

2011 SPONSORSHIP OPPORTUNITIES



The United States Eventing Association

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• *The National Association for the Sport of Eventing* •

The United States Eventing Association



Now celebrating 52 years the United States Eventing Association is offering a wider variety of sponsorship packages than ever. We are eager to develop customized packages that provide focused investment and exposure options for our partners, based on their specific marketing needs and level of interest.

The USEA expands every year and becomes increasingly more progressive in its vision and approach to helping develop the future of eventing. With the addition of advanced communication tools such as the official USEA Blog, high quality video and audio interviews, our award-winning magazine, *Eventing USA*, custom e-newsletters, and a growing presence among social networks like Facebook and Twitter the USEA is on the cutting edge of communication.



The USEA hosts many member-based programs modeled after other successful sports industries such as NASCAR and the PGA. Some of these programs include the Nutrena/USEA American Eventing Championships, the Adequan USEA Gold Cup Series, the USEA Young Event Horse Series, the IDHSNA/Future Event Horse Series, and the SmartPak/USEA Classic Three-Day Series.

The United States Eventing Association Inc. is a 501 (c) (3) non-profit educational organization and all donations are fully tax deductible.

We continually foster these programs while also developing new and improved projects and initiatives aimed at marketing the sport to a larger audience. Companies seeking an exciting and lucrative enterprise within the eventing community consider the United States Eventing Association first; we are the place for all things eventing.

Sincerely,

Jo Whitehouse,
USEA Chief Executive Officer

USEA BY THE NUMBERS

12,000 members

300 events per year

More than 40,000 starters per year

41,830 horses registered

More than 50,000 unique website visitors per month

386,000 website visitors during the AEC

145,000 video views per year

9,385 views of AEC final video

6,324,849 website clicks per year.

What is Eventing?

Eventing is often described as a “horse triathlon.” It is a three-phase equestrian sport designed to test the training, ability, and strength of a horse as well as the connection between horse and rider.

From its roots as a comprehensive test of military horses, eventing has since evolved into a modern sport enjoyed by amateurs of all ages as well as professional riders at the Olympic and international level.

The USEA recognizes and helps govern six levels of competition in the United States — Beginner Novice, Novice, Training, Preliminary, Intermediate, and Advanced.

The Dressage Phase



The dressage phase begins every eventing competition. In French, the word dressage means “training.” Originally designed to show the military horse’s ability to perform intricate movements on the parade route and in formation, today the dressage test comprises a series of complicated movements performed in an enclosed arena. Precision, smoothness, suppleness, rhythm, and balance must be displayed in order to obtain the best marks from the judges. Ideally the horse appears to perform the test movements of its own accord, working in harmony with his rider.

The training required for the dressage phase is also quite important in the other two phases of competition, as it helps develop the muscular strength, suppleness, and obedience needed to negotiate the cross-country and show jumping courses.

The Cross-Country Phase



The object of this phase is to test the horse’s speed, endurance, and jumping ability over varied terrain and obstacles. Depending on the level of difficulty, the pair will bound up and down banks, into and through water, over narrow obstacles requiring a precise line of approach in one breath, and wide, imposing obstacles that ask for a supreme launching effort the next.

In order to accomplish all of this, the horse and rider need to be at peak condition. The horse must be bold, yet still respond immediately to his rider’s requests, and the rider must take care to find the best route to and between each obstacle, expending only as much of the horse’s energy as necessary, so that they can successfully tackle the next day’s show jumping course.

The Show Jumping Phase



The show jumping competition ends the event. The course is comprised of a series of colorfully painted fences made up of lightweight rails that are easily knocked down. The courses are designed to test the horse and rider’s ability to negotiate a variety of fences that differ in height, width, and appearance. This requires very exact riding, and a horse that is balanced and careful enough to make tight turns, shorten or lengthen his stride in an instant, and tuck his knees up to his chin to leave all the rails in their cups. For spectators, this phase offers some breathtaking moments, as just a single dropped rail can change the final standings dramatically.

Sponsorship Opportunities

Nutrena/USEA American Eventing Championships Presented by Bit of Britain



The American Eventing Championships are the national championships for the sport of eventing. Amateurs, juniors, and professional riders alike can compete at any level from Beginner Novice through Advanced to test their mettle against the best in the country, and vie for exciting prizes, cash, and the chance to be named the best in the nation at their respective levels.

