

# **4<sup>th</sup> Annual Texas Sport Horse Cup**



**September 1-5, 2010  
Texas Rose Horse Park, Tyler, Texas**

**2010 Sponsorship  
Opportunities**

## **Why become a Sponsor?**

The horse industry in the U.S. contributes \$39 billion in direct economic impact and generates about \$102 billion in total spending, according to a detailed economic impact study.\*

Further, there are about 9.2 million horses in the U.S and almost 1 million in the state of Texas. The recreational segment accounts for \$32 billion of the total economic impact in the U.S., followed by the horse show segment at \$28.8 billion.

**Texas ranks #1 in horse ownership.\***

### **2009 Texas Sport Horse Attendance - approximately 1,650**

**Anticipated Exhibitors:** Texas Sport Horse Cup: 400 horses

### **Official Show Program Distribution - 1,500 +**

The Show Program is 8 ½ x 11, 30 pages, with full color front and back covers. There is an average of 4 people accompanying each horse that participates in these two shows.

### **Promotional Advertising placed by the Texas Sport Horse Cup & Texas Rose Horse Park:**

- National, regional, and local equestrian publications
- Local and regional newspapers and equestrian trade journals
- National, local and regional magazines
- Promotional posters
- Direct mail
- E-blasts
- Websites

### **Upscale Demographics:**

Horse show exhibitors and spectators represent an upscale, affluent, and highly educated target market.

### **Horse Show Exhibitor Profile:**

Upper Educated

27% Post Graduate

25 - 34 Age (member of a two-person household)

Value Range of Horses at Texas Sport Horse Cup: \$25,000 - \$400,000

Females - 79%

Males - 21%

### **Annual Income:**

14% \$25,000 - \$50,000

25% \$50,001 - \$75,000

36% \$100,001 - \$150,000

\*The Economic Impact of the Horse Industry in the U. S. was conducted in 2005 by Deloitte Consulting and was commissioned by the American Horse Council.

**The Texas Sport Horse Cup**  
*Benefits*  
**Clear Rounds for Clean Water**

Clear Rounds for Clean Water is a nonprofit 501(c)3 tax exempt corporation solely dedicated to providing charitable funding for the Rotary International Global Safe Clean Water Initiative. We want to play a major part in reducing the appalling number of 1.3 billion people who currently do not have access to safe, clean water. The equestrian community is blessed with generous resources and equally generous hearts. To bring together the fact of global need for safe, clean water, the equestrian and the equestrian sport spectator we have created Clear Rounds for Clean Water.

For over 100 years Rotary International has a history of successful humanitarian service projects worldwide. The Rotary International Matching Grant program will allow CR for CW to combine our funding with matching grants from the Rotary Foundation and other organizations enabling our dollars to become 1 1/2 to 3 times greater than the original amounts.

We are also totally committed to providing the 21st century horse and rider combination with the type of competition that will be tremendous fun for the competitor and great horse sport entertainment for the spectator. We are producing horse shows that will be all-inclusive for every level of horse and rider. The October 2008 show featured the first Clean Water Jumper Classic and included the Corinthian Hunter, a division for the amateur rider who is a member of (or in case of subscription pack, fully accredited subscriber to) a recognized or registered Hunt in hunting attire. The quality of our horse shows is established and we have set our monetary funding goal very high for the Rotary International Global Safe Clean Water Initiative. Go to [www.wasrag.org](http://www.wasrag.org) to understand in more detail the tremendous part we as equestrians can play in this global struggle.

**Future Projects:**

In 2010 CRforCW is working towards a water and sanitation project that again promises tremendous matching funds for work in Honduras.

# Sponsorship Opportunities

*Sponsorship packages can be custom-tailored to suit your particular needs.*

## **Title Sponsor**

**\$45,000**

- Exclusive Title Sponsor: **"The (your name here) Texas Sport Horse Cup"**
- Inclusion in all media and advertising
- **Logo and Name on the Champion Saddle Pads**
- Title included on the front of the Show Publication
- Full color, inside cover, page advertisement in the Show Publication
- **A Jump in the Jumper Ring** with Logo or Approved Custom Design
- **One Ringside VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- VIP Parking Passes with complimentary golf cart shuttle service
- Two arena signs in all four arenas
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Grand Prix Sponsor**

