



3828 Wagener Road, Aiken, SC 29805

803-644-6789

[www.fullgallopfarm.com](http://www.fullgallopfarm.com)

## SPONSORSHIP OPPORTUNITIES

### Why advertise at a Full Gallop Farm USEA/USEF Horse Trials?

Eventing is a remarkable, exciting and fast-paced sport for competitor and spectator alike. Those that attend the events at Full Gallop Farm come from an upwardly mobile segment of the community. They are passionate about their sport, their industry and particularly, their equine partners. They tend to be very loyal to products and services that support their interests. This segment is not limited to just riders and their horses but also includes owners, trainers, grooms, veterinarians, nutritionists, farriers, tack store owners, and spectators. Equestrian enthusiasts are not single-minded. They can also be labeled as dog owners, truck owners, trailer owners, feed and tack consumers, people who dine out, insurance carriers, fashionistas, cell phone users, and internet surfers and so on.

### Equestrian Sports Participant "Demographics...Source: USA Equestrian

- 85% of USEF participants are female, average age is 39
- USEF membership, estimated annual expenditures: \$2 billion
- 40% report and individual income in excess of \$150,000 per year
- 80% have at minimum of a 4-year college degree
- 81% own their homes outright
- 15% own a second home
- 43% travel on airlines more than 16 times per year
- Average 14 equestrian events each per year
- Average number of horses owned: 5

Full Gallop Farm has been hosting USEA/USEF-sanctioned Horse Trials for the past seven years running. We host five sanctioned events per year plus various schooling events, clinics, combined tests, jumping derbies, summer camps, course schoolings, etc. Our cross-country course consists of full courses at all levels from Tadpole through Intermediate Levels.

Full Gallop Farm is the only facility in the area to offer an Intermediate Level course. As this is one of the upper levels of eventing, our competitions attract local, national and international riders of the utmost caliber, including past and current US Equestrian Team riders and Olympians.

We have come a long way in the past ten years and are proud of our stature in the eventing community. But, we are aiming for higher stars! Our ultimate goal is to build an Advanced-Level course and be able to offer the highest level of competition in our industry. This will not only take time, but, as is probably obvious, a significant amount of funding. We are looking for sponsors and advertisers to help us reach our goals and promote the exciting and challenging sport of Eventing. Your support will help both current and future endeavors of Full Gallop Farm and the Aiken eventing community as a whole.

There are many benefits to becoming an event sponsor and/or advertiser. Statistics show that, on average, each competitor brings approximately three people with them to each competition. Add to that to the number of officials and volunteers, which can exceed 100 at our bigger events, as well as the number of spectators. In just one weekend, your advertising dollar can reach not only a large number of people, but quality consumers who are extremely passionate about their horses and their sport. Eventers are loyal to those that support their sport well beyond a one-weekend competition as it is common for them to hang on to their programs as a reference for future Aiken visits.

Please browse the following opportunities and feel free to email or call with any questions.

Thank you for your support.

Jennifer Helgren

Full Gallop Farm, Event Coordinator

[silverthornerun@aol.com](mailto:silverthornerun@aol.com)

912-313-1751

SHOW DATE:

AD/SPONSORSHIP DEADLINE:

## **PROGRAM ADVERTISING**

Programs are 8.5x11" folded, black-and-white, high-quality, and matte-finished.

Photos and layout are handled by professional graphic artists.

### ***Prime Placement Ad:***

Inside cover, front or back - \$300

Back cover - \$350

***Full Page*** - \$200

***Half Page*** - \$100

***¼-Page Ad*** - \$75

***Business Card*** - \$50

***Classified Ad*** - \$20 for 30 words, .40 for each additional word

### **\*\*NOTES FOR ALL PROGRAM ADS**

\*May be submitted by hard copy or email. Ads requiring excessive reformatting will require a \$10 reformatting fee.

\*We suggest adding coupons to your ad to help you track your audience. Be sure to date these ads as many of FG patrons will hold onto their programs long after the event and use them as a reference for future Aiken visits.

## **VENDOR SPACE**

Vendor space fees are per event and include a Quarter-Page Ad in program - \$200 per event.

Upgrade to a Full-Page Ad for an additional \$100 or a Prime-Placement Ad for an additional \$200

\$25 per day for electricity and/or water hook-ups

## **ADVERTISING BANNERS**

Up to three of your company's banners can be placed on a cross-country jump, stadium fence, in warm-up areas, parking areas, check-in areas or other visible locations on the property. Includes Quarter-Page ad in program - \$200 per event

Upgrade to a Full-Page Ad for an additional \$100 or a Prime-Placement Ad for an additional \$200

## **FLYER IN COMPETITOR'S PACKETS**

Flyers provided by sponsor to be placed in each competitor's packet. Includes Business Card Ad in program - \$150

Upgrade to larger ad...Quarter Page - \$25, Half-Page - \$50, Full Page \$100

## **SPONSOR A STADIUM OR CROSS-COUNTRY JUMP**

Your ad for the life of the jump. You can use an existing jump or have our designer create a custom jump to promote your business or cause. Speak with Full Gallop representative for more information.

## **GET A JUMP ON 2011!!!**

Full Gallop hosts several shows throughout the year. The spring shows being our biggest in attendance and prestige. Get on the bandwagon now for the best advertising deals. 10% discount to any 2011 advertising placed before November 1, 2010. 50% deposit required at sign-up, balance due in January 2011.

See attached sheet for sponsorship packages.

***\*\*\*Note: Fees for sponsorships and advertising may be off-set by providing prizes for our event winners. Ask for more details.***

## 2011 PACKAGE SPONSORSHIPS

*\*\*\*\*These packages include all five spring/summer events at Full Gallop. By purchasing the package, you will receive a 20% discount than doing it individually....that is the equivalent to getting one show for free.*

### **Advanced Level Sponsorship - \$2800**

Full-Page ad in program, Prime-Placement location

Jump/fence banners (provided by sponsor)

Ad on Full Gallop website year-round.

Vendor spot at each USEA/USEF-sanctioned show in 2011.

Recognition in program and over PA system during event

Flyer in competitor packets

### **Intermediate Level Sponsorship - \$1800**

Full-Page ad in program

Jump/fence banners (provided by sponsor)

Vendor spot at each USEA/USEF-sanctioned event in 2011

Recognition in program and over PA system during event

### **Preliminary Level Sponsorship - \$900**

Half-page ad in program

Jump/fence banners

Recognition in program and over PA system during event.