

# SPONSOR

OPPORTUNITIES

2024



## *Supporting Equestrian Sport*

Community Sponsorship Opportunities



Hunter | Jumper Horse Show Series

Est. 2002







Welcome to Horse Show Ventures!

Horse Show Ventures is a family owned and operated horse show production company celebrating our 22nd year of delivering quality shows to southeastern equestrians! Our series was founded and is operated by equestrians active in the industry who also specialize in best marketing practices to serve our clients and connect sponsors to the equestrian consumer.

Our mission is to provide our exhibitors quality, fun, welcoming, and competitive horse shows with class offerings, prize money, awards, and special events for competitors of every level and age.

Our sponsors are valued partners in bringing quality shows to the equestrian marketplace. We offer targeted exposure in multiple media (e-newsletters, social media platforms, and at-show brand positioning) to connect your business and services with affluent equestrian consumers across the southeast.

Thank you for considering a partnership with Horse Show Ventures. Come Join the Fun & Welcome to the Family!

Sincerely,  
Morgan Taylor  
Founder



## A Message to Our Sponsors



# "EQUESTRIANS ARE ONE OF THE MOST AFFLUENT CONSUMER SEGMENTS."

*-Morgan Taylor*



## EQUESTRIAN CONSUMER

The equestrian sport of show jumping is the leading equestrian activity in the United States with over 600,000 horses competing annually. Show jumping includes both stadium jumping (like the Olympics) and traditional hunter divisions for riders of all levels, beginner to advanced.

### EQUESTRIAN CONSUMER FACTS & FIGURES

- Average age is 39 years
- 40% report individual income > \$150,00
- 80% have a minimum four year college degree
- They own a home with an average value of \$412,000
- 81% own their home outright
- 15% own a second home
- 43% travel on airlines > 16 x per year
- 78% are frequent flyer program members
- 97% hold one or more credit cards
- 85% are women
- 55% purchased an automobile within the last year
- The average equestrian participates in 14 events/year
- The average equestrian has five horses





# "EQUESTRIANS GENERATE A COMMUNITY WIDE ECONOMIC IMPACT WHILE AT HORSE SHOWS"



## ECONOMIC IMPACT

Equestrians and the horse shows they participate in have a strong economic impact on the local community.

Whether equestrians at shows are locals or participants from out of the area, their daily expenditures total >\$400 per day per person.

These daily expenditures include food, lodging, gas, miscellaneous shopping and horse care, visits to tack stores, entertainment, leisure shopping, and specialty stores, including vehicle dealerships and farm equipment outlets that may not be found in their local communities.

Horse showing is a family affair, a life style. Equestrians are passionate about their sport and invest significant time and resources in the enjoyment of it. As a result, shows are attended by not only the rider, the trainer, grooms and support staff, but also by parents and often extended family as well. It is estimated that each horse participating at a horse show generates three people in attendance.

*Equestrians are very brand conscious, and they are loyal to brands that support or represent their sport.*





## HORSE SHOW VENTURES 2024 SEASON

ANNUAL SPONSORSHIPS

DIVISION SPONSORS

SHOW SPONSORS

HOSPITALITY SPONSORS

IN KIND SPONSORS

JUMP SPONSORSHIPS

SPECIAL ACTIVITY SPONSORSHIPS

BARN PARTNERSHIPS

YEAR END AWARDS SPONSORSHIPS

March 2 & 3

Georgia International Horse Park

April 20 & 21

Wills Park Equestrian Center

May 25 & 26

Georgia International Horse Park

June 8 & 9

Georgia International Horse Park

July 27 & 28

Georgia International Horse Park

August 24 & 25

Georgia International Horse Park

November 2 & 3

Georgia International Horse Park

### IN THE SPOTLIGHT

#### Annual Presenting Sponsor \$1850

- Web banner on website with logo and link (sponsor provides)
- Press Announcement in Newsletter and on FB page
- PA Announcements @ Horse Show
- Sponsor logo on Course Sheets
- Vendor space at all shows
- Full page ad in show program
- Banner Display (sponsor provides)
- Corporate jump with logo\*

#### Gold Sponsor \$1000

- Press Announcement
- Inclusion in Newsletter
- Half page ad in show program
- Social Media Posts with logo and link
- Banner Displayed @ Shows (sponsor provides)
- Vendor space at all shows
- Logo and link on website

#### Silver Sponsor \$700

- Press release announcing sponsorship in Newsletter
- Link in Newsletter
- One-Fourth page ad in show program
- Social Media Post with logo and link
- PA Announcements

#### Bronze Sponsor \$500

- Announcement inclusion in Newsletter
- One-fourth page ad in show program
- PA Announcements @ Horse Shows
- Social Media Post with logo and link

\* Sponsor provides or can be made for market rate





**CHOOSE  
A SEASON SPONSORSHIP OR  
SELECT A SINGLE SHOW TO  
SPONSOR**

# INDIVIDUAL SHOW SPONSORSHIPS

**Presented by Horse Show Ventures**

|                |                                  |
|----------------|----------------------------------|
| March 2 & 3    | Georgia International Horse Park |
| April 20 & 21  | Wills Park Equestrian Center     |
| May 25 & 26    | Georgia International Horse Park |
| June 8 & 9     | Georgia International Horse Park |
| July 27 & 28   | Georgia International Horse Park |
| August 24 & 25 | Georgia International Horse Park |
| November 2 & 3 | Georgia International Horse Park |