**\$25,000**

- Exclusive Grand Prix Sponsor: **"The (your name here) \$25,000 Grand Prix"**
- Inclusion in all media and advertising
- Title included on the front of the Show Publication
- Full page advertisement in the Show Publication
- Naming Rights for the **Jumper Arena, (your name here) Arena**
- **A Jump in the Jumper Ring** with Logo or Approved Custom Design
- **One Ringside VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- VIP Parking Passes with complimentary golf cart shuttle service
- Two arena signs in the Jumper Arena
- Two arena signs throughout the show
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## Derby Sponsor

**\$20,000**

- Exclusive Derby Sponsor: **“(your name here) presents the \$15,000 Chronicle of the Horse/USHJA International Hunter Derby”**
- Inclusion in all media and advertising
- Naming Rights for Ring 1, **(your name here) Arena**
- Title included on the front of the Show Publication
- Full page advertisement in the Show Publication
- **A Jump in the Hunter Ring 1** with Logo or Approved Custom Design
- One Ringside **VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- VIP Parking Passes with complimentary golf cart shuttle service
- Four arena signs throughout the show
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## Dinner Sponsor

**\$15,000**

- Exclusive Dinner Sponsor: **“The (your name here) Grand Texan Dinner”**
- Full page advertisement in the Show Publication
- **A Jump in the Jumper Ring** with Logo or Approved Custom Design
- One Ringside **VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- VIP Parking Passes with complimentary golf cart shuttle service
- Four arena signs throughout the show
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Hunter Ring 2 – Sponsor**

**\$8,500**

- Naming Rights for Ring 2, **(your name here) Arena**
- Full page advertisement in the Show Publication
- **A Jump in Ring 2** with Logo or Approved Custom Design
- One Ringside **VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- VIP Parking Passes with complimentary golf cart shuttle service
- Two arena signs in Ring 2
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Hunter Ring 3 – Sponsor**

**\$7,500**

- Naming Rights for Ring 3, **(your name here) Arena**
- Full page advertisement in the Show Publication
- **A Jump in Ring 3** with Logo or Approved Custom Design
- One Ringside **VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- VIP Parking Passes with complimentary golf cart shuttle service
- Two arena signs in Ring 3
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Welcome Stake Sponsor**

**\$5,000**

- Exclusive Sponsor: **“The (your name here) Welcome Stake”**
- Full page advertisement in the Show Publication
- **A Jump in the Jumper Ring** with Logo or Approved Custom Design
- One Ringside **VIP Table** for the Grand Prix & 6 Tickets to the Saturday, September 4, Grand Texan Dinner
- Two arena signs in the jumper arena
- Signage at front gate
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Platinum Sponsor**

**\$3,000**

- Full page advertisement in the Show Publication
- Two arena signs at the show
- PA Announcements throughout the week
- Six Dinner Tickets to the Saturday, September 4, Grand Texan Dinner
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Gold Sponsor**

**\$2,000**

- One-half page advertisement in the Show Publication
- Two arena signs at the show
- PA Announcements throughout the week
- Four Dinner Tickets to the Saturday, September 4, Grand Texan Dinner
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

## **Silver Sponsor**

**\$1,000**

- One-half page advertisement in the Show Publication
- One arena sign at the show
- PA Announcements throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup – Front Page

## **Bronze Sponsor**

**\$750**

- One-third page advertisement in the Show Publication
- PA Announcement throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site – Front Page
- Link on Texas Sport Horse Cup Web Site – Front Page

### **Jumper Class Sponsor**

**\$500**

- One-fourth page advertisement in the Show Publication
- Daily PA Announcement throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site
- Link on Texas Sport Horse Cup Web Site

### **Hunter Class Sponsor**

**\$300**

- One-sixth page advertisement in the Show Publication
- Daily PA Announcement throughout the week
- JumboTron advertisements throughout the week
- Participation in the Welcome Bag
- Presence in Vendor Area
- Link on Clear Rounds For Clean Water Web Site
- Link on Texas Sport Horse Cup Web Site

### **Arena Signs**

**\$600**

Arena signs on the show grounds display your company name and or/logo in high visibility areas, in the barn areas, and around the warm-up arenas. Each banner is 2.5' x 6' and will be displayed throughout the week.

### **Business Card Page**

**\$100**

Add your black & white business card listing to the Show Publication

### **Welcome Bags**

Texas Sport Horse Cup tote bags are given to each rider and are filled with select items, coupons, and advertising materials from the Show Sponsors. Do not miss this opportunity to reach hundreds of horse enthusiasts. All items must be pre-approved.

### **For more information on Sponsorship Opportunities**

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