



Somerset SportArt

Presentation

Equestrian Sponsorship

THE MARKET

The Consumer

- Horse owners are a very loyal group
- Quality is paramount
- Value is important; Bargains are not

Targeted Marketing at its Best

- Sponsorships provide branding and name recognition among already qualified buyers. These ARE the people you are targeting



THE MARKET

- Highly visible impressions of product and brand



THE MARKET

- Establishes priceless product identity and consumer loyalty
- Gains exposure with an important market group WHO BUYS THE PRODUCT; every member of this audience is a potential customer



THE MARKET

- Associates brand with top competitions
- Ties brand with the experience and tradition of equestrian events



THE MARKET

Who Is Already There:

- Equestrian sports marketing is integral to high end companies seeking high net worth clients
- Rolex, Volvo, Mercedes, Range Rover, John Deere, Kubota, FEDEX, Great American Insurance have ongoing robust programs in equestrian events. They know they reach their customers through participation in equestrian events.



THE MARKET

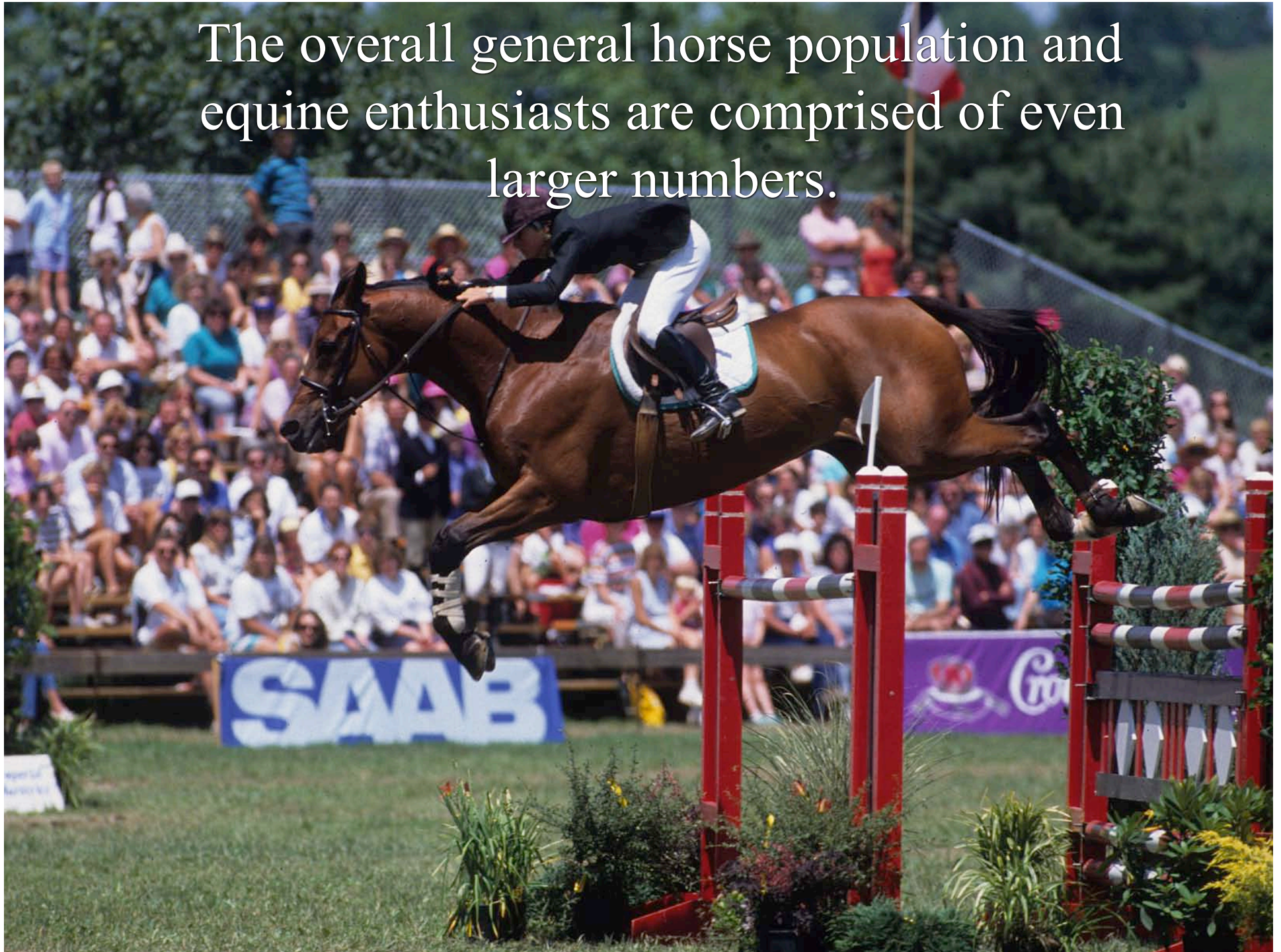
These are BIG Numbers!

