

FAIRFIELD COUNTY HUNT CLUB

FAIRFIELD



JUNE BENEFIT HORSE SHOW

JUNE 18-22, 2019

SPONSORSHIP OPPORTUNITIES



Fairfield County Hunt Club June Benefit Horse Show & History

Join us for our grandest event of the year – the 96th annual, and very prestigious, June Benefit Horse Show to benefit EQUUS Foundation at the Fairfield County Hunt Club, June 18–22.

Over the course of 5 days, international, national and local riders will call the storied Fairfield County Hunt Club (private country club & equestrian center) home as they compete in world-class events featuring Hunter, Jumper & Equitation disciplines. Show highlights include a \$50K Grand Prix, as well as, a \$10K Welcome Stake.

The show is open to the public free of charge, and offers over 250 classes in which national and local equestrians of all ages compete, social activities and shopping at the show's Paddock Boutique.

The show has earned the distinction of one of the most beautiful and prestigious shows in the country, attracting world class riders. and is recognized as a Heritage Competition by the United States Equestrian Federation – the highest honor that can be bestowed on a horse show and a distinction reserved only for horse shows dedicated to technical excellence, philanthropy, and community involvement.

While the June Benefit Horse Show is a premier destination for equestrian enthusiasts, there is no need for all visitors to be proficient in horsemanship to enjoy our show. The June Benefit Horse Show attracts spectators from Fairfield and Westchester counties, as well as, metropolitan New York, thereby creating optimal marketing exposure.

Sponsorship of the June Benefit Horse Show is an experiential marketing opportunity. We aim to create a partnership with you by marketing your product or a service through experiences that engage the consumer and create emotional attachment to your product/service. Whether it's brand awareness, driving online traffic, or entertaining clients – we will custom tailor opportunities to surpass your needs.

Come be a part of one of the most majestic sports in the world at one of most idyllic country clubs in Connecticut.

Fairfield County Hunt Club | June 2019 Benefit Horse Show **Sponsorship Opportunities**

Rider Demographics

Riding has always played a significant role 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 in 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:

- ◆ (85%) of participants are women.
- ◆ The average age is **39** years.
- ◆ Average income in excess of **\$185,000** per year.
- ◆ Average net worth in excess of **\$955,000**
- ◆ **80%** have a minimum four-year college degree.
- ◆ The average home value is **\$594,000**
- ◆ **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
- ◆ Number of vehicles owned: **3**
- ◆ Average number of equestrian events participated in each year: **6+**
- ◆ Average number of horses owned: **4**
- ◆ Spends **\$16,000** per year on equine-related purchases.



Fairfield County Hunt Club | June 2019 Benefit Horse Show **Sponsorship Opportunities**

Schedule Highlights

Horses and riders will be competing in three different disciplines (Hunter, Jumpers and Equitation) at all levels of experience in four different ring from June 18th thru June 22nd.

Special Equestrian Events include:

Wednesday, June 19: \$5,000 New England Hunter Derby

Thursday, June 20: \$10,000 Welcome Stake

Friday, June 21: \$3,000 CWD Jr/AO Jumper Classic (1.35)

\$2,000 Mobile Tack Jr/AO Jumper Classic (1.25)

\$1,000 2'9" Hunter Derby

Saturday, June 22: \$50,000 Grand Prix

\$2,500 M & S / WIHS Children's / Adult Jumper Classic

\$1,000 Low Children's Jumper Classic

\$1,000 Low Adult Jumper Classic

Special Social Events include:

Wednesday, June 19: Sugar Bakery Cupcake Truck – Winner of Food Network's "Cupcake Wars"

Sip & Shop in the Paddock Boutique

Thursday, June 20: Exhibitors' Authentic Texas BBQ

Friday, June 21: Grand Farm to Fork Dining Experience, by Lantern

Saturday, June 22: Family Fun Day / Pony Rides / Games / Lunch

Equus Charity Luncheon

Sponsorship Opportunities:

