

Equestriansport.tv Sponsorship Opportunities

As a select special partner of EquestrianSport.TV you get a combination of the best of internet and television advertising. This unique form of advertising reaches out to your potential customers in three ways. The first exposure would come through a 5-10 second intro video, which plays every time our video player opens, and includes a professional voice over and a tag line of your choosing. The second way you would reach the viewers is through two prominent banners “above the fold”. These banners link directly to your Website and open in another window. Finally, through EquestrianSport.TV you will reach an audience all over the World who will be receptive to your message.

During last year’s Capital Challenge there were over 40,000 plays of our live streaming video, with the average play lasting nearly two hours. These numbers were achieved without any prior marketing for our event; the buzz we generated quickly spread through the on-line equestrian community, and our numbers grew for each of the nine days of the event. After the show, the buzz continued as people flocked to the site to watch the two classes that were archived for on-demand viewing. That two hours of viewing time per play translates into nearly 80,000 hours of your logo on computer screens around the world. This branding opportunity far surpasses a banner on a show ring rail, a program ad, or a PA announcement because a potential customer does not have to remember your company on the way home from the show. They can simply click on your logo and be instantly connected to your website and a vast amount of information on your services.

Major sponsor package

Includes the following: a full-time static click-thru banner in a prominent position on the EquestrianSport.TV home page; a video player for each sponsored show which includes a 5-10 second intro Video with voice over; the click-through banner and intro video would stay on the EquestrianSport.TV site for a period of one year in classes that are archived on the site for viewers to watch on demand. Click on this link for an example. <http://www.equestriansport.tv/this-example.php>

This year EquestrianSport.tv will not only offer the live video stream of the show, but will also include live scoring and live chat. We have also partnered with *The Chronicle of the Horse* website to increase traffic to our site, and will be running ads in the Chronicle to promote the web cast.

The cost of this sponsorship is \$5,000 per show (Upperville Horse Show, Beacon Hill Equestrian Grand Prix, Hampton Classic, and Capital Challenge)

Additional shows may be added during the year.

We offer a 10% discount for all four shows.

Banner ads

These offer click through to your site.

Per show, \$1000 on home page

Per show, on horse show page \$500