## Contact

Morgan Taylor | [morgan@horseshowventures.com](mailto:morgan@horseshowventures.com) |  
(770) 827-0175 | [www.horseshowventures.com](http://www.horseshowventures.com)

## INDIVIDUAL SHOW SPONSORS

### **Presenting \$500**

- Press Announcement
- Newsletter Announcement with logo and link
- PA Announcements
- Vendor space at show
- Social Media Post with logo and link
- Website logo and link Horse Show Ventures and Taylor Equestrian Marketing
- Banner Display (sponsor provides)

### **Hospitality Sponsor \$250**

- Inclusion in Newsletter
- Website logo and link
- PA Announcements
- Vendor space at show
- Social Media Post with logo and link

### **Supporting Sponsor \$100**

- Mention in Newsletter
- Website logo and link
- PA Announcements
- Social Media Post with logo and link

### **At Show Vendor \$60 per day**

- Vendor Space at show (electricity is add'l)
- PA Announcements





**CONNECT WITH THE  
EQUESTRIAN MARKET**

# SPECIALTY SPONSORSHIPS

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Presented by Horse Show Ventures

BRANDED JUMPS  
IN KIND PRIZES  
YEAR END BANQUET  
SPECIAL EVENTS  
BARN PARTNERS

**Contact**

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(770) 827-0175 | [www.horseshowventures.com](http://www.horseshowventures.com)

**SPECIALTY SPONSORSHIPS**

**Specialty Jumps \$700**

- Custom Jumper Jump with your company logo-used throughout the season in the Jumper Ring
- ( sponsor may provide jump or we can build for an additional fee)

**Exhibitors Hospitality Events \$400**

- Horse Show Ventures hosts hospitality events at each show. Your sponsorship supports exhibitor wine and cheese receptions, show morning breakfasts, and special event hospitality.
- Sponsor receives signage display at the event
- Banner Display
- PA Announcements
- Website logo and link
- Social media post with logo and link

**Barn Partner Sponsors \$300**

- Listing in Omnibus
- Logo and Link on HSV Website
- Logo feature at Awards Banquet Presentation
- Social Media Post with logo & link

**Award Sponsors \$500 - \$1,000**

- Listing in Omnibus
- Logo and Link on HSV Website
- Logo feature at Awards Banquet Presentation
- Social Media Post with logo & link
- Full Page Ad in Awards Banquet Program



# Horse Show Ventures is a family show series



ESTABLISHED IN 2002 | MEET THE TEAM

## MORGAN TAYLOR

Morgan and her four daughters launched Horse Show Ventures in 2002. The family owned and operated a hunter/jumper training, sales, and boarding farm in Milton, Georgia. Morgan was able to combine her passion for equestrian sport, marketing, and family in creating the series.



## CHELSEA ROCHE

Chelsea grew up as a catch rider and competing in GHJA local and USEF rated shows. She graduated from University of Kentucky with a degree in marketing. She owns and operates JR Show Stables with her husband, John Roche, based in Wellington, Florida & Lexington, Kentucky. Chelsea course designs and consults for the series.



## REGAN SUNDIUS

Regan grew up in Milton, Georgia riding and showing from an early age. She is a University of Georgia graduate with a Communications degree. She continues to course design and consult for the show series and is the Georgia, Tennessee, and Alabama Territory Representative for CWD Sellier.



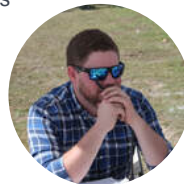
## SARA MCDERMOTT

Sara grew up riding and competing in upstate New York and came to the South to earn her Business Management degree from the University of Georgia. Sara competed for the UGA IHSA team and was the team barn manager. Sara has competed in the Junior Hunter Finals multiple years and in multiple medal finals including USEF Finals, Maclay, National PHA Medal Finals, and Marshall & Sterling Medal Finals. Sara has also participated in the Emerging Athletes Program in Colorado and North Carolina. You see Sara working the shows as a show secretary, gate steward, and technical coordinator for both the Florida and Georgia series.



## TRENT FOWLER

Trent grew up in Oxford, Georgia competing at equestrian events and graduated from the University of Georgia after competing on the UGA IHSA equestrian team. Trent fills a multitude of roles for us as a Judge, course designer, gate steward, and technical coordinator both in the Georgia and Florida series.



## MILES DEMINGS

Miles Demings.... for sure the exhibitors' favorite team member, is known for his exceptional politeness and willing attitude. Miles landed at Horse Show Ventures as a crew newbie four years ago and has been bitten by the horse show bug. He has risen to become an invaluable team leader and staff member, overseeing the grounds, running the crews, building and shipping jumps, and managing both hunter and jumper gates. Miles holds a Chemistry degree from Georgia Gwinett College and his outside fulltime job is as a Warehouse Manager for Southeast Connections.