\$50,000	Grand Prix Sponsor
\$15,000	Jumbotron & Scoreboard
\$1,000	Winner's circle
\$5,000	Rider's Lounge
\$5,000	Exhibitors Party (Thursday)
\$1,500	Charging Station
\$2,500	Back Numbers
\$1,000	Cupcake Truck
\$500	Welcome Wine & Cheese (Tuesday)
\$750	Sip & Shop (Wednesday)
\$1,500	First Prize Sponsor
\$2,000	Champion Prize Sponsor
\$2,500	Grand Prize Sponsor
\$750	In-Gate Sponsor (Burr Ring, Annex Ring, Grand Prix Ring or Hunt Course)
\$500	Schooling Ring Sponsor (Burr Ring, Annex Ring, Burr II Ring or Hunt Course)
	Preferred Lawn Seating
\$500	Jump Sponsor (Limited availability)

Special Class Sponsorship:

\$10,000	Welcome Stake – <i>Friends of Fairfield</i>
\$5,000	3'3 Hunter Derby –
\$3,000	High Jr/AO Jumper Classic – <i>CWD</i>
\$2,000	Low Jr/AO Jumper Classic – <i>Mobile Tack</i>

Sponsorship Options

Sponsorship presents a unique marketing opportunity. We will work with you to design a package that may include, but not limited to, some of the option below.

Hospitality Events

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

Products/Services

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

Facility/Branding

- ◆ 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

- ◆ 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.

Program Advertising

- ◆ Prize List
 - The official publication that is distributed to 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

Digital Advertising on JuneHorseShow.com, as well as, social media cross promotion.

Paddock Boutique Shopping Tent

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





FAIRFIELD COUNTY HUNT CLUB

174 Long Lots Road
Westport, CT 06880-4097

203-227-8445
FAX: 203-227-8447

VENDOR CONTRACT

Execution of this contract constitutes a binding agreement between the vendor and the Fairfield County Hunt Club for display space during their Fairfield County Hunt Club June Benefit Horse Show June 18 – 22, 2019. This show is located at 174 Long Lots Road, Westport, CT 06880. A copy of this executed contract will be mailed to the contact below upon acceptance by FCHC.

- Installation & dismantling of your items in the rented space as well as securing flaps daily is the responsibility of the vendor.
- Opening flaps daily will be the responsibility of the Hunt Club. Closing the flaps is responsibility of vendor.
- The Fairfield County Hunt Club does not provide tables or chairs. Vendor space has back wall, but no side walls.
- Night watch will be provided by the Hunt Club only during the evening hours.
- Tent space will be provided by the Fairfield County Hunt Club and your location will be assigned by the Hunt Club.
- Electricity is to be arranged in advance of the show so please mark off if you will require electricity in the space below.
- A certificate of insurance naming the Fairfield County Hunt Club as additional insured will be required and must accompany payment, along with application, to be considered. Check-in is Monday June 17th 9 a.m. until 2 p.m. setup must be complete by 4 p.m.
- First Come, First Served basis. Contracts must be received by May 1, 2019 to be included in the Official Show Program.
- Upon acceptance of Contract, Vendor information will be placed on the June Show website.
- Vendor operation days are Tuesday through Saturday.
- Please make your check payable to "Fairfield County Hunt Club."

Vendor

Mailing Address

City, State, and Zip

Tax ID # or Social Security #

Contact's Name (please print)

E-Mail

Landline or cell number

Website if you have one

Description of products and/or services

Tent Size check one:

☐ 9x10 \$400

☐ 9X20 \$650

Trailers:

☐ 24' and Under \$800

☐ 25' and Over \$1,600

Electricity requirement check one: ☐ please supply electricity ☐ electricity will not be required
There is not an additional charge for electricity

Signature of Vendor or Vendor Representative

Date

Signature / Accepted by Sean Hogan / Wynatte Chu / R. Scott Green

Date

Please return this signed contract with full payment and certificate of insurance to: The Fairfield County Hunt Club, 174 Long Lots Road, Westport, CT 06880 Attention: June Benefit Horse Show. You may contact Sean Hogan at 203-400-3050 or via email at seanhoganesq@aol.com.



