

FAIRFIELD



Fairfield County Hunt Club

June Benefit Horse Show

June 20-24, 2017

Sponsorship Opportunities





Fairfield County Hunt Club June Benefit Horse Show & History



The Fairfield County Hunt Club June Benefit Horse Show has a long history of national prestige. It is rated a “Premiere” show by the United States Hunter Jumper Association (USHJA) and has also been elected the “Members’ Choice” Horse Show for Zone 1 for the last three years. The most prestigious accolade, however, comes from the United States Equestrian Federation (USEF), which designated the June Benefit Horse Show as a Heritage Competition—the highest honor that can be bestowed on a horse show. This distinction is reserved for horse shows that are dedicated not only to technical excellence, but also to philanthropy and community involvement. Only 16 horse shows in the entire nation have received this honor.

Over the years, the horse show has supported many worthy national and local charities. Some past charities include: CT Audubon Charities, Pegasus Therapeutic Riding, Save the Children, ASPCA, Brain Trauma Foundation, and Bridgeport Hospital Foundation. The June Benefit Horse Show has a long-standing relationship with the EQUUS Foundation, which will once again be this year’s beneficiary.

The horse show attracts international, national and local riders, who compete over the course of 5 days. Many of the over 3,000 participants hail from affluent areas, such as Fairfield and Westchester counties and metropolitan New York, thereby creating optimal marketing exposure.

Rider Demographics

Riding has always played a significant part in American society and economics. It is a family-oriented sport that demands and instills discipline, confidence and commitment. Riding is one of the few sports that reaches out to and crosses all target groups (age, gender, income). Horses have a very broad and deep national appeal, as evidenced by the following statistics provided by a survey by the American Horse Council:

27 million

The number of people over the age of 12 in the United States who ride a horse at least once every year

14.6 million

The number of people over the age of 12 in the United States who ride a horse on a regular basis

9.2 million

The number of horses owned in the United States

88 million

Total attendance at sanctioned horse-related events



What are the National Rider Demographics?

Industry statistics indicate the following;

- ◆ **Females comprise the majority (85%)** of participants
- ◆ The average age is **39** years
- ◆ 40% report an individual income in excess of **\$150,000** per year
- ◆ **80%** have a minimum four-year college degree
- ◆ The average home value is **\$412,000**
- ◆ **81%** own their primary residence outright
- ◆ **15%** own a second home
- ◆ **43%** travel on airlines more than 16 times per year
- ◆ **97%** hold one or more credit cards
- ◆ **55%** of the automobiles owned were purchased last year
- ◆ Average number of equestrian events participated in each year: **14**
- ◆ Average number of horses owned: **5**



**Source: US Equestrian Federation, the national governing body of equestrian sport in the USA, profile of 80,000 members and on-site audiences*





Fairfield County Hunt Club

Fairfield County Hunt Club (FCHC) is a private, year-round country club with dining, social, and sports activities for the entire family. The facility is located in Westport, CT on 30+ acres of scenic property that includes a newly renovated clubhouse, tennis courts, paddle tennis courts, swimming pools, and full-service riding facility.

The riding program at Fairfield County Hunt Club has a rich history of developing successful riders in the hunter, jumper and equitation disciplines. Our riders compete at the local, regional and national levels. The program and all of our facilities offer a wide array of services at all levels of participation for the English-style rider.

Our program offers competitively priced memberships for riders of all levels from beginners to high-level competitive jumpers and hunters. The program is dedicated to providing a comprehensive nurturing environment for horse and rider to develop the skills necessary to perform to the best of their ability.

Equestrian Facilities

- ◆ 34 Acres of Open Space
- ◆ 120 Box Stalls in 6 Barns
- ◆ 100' x 200' Heated Indoor Ring with TravelRight Footing
- ◆ 90' x 250' Heated Indoor Ring with TravelRight Footing
- ◆ 260' x 150' Outdoor Ring with All-weather Footing
- ◆ 240' x 160' Outdoor Ring with All-weather Footing
- ◆ Additional Ring Maintained Sand Footing
- ◆ Regulation Polo Field
- ◆ Four Place Horse Walker
- ◆ 9 All-Weather Sand Paddocks
- ◆ 5 Covered Outdoor Wash Stalls
- ◆ 2 Indoor Wash Stalls with Heat Lamps
- ◆ Heated Tack Room in Each Barn
- ◆ Spacious Heated Indoor Viewing Lounge with Wi-Fi and DVD player



Type of Competition

As with all horse shows at Fairfield County Hunt Club, three types of disciplines are offered: Jumpers, Hunters, and Equitation. Unlike any other sport, men and women (and girls and boys) compete as equals in all levels from the beginner classes to the highest levels of competition.

