

Capital Challenge Corporate Sponsorship Opportunities

Why Capital Challenge?

Capital Challenge exhibitors and spectators represent the top of the sport.

By reaching them you are also reaching the other 90% of the horse world who emulate the best!

The atmosphere at The Capital Challenge Horse Show is special! Awards presentations are held for each class and special awards. Exhibitors and spectators are excited to be there. It is the first of the indoor fall shows.

Each Capital Challenge sponsorship is complete with publicity support before, during and after the show to ensure the maximum exposure for your product, service or brand.

The Capital Challenge Horse Show makes every effort to custom fit the sponsorship to your needs. This flexibility allows you, the sponsor, to get the most out of your partnership with the horse show. In the following pages you will find a number of examples of sponsorship packages we can offer.

JR/AO Sponsorship

This year the Capital Challenge Horse Show is expanding their JR/AO Jumper division offering \$45,000 in prize money and holding classes in a Modified World Cup Format. Sponsors will benefit from the increased publicity of this new format. In addition the show plans to hold ten qualifiers for this competition during 2009 at prominent shows across North America. Sponsorships are available for qualifiers as well as the entire series for 2009. Please inquire. Only one title sponsor will be selected for 2009. Sponsors of 2008 classes or division will be given first refusal for 2009. This promises to be an exciting new series!

2008

\$10,000 Classes (Speed) or Time first jump off

Sponsorship of either of these classes includes:

Title sponsor of class

One Full page color ad in one issue of the Daily Update

One Full page color ad in the Program
Two banners in the indoor arena
Mention on the scoreboard
PA Announcements
Company Representative in Award Presentation for Junior / Amateur Classic
Priority Box Seating
One banner on Equestriansport.tv during Capital Challenge
Ad on the back of the Order of Go the night of the class
Mention in all press releases
In addition sponsor would receive one outdoor booth space.
4 passes to the sponsorship lounge
Link from the Capital Challenge website to sponsor website

Cost \$10,000

Saturday Night JR/AO Prix Cost \$25,000

\$25,000 class sponsorship would be the same as the above except the monetary amount would increase to \$25,000
Sponsor would receive additional ads in the Daily Update as well as editorial coverage in the Daily Update
Total of four banners, two indoors and two outdoors
More prominent link on equestriansport.tv
One indoor booth space
Special editorial coverage in the Daily Update
Ability to place promotional items in exhibitor bags.

JR/AO JUMPER Division Sponsor Cost \$45,000

The benefits of sponsoring the entire division of three classes would also include special press releases dedicated to announcing the title sponsor. An editorial story about the division and the sponsor in the Show Program A special riders' gathering during the week welcoming the riders would be held hosted by the sponsor

Any sponsorship of \$10,000 or more gives the sponsor exclusivity in their area

In certain categories only one type of sponsor will be selected for example only one saddle brand will be allowed. One feed company etc. Please inquire as to availability.

Children's Jumper Classic Cost \$10,000

OR

Adult Jumper Classic Cost \$10,000

Title sponsor of class

One Full page color ad in one issue of the Daily Update

One Full page color ad in the Program

Two banners in the indoor arena

Mention on the scoreboard

PA Announcements

Company Representative in Award Presentation for Junior / Amateur Classic

Priority Box Seating

One banner on Equestriansport.tv during Capital Challenge

Ad on the back of the Order of Go the night of the class

Mention in all press releases

In addition sponsor would receive one outdoor booth space.

4 passes to the sponsorship lounge

Link from the Capital Challenge website to your website

Daily Update Sponsorship Cost \$10,000

1-Daily Update to be referred to as the " *Your Name* " *Daily Update*.

2-Article written about your product or services in one issue.

3-Full page Color Ad in the Official Show Program and Prize List

4-Full Page ad in the Daily Update.

5-Link on Capital Challenge web site to your corporate web site.

6-Two Banners in each of the three competition areas.

7-One Vendor Booth either Indoor or Outdoor, for promotion of product.

8-Six passes to the Sponsor Lounge.

9-Prominent Listing on the Electronic Scoreboards.

10- The right to place promotional items in the exhibitor canvas gift bags given to every competitor.

Daily Update Presenting Sponsorship Cost \$7500

1-Daily Update to be referred to as the *Daily Update Presented by*
" *Your Name* ".

2-Article written about your product or services in three issues.