The Show Jumping Market

- 3.5 million people compete in horse shows in US annually
- 65% of USEF members own tractors
- 40% live on a farm
- 40% have a net worth of over \$500,000
- \$200,000 is the average income
- 80,000 members of the national governing body own 300,000 horses
- 85% are women
- A majority are between the ages of 34 and 54
- \$2Billion is the estimated annual consumer expenditures by USEF



The overall general horse population and equine enthusiasts are comprised of even larger numbers.



A blurred photograph of a person in a red shirt riding a dark horse on a track. The background is a mix of green and brown, suggesting an outdoor setting. The text is overlaid on the left side of the image.

THE MARKET

General Horse Population Demographics

- American Horse Council Study, 2007
- 14,580,000 people over the age of 12 in the United States ride
- 6,900,000 is the number of horses owned in the United States
- 88,000,000 is total attendance at sanctioned horse-related events

BENEFITS OF SPONSORSHIP

- **Product Exposure and Placement**
- *The Consumer*
- Equestrians always know what they are buying.
- They assess, compare and listen.
- Then they are loyal.

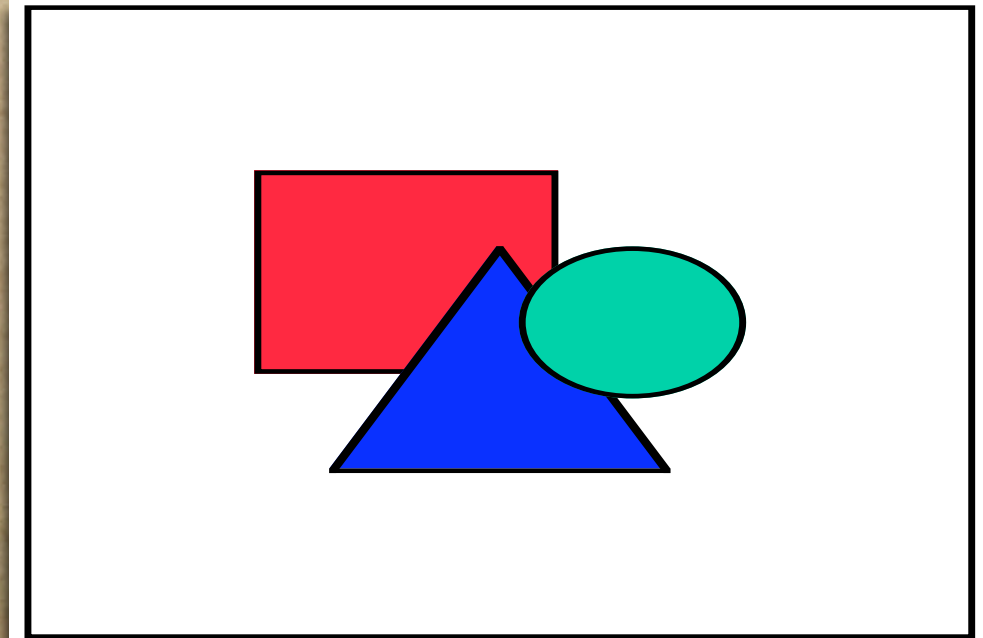


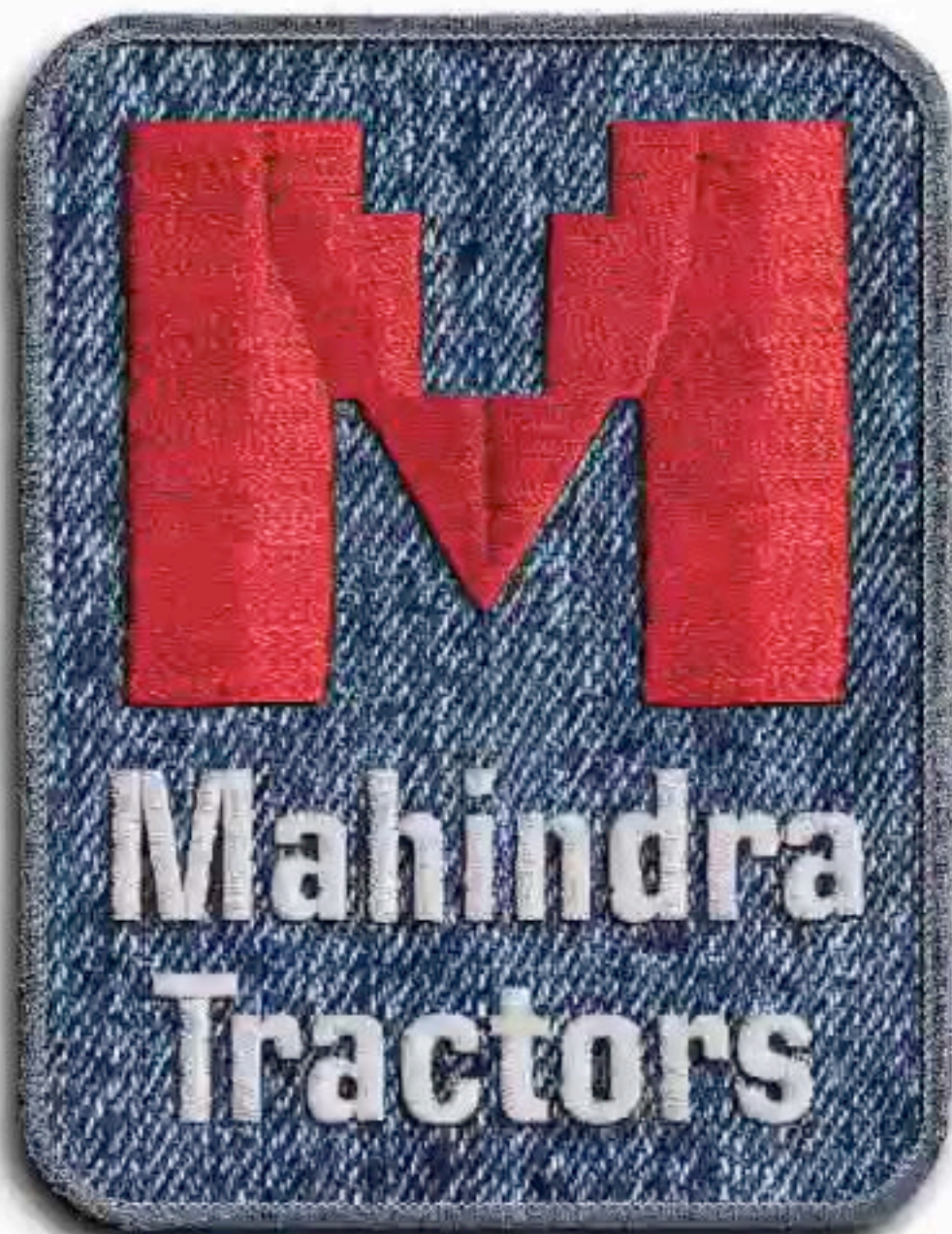
BENEFITS OF SPONSORSHIP

The next two slides describe a successful program designed for Mahindra Tractors.

BENEFITS OF SPONSORSHIP

- **The Setting**
- Mahindra tractors drag and grade the ring, aid in course preparation, and jump placement, as well as delivering hay, feed and supplies to horses at their stalls demonstrating onsite that Mahindra can do *any* job in *any* equestrian setting.





BENEFITS OF SPONSORSHIP

The Proof