In 2010, 647 riders from 37 states and five countries competed at the Championships which were held on the 8,000 acres of Carl Bouckaert's Chattahoochee Hills just south of Atlanta, Georgia. Over \$75,000 in prize money and truck loads of prizes were awarded to the winners of 14 different divisions.



The USEA website received a quarter of a million hits during the Championships.



Adequan USEA Gold Cup Series



The Adequan USEA Gold Cup Series offers top-level competitors a chance to win prizes, cash, and formal accolades through competing in a series of designated destination events and collecting points by placing well in each.

In 2011, there will be seven Gold Cup events at locations throughout the United States. A year-end prize of \$20,000 will be given to the horse and rider combination who collected the most points throughout the year. The check will be awarded at the 2011 Annual Meeting in Nashville, Tennessee.

USEA Annual Meeting and Convention



Join the USEA December 7-11, 2011 at The Sheraton Music City Hotel in Nashville, Tennessee for a long weekend full of education, friendship, and laughter.

The who's who of eventing will meet to relive the memories of 2011 and make plans for the future. In addition to a plethora of educational seminars, open forums, committee meetings, and receptions there is the USEA Annual Year-End Awards Luncheon, and the very popular trade fair with a wide range of products for sale and on display.

Looking for an opportunity to meet hundreds of dedicated horsemen and women?
Then this is your chance!





AMERICAN EVENTING CHAMPIONSHIPS



AEC TITLE SPONSORSHIP: *Sold through 2013*

NAMING RIGHTS

- Event naming rights—The Company/USEA American Eventing Championships.
- Company name integrated into the AEC Logo.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Title Sponsor—prominent position and size
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients.
- Name inclusion with hotlink in e-mail blasts to more than 14,000 USEA members, running up to the event
- Name inclusion with hotlink in congratulatory e-mails sent to USEA members as they qualify for the event (over 3,000 e-mails)
- Banner ad on AEC page of USEA website (heavy rotation, three five-second ads per minute)
- Option for 60-second video commercial to be linked to AEC page of USEA website (commercial provided by Sponsor)
- Title Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.



MAGAZINE AND PROGRAM BENEFITS

- Logo prominently displayed in AEC full-page-color promo ads in *Eventing USA*
- Inside front cover full-color ad in AEC event program
- Additional full-page black/white ad in event program
- Acknowledgement with Sponsor logo as AEC Title Sponsor in event program
- Title sponsor and logo recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- Multiple promotional materials may be included in competitors' welcome bags at the AEC
- One (1) 20' x 20' vendor space with tent in premium location
- Eight (8) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- Two (2) main arena banners (provided by Sponsor, 3' x 6' in size)
- Cross-country complex banner placement of two (2) banners (provided by Sponsor, 3' x 6' in size)
- Option to provide a show jumping obstacle
- Title sponsor recognition in PA announcements—customized 15-second announcement
- Title Sponsor recognition in PA announcements—listing of sponsors
- Title Sponsor recognition and participation in awards presentation
- Customized additional exposure upon request
- Six (6) Sponsor Badges with VIP Tent access
- Six (6) catered lunch tickets (Thursday – Sunday)
- Six (6) invitations to all parties
- Six (6) VIP parking passes
- Six (6) Event Programs
- Six (6) Lapel Pins
- Option to present educational seminar.

AEC PRESENTING SPONSORSHIP: *Sold through 2011*

NAMING RIGHTS

- Company name to be included in all major references to competition, i.e. The USEA American Eventing Championships, presented by COMPANY.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as the Presenting Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients.
- Name inclusion with hotlink in e-mail blasts to more than 14,000 USEA members, running up to the event
- Name inclusion with hotlink in congratulatory e-mails sent to USEA members as they qualify for the event (over 3,000 emails)
- Banner ad on AEC page of USEA website (heavy rotation, three five-second ads per minute)
- Option for 60-second video commercial to be linked to the AEC page of the USEA website (commercial provided by Sponsor)
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Inside back cover full-color ad in the AEC event program
- Acknowledgement with Sponsor logo as AEC Presenting Sponsor in the event program
- Presenting sponsor and logo recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- Two promotional materials may be included in competitors' welcome bags at the AEC
- One (1) 20' x 20' vendor space with tent
- Four (4) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- Two (2) main arena banners (provided by Sponsor, 3' x 6' in size)
- Cross-country complex banner placement of two (2) banners (provided by Sponsor, 3' x 6' in size)
- Option to provide a show jumping obstacle
- Presenting Sponsor recognition in PA announcements—listing of sponsors



- Presenting Sponsor recognition and participation in awards presentation
- Customized additional exposure upon request
- Five (5) Sponsor Badges with VIP Tent access
- Five (5) catered lunch tickets (Thursday – Sunday)
- Five (5) invitations to all parties
- Five (5) VIP parking passes
- Five (5) Event Programs
- Five (5) Lapel Pins.

