average **reach of 42,459** per press release

The total earned media included **69 articles**

NEE TVNHS has been featured in equestrian and mainstream media outlets including, but not limited to: The Chronicle of the Horse, The Competitive Equestrian, Jumper Nation, The Plaid Horse and Phelps Sports.

PLATINUM CLUB

Recurring Annual Sponsorship – 2-4 year commitment / endowment
\$100,000 ++ per 2019 series or \$25,000 per week



SIGNAGE

- Product displays in high traffic areas
- Premiere signage placements throughout show grounds up to 10 banners or signs
- Custom branded jump displayed in the Grand Prix Ring
**Jump construction is at the expense of the sponsor at the rate of \$800 for a vertical and \$1,600 for an oxer*
- PA announcements throughout the week in all arenas
- Opportunity to host or co-host an evening competitor party with the opportunity to provide sponsor- branded accessories
- Logo included on scrolling video board
- Opportunity to play sponsor-provided commercial on horse show video board and live stream



HOSPITALITY

- One (1) table in VIP Tent, which includes eight (8) seats for each week of series
- Opportunity to provide merchandise



PRESENTING OPPORTUNITIES

- Awards presentation to the winner of assigned class – TBD
- Rights to professional photographs taken during the presentation ceremony for post-event use
- Rights to gifting opportunities in select venues or class awards



MEDIA

- Sponsor's logo placed on all promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- Full-page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Coordinated digital distribution / social media option
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list

VIP TENT SPONSOR

\$100,000 per 2020 series



SIGNAGE

- Product / brand exclusivity
- Company name prominently displayed on inside / outside of VIP Tent
- Premiere signage placement in or near all rings
- PA announcements throughout the week in all arenas
- Opportunity to host or co-host an evening competitor party with the opportunity to provide sponsor-branded accessories.
- Logo included on scrolling video board
- Opportunity to play sponsor-provided commercial on horse show video board and live stream



HOSPITALITY

- Up to eight (8) VIP tickets OR one (1) table in VIP Tent, which includes eight (8) seats for each week of series
- Opportunity to provide merchandise



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- Full page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list

GRAND PRIX RING SPONSOR

\$100,000 per 2020 series



SIGNAGE

- Product / brand exclusivity
- Company name displays on inside/outside of VIP Tent
- Custom jump displayed in the Grand Prix ring
**Jump construction is at the expense of the sponsor at the rate of \$800 for a vertical and \$1,600 for an oxer*
- Banner & signage placements in prominent areas
- PA announcements throughout the week in all arenas
- Logo included on scrolling video board
- Opportunity to play sponsor-provided commercial on horse show video board and live stream



PRESENTING OPPORTUNITIES

- Awards presentation to the winner of assigned class – TBD
- Rights to professional photographs taken during the presentation ceremony for post-event use
- Rights to gifting opportunities in select venues or class awards



MEDIA



HOSPITALITY

- Up to eight (8) VIP tickets OR one (1) table in VIP Tent, which includes eight (8) seats for each week of series
- Opportunity to provide merchandise

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- Full page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list
- Mentions in all media coverage on classes in Grand Prix Ring

JUMPER RING 1 FOOTING SPONSOR

\$75,000 per 2020 series
new footing and top soil



SIGNAGE

- Company name prominently displayed on outside of Jumper Ring 1
- Premiere signage placement in or near all rings
- For four years, a sign will be posted outside the ring that recognizes the sponsor for its contribution
- PA announcements throughout the week
- Logo included on scrolling video board
- Opportunity to play sponsor-provided commercial on horse show video board and live stream
- Custom jump displayed in Jumper Ring 1

**Jump construction is at the expense of the sponsor at the rate of \$800 for a vertical and \$1,600 for an oxer*



HOSPITALITY

- Up to eight (8) VIP tickets for each week of series
- Opportunity to provide merchandise



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on horse show website with click-through to sponsor's website
- Full-page, full-color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions and dedicated post
- One dedicated email blast to NEE email database

HUNTER WARM-UP RINGS SPONSOR

\$85,000 per 2020 series
three rings in total



SIGNAGE

- Naming rights to all three hunter warm-up rings
- Company name prominently displayed on outside of all three warm-up rings
- For four years, a sign will be posted outside the ring that recognizes the sponsor for its contribution
- Additional signage placement Grand Prix Ring
- PA announcements throughout the week
- Logo included on scrolling video board
- Opportunity to play sponsor-provided commercial on horse show video board and live stream