3-Full page B & W Ad in the Official Show Program and Prize List

- 4-Half Page ad in the Daily Update.
- 5-Link on Capital Challenge web site to your corporate web site.
- 6-Two Banners in each of the three competition areas.
- 7-One Vendor Booth either Indoor or Outdoor, for promotion of product.
- 8-Four passes to the Sponsor Lounge.
- 9-Prominent Listing on the Electronic Scoreboards.
- 10- The right to place promotional items in the exhibitor canvas gift bags given to every competitor.

Title Sponsor - \$75,000

(Annually minimum five-year commitment)

Availability Only One

- 1- The Show will be known as "Your Name" Capital Challenge Horse Show. Company representatives in winners circle for Congressional Cup Grand Prix.
- 2- Back Cover Color Ad in Official Program and inside front cover of Prize List.
- 3- Full Page story on Company in the Official Show Program.
- 4- Corporate Name and Logo on all Promotional Items and Publicity Materials as Title Sponsor of the Capital Challenge Horse Show.
- 5- Corporate Jump to be used in all Jumper Classes held at show.
- 6- Four banners in each of the three competition areas. And up to ten additional banners to be placed in high traffic areas mutually agreed upon around the show grounds.
- 7- Priority Box Seating.
- 8- Availability to use Banquet Facilities for corporate entertaining.
- 9- Corporate Name and Logo cycled on Electronic Scoreboards during event.
- 10-Eight daily Corporate PSA's in each competition area.
- 11-Invitations to all entertainment opportunities.
- 12-Vendor Booth for Product Promotion.
- 13-Placement of corporate logo on Capital Challenge Horse Show web site with link to your corporate web site.
- 14-25 Passes to Sponsor Lounge
- 15-Official Product Status
- 16-Availability of CCHS mailing list for targeted promotional mailing.
- 17-The right to place promotional items in the exhibitor canvas gift bags given to every competitor.
- 18-Ability to hold on-site seminars or demonstrations relating to your products.
- 19-Daily Full Page Color Ad in the Daily Update

Presenting Sponsor - \$50,000

(Annually for minimum of three years)

Availability Only One

- 1- The Show will be known as - Capital Challenge Horse Show presented by "Your Name"
- 2- Inside Front Cover color ad in official Show Program and color ad in Prize List.
- 3- Award Presentation Opportunities.
- 4- Half Page story on company in official Show Program.
- 5- Priority Box Seating.
- 6- Corporate Name and Logo on all Promotional Items and Publicity Materials as Presenting Sponsor of the Capital Challenge Horse Show.
- 7- Corporate Name and Logo cycled on Electronic Scoreboards during event.
- 8- Four daily Corporate PSA's in each competition area.
- 9- Two banners in each of the three (3) competition areas. And up to four (4) additional banners to be placed in high traffic areas mutually agreed upon around the show grounds.
- 10- Corporate Jump to be used in all Jumper Classes held at show.
- 11- Corporate Entertainment Opportunities Available.
- 12- Fifteen Passes to Sponsor Lounge.
- 13- Vendor Booth for Product Promotion.
- 14- Official Product Status
- 15- Availability of CCHS mailing list for targeted promotional mailing.
- 16- The right to place promotional items in the exhibitor canvas gift bags given to every competitor.
- 17- Ability to hold on-site seminars or demonstrations relating to your product(s).
- 18- Daily Full Page B&W Ad in the Daily Update.

Additional Opportunities

Hospitality

The opportunity exists for special exhibitor's receptions both during the day and evening performances, These special sponsored exhibitor gatherings provide an excellent opportunity to mingle with the riders, trainers and owners. If you would like to host a gathering please inquire and we would happy to create a special event for you.

Hospitality sponsorships begin at \$5,000

Corporate Jumps

Placement of your corporate jump in the indoor ring for special jumper classics. Great visibility for your brand. Can be included in an overall sponsorship. Costs begin at \$5,000

Equestriansport.tv

Please see separate section for Information on advertising on the live streaming video site.

Outdoor Ring Electronic Scoreboard Sponsorship -\$7,500

- 1- Scoreboard to be referred to as the “ *Your Name* Leader Board”
- 2- Both of the 6’ x 6’ side panels signage to be provided by sponsor.
- 3- Full page B & W Ad in the Official Show Program and Prize List
- 4- Half Page ad in the Daily Update.
- 5- Official Product Status
- 6- Two (2) Banners in each of the three competition areas.
- 7- One Vendor Booth for promotion of product(s).
- 8- Six (6) passes to the Sponsor Lounge.
- 9- Prominent Listing on the Electronic Scoreboards.
- 10- The right to place promotional items in the exhibitor canvas gift bags given to every competitor.