FAIRFIELD COUNTY HUNT CLUB
June Benefit Horse Show, June 18th – 22nd

PROGRAM & DIGITAL ADVERTISING RATES
(All full & half page program ads come with a complimentary digital ad)

Advertiser: _____ Contact Name: _____

Address / City / State / Zip: _____

Phone: _____ Email: _____

Website: _____

Instagram handle: @_____ Facebook: @_____

Please include payment in-full with contract.

- **Make check payable to: Fairfield County Hunt Club. Payment is due by May 1, 2019**
- **Mail to: Fairfield County Hunt Club, 174 Long Lots Road, Westport CT 06880. Inquire about online payment options.**

Ad Size	Program Cost	Program Dimensions	Banner Cost	JuneHorseShow.com Digital Dimensions
Full Page	\$600	7 1/2" w x 10"h (live)	Added Value	336 px x 280 px
Half Page	\$350	7 1/2" w x 5" h	Added Value	300 px x 250 px
Quarter Page	\$250	3 1/2 x 5"	n/a	n/a
Eighth Page	\$150	3 1/2 x 2 3/8	n/a	n/a
Inside Cover	\$660	7 1/2" w x 10"h	Added Value	336 px x 280 px
Back Cover	\$720	7 1/2" w x 10"h	Added Value	336 px x 280 px
Inside Spread	\$1320	7 1/2" w x 10"h	Added Value	300 px x 600 px

Advertising Specifications:

Printed offset. Trim Size: 8 1/2" x 11"; Bleed Size: 8 3/4" x 11 1/4"; Full Page (Live): 7 1/2" x 10"; Half page Horizontal: 7 1/2" x 5"; Half Page Vertical: 3 1/2 x 10"; Quarter Page: 3 1/2" x 5"; Eighth Page: 3 1/2 x 2 3/8 Electronic File Requirements: PDF file with all fonts and graphics embedded within the PDF, colors defined as CMYK generated at 300 dpi resolution. High resolution JPG accepted. Deadline: All camera-ready artwork must be received by May 1. Email your artwork to: Heidi@huntclubonline.org

GRAND PRX LUNCHEON RSVP

COMPANY NAME _____

CONTACT NAME _____

ADDRESS: _____

CITY, STATE & ZIP _____

EMAIL: _____ CELL: _____

GRAND PRIX LUNCHEON TICKETS

☐ I/We wish to purchase a table of 10 seats at \$2,500 per table.

☐ I/We wish to purchase # _____ seats at \$250 per seat.

Name to be placed on the table: _____

PAYMENT INFORMATION

☐ Enclosed is my donation in the amount of \$ _____.

Payment Method:

☐ CHECK ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ CLUB ACCOUNT (For Fairfield County Hunt Club Members).

Card # _____ Expiration Date (mm/yy) _____ Security Code _____

Cardholder _____

☐ Enclosed is my employer's Matching Gift Form. Please have your donation matched if your employer has Matching Fund Program.

The EQUUS Foundation is a 501(c)(3) tax-exempt organization. Donations are tax-deductible to the full extent of the law. The amount excluded from tax deduction is \$100 per seat. All donations received by May 10 will be acknowledged in the Fairfield County Hunt Club June Benefit Horse Show Official Show Program. Please mail this R.S.V.P. to: EQUUS Foundation, 168 Long Lots Road, Westport, CT 06880 or you may RSVP Online at www.equusfoundation.org/fairfield. Contact us by phone at (203) 259-1550 or by email at fairfield@equusfoundation.org.