HOSPITALITY

- Up to eight (8) VIP tickets for each week of series
- Opportunity to provide merchandise



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on horse show website with click-through to sponsor's website
- Full-page, full-color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions and dedicated post
- One dedicated email blast to NEE email database

GRAND HUNTER RING SPONSOR **\$50,000 per 2020 series**



SIGNAGE

- Product / brand exclusivity
- Name displays on outside of Grand Hunter Ring
- Signage displayed in Grand Prix Ring
- PA announcements throughout the week in all arenas
- Logo included on scrolling video board
- Opportunity to play sponsor-provided commercial on horse show video board and live stream



PRESENTING OPPORTUNITIES

- Awards presentation to the winner of assigned class – TBD
- Rights to professional photographs taken during the presentation ceremony for post-event use
- Rights to gifting opportunities in select venues or class awards



HOSPITALITY

- Up to eight (8) VIP tickets OR one (1) table in VIP Tent, which includes eight (8) seats for each week of series
- Opportunity to provide merchandise



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- Full page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list
- Mentions in all media coverage on classes that take place in Grand Hunter Ring

SECONDARY RING SPONSOR

\$20,000 per 2020 series



SIGNAGE

- Name displays on outside of ring
- Signage in high traffic areas
- Custom jump displayed in the sponsored ring plus banner & signage
- **Jump construction is at the expense of the sponsor at the rate of \$800 for a vertical and \$1,600 for an oxer*
- PA announcements throughout the week in all arenas
- Logo included on scrolling video board



PRESENTING OPPORTUNITIES

- Awards presentation to the winner of assigned class – TBD
- Rights to professional photographs taken during the presentation ceremony for post-event use



MEDIA



HOSPITALITY

- Up to four (4) VIP tickets for each week of series
- Opportunity to provide merchandise

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- 1/2 page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One time access to email database and one time access to hard copy mailing list
- Mentions in all media coverage on classes that take place in Grand Hunter Ring

LIVE STREAM SPONSOR

\$40,000 per 2020 series



SIGNAGE

- Logo placement on all live stream and video footage, including interviews and behind-the-scenes content
- Premiere signage placement in or near all rings
- PA announcements throughout the week
- Logo placement on all take-home ride clippings (videos on exhibit rides)
- Logo included on scrolling video board



HOSPITALITY

- Up to four (4) VIP tickets for each week of series
- Opportunity to provide merchandise



PRESENTING OPPORTUNITIES

- Opportunity to provide a 30-second commercial to be played on the Grand Prix Ring jumbotron



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Logo on horse show website with click-through to sponsor's website
- Full-page, full-color advertisement in online prize list (camera-ready artwork to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database

RINGSIDE TENT AND BAR SPONSOR

\$35,000 per 2020 series



SIGNAGE

- Company name prominently displayed on inside / outside of Ringside Tent
- Re-naming of Ringside Bar to include company name
- Premiere signage placement in or near all rings
- PA announcements throughout the week
- Opportunity to host or co-host a party/event in the Ringside Tent and provide sponsor-branded accessories
- Logo included on scrolling video board



HOSPITALITY

- Up to four (4) VIP tickets for each week of series
- Opportunity to provide merchandise



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on horse show website with click-through to sponsor's website
- Half-page, full-color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database

EXHIBITOR PARTY SPONSOR

\$25,000 per party



SIGNAGE

- Product / brand exclusivity during the party
- PA announcements throughout the week in all arenas
- Banner displayed in Grand Prix Ring



PRESENTING OPPORTUNITIES

- Recognition and opportunity to address crowd during Wednesday evening event



HOSPITALITY

- Up to four (4) VIP tickets the week of the party
- Opportunity to provide merchandise



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- Full page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list

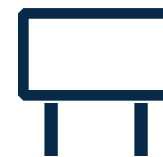
LONGINES FEI JUMPING WORLD CUP™ FINALS VIEWING PARTY SPONSOR

\$30,000 for multiple
nights



During Premier Week, April 15-19, each day of the Longines FEI Jumping World Cup Finals will be live-streamed in the Ringside Tent's Sports Bar. Free food and drinks will be provided to guests, as well as seating inside the arena.