- A booth provides staff to answer questions and provide horse people the opportunity to see, touch and become familiar with your product, service or brand.

Sales Leads

- Potential customers are given discount coupons and directed to their local dealer.

BENEFITS OF SPONSORSHIP



The Support

Media releases and advertising highlight your participation in the specific events both on a local and national level.

Somerset provides training and event specific support materials, coordination between local dealer and event as we educate the local dealer on this unique niche market.

A rider in a dark jacket and helmet is performing a dressage movement on a grey horse in an outdoor arena. The horse is in a collected gait, and the rider is leaning forward. In the background, several people are seated at tables under a white tent, watching the performance. The scene is set in a grassy area with a wooden fence and potted plants in the foreground.

NOW THE FUN BEGINS....

Corporate Entertainment

- VIP Ringside Tables are the best seat in the house! Enjoy a bird's eye view of the competition while mingling with competitors, owners and spectators.

Sales and Customer Appreciation

- You will bring your best clients and prospects to enjoy a day of top level competition and secure the business relationship.

THE SPOTLIGHT

- Trophy Recognition and Presentations with photo ops
- On site signage and display
- Web site links
- Distribution of shirts and caps
- Other possibilities include logo jump, rider and or horse sponsorship



- *Simply put*, we can help you gain a significant presence in the horse world. This highly sought after demographic is unique.
- To communicate with them you need to understand and be part of that world. We are... you can be...

Somerset SportArt

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