



FAIRFIELD COUNTY HUNT CLUB

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February 20, 2017

**RE: Fairfield County Hunt Club June Benefit Horse Show
Sponsorship Opportunities**

Dear Sir or Madam

The 94th Fairfield County Hunt Club June Benefit Horse Show will be held June 20-24, 2017 and as always is open to the public. In a typical year the Hunt Club welcomes more than 3,000 competitors, owners, trainers and spectators during the week of the horse show. Our spectators, participants and membership represent an upscale affluent and fashionable audience who are appreciative of the sporting lifestyle. Our show highlights include the \$10,000.00 Welcome Stakes on Thursday and culminates in a \$30,000.00 Grand Prix held in conjunction with the show's charity beneficiary the Equus Foundation's Grand Prix Luncheon.

Horse show participants and spectators represent one of the highest demographics of sport audiences. According to the United States Equestrian Federation, the average age of participants and spectators is 39, 85% are women, 63% are married with an average household home value of \$594,000.00.

I have enclosed for your review, a copy of our Sponsorship Brochure, detailing the June Benefit Horse Show, our demographics, and facilities. In addition, enclosed please find a Sponsorship/Corporate Sponsorship Contract. Should you wish to participate as a sponsor or as an exclusive sponsor and wish more of an on-property presence, please feel free to contact one of us and we can assist in crafting a sponsorship package to meet your needs. We look forward to your participation in this year's June Benefit Horse Show.

Very truly yours,

Benedicte Berg, Wynatte Chu, Sean Hogan

Benedicte Berg

Wynatte Chu

Sean Hogan

Co-Chairs June Benefit Horse Show

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