SIGNAGE



- Signage placement in or near all rings
- PA announcements throughout the week
- Opportunity to provide sponsor-branded accessories during the viewing parties
- Logo included on scrolling video board



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Logo on horse show website with click-through to sponsor's website
- Half-page, full-color advertisement in online prize list
**if commitment to more than one day*
(camera-ready artwork to be supplied by sponsor)
- Social media mentions
- Inclusion in a dedicated email blast to NEE email database



HOSPITALITY

- Opportunity to address audience prior to or during live-streaming
- Two (2) VIP tickets for Premier Week (April 15-19)
- Opportunity to provide merchandise during night(s) sponsored

TITLE OR OFFICIAL NAMING SPONSORSHIPS

\$25,000 per 2020 series



SIGNAGE

- Product / brand exclusivity
- Name displays on all class / division mentions
- Signage displayed in Grand Prix Ring and high traffic areas
- PA announcements throughout the week in all arenas
- Opportunity to place custom branded jump in one of the jumper rings
**Jump construction is at the expense of the sponsor at the rate of \$800/vertical and \$1,600/oxer*
- Logo included on scrolling video board



HOSPITALITY

- Up to four (4) VIP tickets for each week of series
- Opportunity to provide merchandise



PRESENTING OPPORTUNITIES

- Awards presentation to the winner of assigned class / division championship - TBD
- Rights to professional photographs taken during the presentation ceremony for post-event use
- Rights to gifting opportunities in select venues or class awards



MEDIA

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- Full page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list
- Mentions in all media coverage of classes/divisions

SPECIAL RECOGNITION SPONSORS

Grand Championship Awards, etc. | \$10,000 per 2020 series



SIGNAGE

- Product / brand exclusivity
- Name displays on all class / division mentions
- Signage displayed in Grand Prix Ring
- PA announcements throughout the week in all arenas
- Logo included on scrolling video board



PRESENTING OPPORTUNITIES

- Awards presentation to the winner of a division championship - TBD
- Rights to professional photographs taken during the presentation ceremony for post-event use
- Rights to gifting opportunities in select venues or class awards



MEDIA



HOSPITALITY

- Up to two (2) VIP tickets for each week of series
- Opportunity to provide merchandise

- Sponsor's logo placed on promotional posters, press releases and media ads
- Prominent logo on Jump-NEE.com with direct link to sponsor's website
- 1/2 page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Social media mentions
- One dedicated email blast to NEE email database
- One direct mailing opportunity to NEE mailing list
- Mentions in all media coverage of divisions

VENDOR SPONSORSHIPS



Basic Benefits Package | \$3,500 for one week

- Guaranteed exhibition booth (10'x10' or 10'x20') or trailer space
- 1/4 page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- PA announcements during the shows in all arenas
- Signage in secondary competition arenas or high traffic areas
- Logo with direct link on Jump-NEE.com

Basic Benefits Package | \$6,500 for one week

- Guaranteed exhibition booth (10'x10' or 10'x20') or trailer space
- Full-page, full color advertisement in online prize list (camera ready art work to be supplied by sponsor)
- Logo inclusion in sponsors scroll on the venue video board
- Inclusion in social media engagement of the event
- PA announcements during the shows in all arenas
- Signage in secondary arena and high traffic areas
- Logo with direct link on Jump-NEE.com

To ensure maximum exposure for our vendor/sponsors these packages are limited.

FOOD & BEVERAGE SPONSORSHIPS



Morning coffee / apples or carrots at in gate

\$3,000 for one week

- Opportunity to provide food and beverage (food and beverage at sponsor's cost and must be coordinated through the facility)
- Opportunity to provide swag (swag must be provided to and approved by NEE 10 days prior to the shows)
- Inclusion in one (1) press release announcing our partnership to email database
- Signage in secondary competition arenas or high traffic areas
- PA announcements during the shows in all arenas
- Logo with direct link on Jump-NEE.com

CUSTOM PACKAGES

TBD

Grooms Awards / or specific sponsorship to reflect goals of business



Official Transportation Partner

*Jump placement in Grand Prix Ring | \$5,000+
\$800 for building*



Prize Sponsorship

Official Footing Sponsor





Thank you for your consideration.

We hope you will join us for the
2020 Temecula Valley
National Horse Shows!



JUMP-NEE.COM
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