AEC LEGACY SPONSORSHIP: \$20,000

NAMING RIGHTS

- Official Legacy Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Legacy Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Name inclusion with hotlink in e-mail blasts to more than 14,000 USEA members, running up to the event
- Name inclusion with hotlink in congratulatory e-mails sent to USEA members as they qualify for the event (over 3,000 e-mails)
- Banner ad on AEC page of USEA website (heavy rotation, two five-second ads per minute)
- Option for 30-second video commercial to be linked to the AEC page of USEA website (commercial provided by Sponsor)
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page black and white ad in the AEC Event Program
- Acknowledgement with Sponsor logo as AEC Legacy Sponsor in the event program
- Legacy Sponsor and logo recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- One promotional material may be included in competitors' welcome bags at the AEC
- One (1) 20' x 20' vendor space with tent
- Two (2) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) main arena banner (provided by Sponsor, 3' x 6' in size)
- Cross-country complex banner placement of two (2) banners (provided by Sponsor, 3' x 6' in size)
- Legacy Sponsor recognition in PA announcements—listing of sponsors
- Legacy Sponsor recognition and participation in awards presentation
- Four (4) Sponsor Badges with VIP Tent access
- Four (4) catered lunch tickets (Thursday – Sunday)
- Four (4) invitations to all parties
- Four (4) VIP parking passes
- Four (4) Event Programs
- Four (4) Lapel Pins.

AEC PLATINUM SPONSORSHIP: \$15,000

NAMING RIGHTS

- Official Platinum Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Platinum Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources, and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Name inclusion with hotlink in e-mail blasts to more than 14,000 USEA members, running up to the event
- Name inclusion with hotlink in congratulatory e-mails sent to USEA members as they qualify for the event (over 3,000 e-mails)
- Banner ad on AEC page of the USEA website
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page black and white ad in the AEC Event Program
- Acknowledgement with Sponsor logo as AEC Gold Sponsor in the event program
- Platinum Sponsor and logo recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- One promotional material may be included in competitors' welcome bags at the AEC
- One (1) 10' x 10' vendor space with tent
- Two (2) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) main arena banner (provided by Sponsor, 3' x 6' in size)
- One (1) cross-country banner (provided by Sponsor, 3' x 6' in size)
- Platinum Sponsor recognition in PA announcements—listing of sponsors
- Platinum Sponsor recognition and participation in awards presentation
- Three (3) Sponsor Badges with VIP Tent access
- Three (3) catered lunch tickets (Thursday – Sunday)
- Three (3) invitations to all parties
- Three (3) VIP parking passes
- Three (3) Event Programs
- Three (3) Lapel Pins.

AEC GOLD LEVEL SPONSORSHIP: \$10,000

NAMING RIGHTS

- Official Gold Level Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Gold Level Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on the USEA website and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Name inclusion with hotlink in e-mail blasts to more than 14,000 USEA members, running up to the event
- Name inclusion with hotlink in congratulatory e-mails sent to USEA members as they qualify for the event (over 3,000 e-mails)
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page black and white ad in the AEC Event Program
- Acknowledgement with Sponsor logo as AEC Gold Level Sponsor in the event program
- Gold Level Sponsor and logo recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- One promotional material may be included in competitors' welcome bags at the AEC
- One (1) 10' x 10' vendor space with tent
- One (1) Sponsor banner placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) main arena banner (provided by Sponsor, 3' x 6' in size)
- One (1) cross-country banner (provided by Sponsor, 3' x 6' in size)
- Gold Level Sponsor recognition in PA announcements—listing of sponsors
- Gold Level Sponsor recognition and participation in awards presentation
- Three (3) Sponsor Badges with VIP Tent access
- Three (3) catered lunch tickets (Thursday – Sunday)
- Three (3) invitations to all parties
- Three (3) VIP parking passes
- Three (3) Event Programs
- Three (3) Lapel Pins.