Jumpers: The horse and rider combination must complete a jumping course without incurring any of the following “faults:” lowering the height of the fences, (knocking down a rail), not completing the course within the allowed time, and refusing to jump. Those who complete the course without any faults are invited back for a shorter “jump-off,” where speed is paramount. The fastest horse/rider combination, with the fewest faults, is the winner. Jumpers at the FCHC June Benefit Horse Show are located center stage in the Grand Prix Field.

Hunters: Hunt seat competitions follow the traditions arising from the fox hunt, where beautifully groomed horses are treasured for their impeccable manners and elegant jumping style. Hunters also complete a course with fences; however, in this competition they are judged on the style and technical proficiency of the horse and rider within the constraints of the course design. Fairfield County Hunt Club offers the only horse show in the country that has maintained the tradition of designing an open-gallop, outside course with double jumps to resemble the open fields of a fox hunt.

Equitation: These competitions judge the rider’s position and ability to ride correctly and with effective aids. The rider, rather than the horse, is evaluated. Judging criteria cover the following aspects: the rider’s performance and control of the horse, use of riding aids, proper attire, correct form and usually factor in rider poise and the cleanliness and polish of horse, rider and equipment.



Schedule Highlights

Horses and riders will be competing from June 20 thru June 24th.

Special Events Classes include:

June 21: \$5,000 New England Hunter Derby

June 22: \$10,000 Welcome Stake

June 23: \$1,000 2'9" Hunter Derby

June 24: \$30,000 Grand Prix



Paddock Boutique

Spectators, exhibitors, friends, and families are welcome to shop at our Paddock Boutiques, which offer a variety of leather goods, fashion accessories, jewelry, home goods, horse-wear, and much more.



Benefits of Sponsorship

Product Exclusivity

The Horse Show Committee searches for a diverse roster of sponsors on a local, regional and national level. We do not seek other competing organizations unless consent is given. We can offer your organization the opportunity to hold a product-related event before or during the show. Throughout the horse show, space in or around the VIP Tent in close proximity to the competition, events, and shopping can be designated for displaying your product.

Recognition & Hospitality

We are committed to the recognition of our sponsor for their support and loyalty.

- ◆ For designated class sponsorship, we invite the sponsor's representative to present awards and hand out ribbons to the winners of the class.
- ◆ For social events sponsorship, we will work with you to organize an event during the horse show at any of our multiple venues.
- ◆ Exclusive, reserved, ring-side seating is available in the VIP Tent each day to entertain customers and friends.
- ◆ Exclusive reserved seating in the VIP Tent for the EQUUS Foundation Luncheon held in conjunction with the Grand Prix, the culminating event of the show.



On-Site Signage

Sponsors can be represented throughout the horse show. Sponsor's banners can be prominently displayed in the VIP Tent and around the competition areas. An area in the VIP tent can also be designated to display corporate literature. For exclusive signage display, we are offering a handful of facilities title sponsorships, where only your organization's signs will be displayed and the area will be named for your organization for the week.

Media

Your organization's advertisement is published in the Horse Show Official Program, which is distributed to all who attend the show. Your ad is also published in the Prize List, which is distributed in advance to previous and prospective competitors. Sponsors are also recognized in various media. Press releases are submitted to local and regional publications. Sponsors may prepare public service announcements to be announced daily. Sponsors will also be recognized on the FCHC June Benefit Horse Show's webpage, Facebook, Instagram and Twitter account.

Special Events

Sponsors will have an open invitation to social events and activities held prior to and during the five-day show.



Sponsorship Options

Sponsorship presents a unique marketing opportunity. We will work with the sponsor to design a package that will include some or all listed below.

Title Sponsor of Special Events

- ◆ Grand Prix
- ◆ Welcome Stake
- ◆ 3'3" Hunter Derby

Hospitality Events

- ◆ Sponsor events can be arranged at any of indoor or outdoor venues.
 - Exhibitors Party
 - Wine & Cheese

Product/Service Sponsor

- ◆ Sponsors products and/or promotional material display and distributed through the week.
For example:
 - Official Automobile
 - Official Champagne/liquor

Facility/Branding Sponsor

- ◆ Logos and banners located in designated, high traffic areas
 - Electronic scoreboards (Side panels or revolving Logo Display)
- ◆ Clubhouse Veranda
- ◆ Competition Rings
- ◆ Schooling Rings
- ◆ In-gates
- ◆ Back Numbers

Individual Class or Division Sponsorship

- ◆ A representative can award the trophy or prizes to the winner of their sponsored class or division in the Winner's Circle.
- ◆ Photos will be printed in the following year's souvenir program.

Advertising

- ◆ Prize List
 - The official publication that is distributed all exhibitors and is available on the official Horse Show website and Facebook Page
- ◆ Souvenir
 - Distributed to all exhibitors, spectators, sponsors, and special events guests

Boutique Tent

- ◆ Vendors space is available in a variety sizes for vendors to sell and/or promote sponsor products.







Fairfield County Hunt Club

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