AEC SILVER LEVEL SPONSORSHIP: \$5,000

NAMING RIGHTS

- Official Silver Level Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Silver Level Sponsor
- Press release announcing sponsorship issued, which will appear on the USEA website and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page black and white ad in the AEC Program
- Acknowledgement with Sponsor logo as AEC Silver Level Sponsor in event program
- Silver Level Sponsor and logo recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- One promotional material may be included in competitors' welcome bags at the AEC
- One (1) 10' x 10' vendor space with tent
- One (1) Sponsor banner placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) main arena banner (provided by Sponsor, 3' x 6' in size)
- Silver Level Sponsor recognition in PA announcements—listing of sponsors
- Two (2) Sponsor Badges with VIP Tent access
- Two (2) catered lunch tickets (Thursday – Sunday)
- Two (2) invitations to all parties
- Two (2) VIP parking passes
- Two (2) Event Programs
- Two (2) Lapel Pins.

AEC BRONZE LEVEL SPONSORSHIP: \$2,500

NAMING RIGHTS

- Official Bronze Level Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Bronze Level Sponsor
- Press release announcing sponsorship issued, which will appear on USEA website and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Half page black and white ad in the AEC Event Program
- Acknowledgement with Sponsor logo as AEC Bronze Level Sponsor in the event program
- Recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- One promotional material may be included in competitors' welcome bags at the AEC
- One (1) 10' x 10' vendor space with tent
- One (1) Sponsor banner placed on grounds (provided by sponsor, 3' x 6' in size)
- One (1) main arena banner (provided by Sponsor, 3' x 6' in size)
- Bronze Level Sponsor recognition in PA announcements—listing of sponsors
- Two (2) Sponsor Badges with VIP Tent access
- Two (2) catered lunch tickets (Thursday – Sunday)
- Two (2) invitations to all parties
- Two (2) VIP parking passes
- Two (2) Event Programs
- Two (2) Lapel Pins.

AEC CONTRIBUTING LEVEL SPONSORSHIP: \$1,000

NAMING RIGHTS

- Official Contributing Level Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website AEC page as a Contributing Level Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgement with Sponsor logo as AEC Contributing Sponsor in the event program
- Recognition in the AEC feature article in the AEC Issue of *Eventing USA*.

ON GROUNDS BENEFITS

- One promotional material may be included in competitors' welcome bags at the AEC
- One (1) Sponsor banner placed on grounds (provided by sponsor, 3' x 6' in size)
- Contributing Level Sponsor recognition in PA announcements—listing of sponsors
- One (1) Sponsor Badge with VIP Tent access
- One (1) catered lunch ticket (Thursday – Sunday)
- One (1) VIP parking pass
- One (1) Event Program
- One (1) Lapel Pin.





USEA GOLD CUP SERIES





Red Hills Horse Trials
Tallahassee, FL • March 10-13 • CIC3*-W

Galway Downs Horse Trials
Temecula, CA • March 26-28 • CIC3*

The Fork Stables Horse Trials
Norwood, NC • April 6-10 • CIC3*

The Event at Rebecca Farm
July 20-24 • Kalispell, MT • CIC3*-W

Richland Park Horse Trials
Richland, MI • August 24-28 • CIC3*

Nutrena/USEA American Eventing Championships
Fairburn, GA • September 8-11 • Advanced (Ch)

Twin Rivers Horse Trials
Paso Robles, CA • September 23-26 • Advanced



GOLD CUP SERIES PRESENTING SPONSORSHIP: *Sold through 2013*

NAMING RIGHTS

- Company name to be included in all major references to competition, i.e. The Adequan/USEA Gold Cup Series, presented by COMPANY.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Gold Cup Series page as a Presenting Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients.
- Banner ad on Gold Cup Series page of USEA website (heavy rotation, three five-second ads per minute)
- Option for 60-second video commercial to be linked to Gold Cup Series page of USEA website (commercial provided by Sponsor)
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series Events to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgement with Sponsor logo as Gold Cup Presenting Sponsor in Series advertisements printed in *Eventing USA*, *Omnibus*, *Rulebook*, and *Event Programs*
- Presenting sponsor and logo recognition in the Gold Cup Series feature articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Promotional material may be included in competitors' packets at Gold Cup Series Events
- Logo placement on substantial Gold Cup Series banners placed throughout grounds at each event
- Four (4) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- Presenting Sponsor recognition in PA announcements—listing of Gold Cup Series sponsors
- Presenting Sponsor recognition and participation in awards presentation at events
- Participation and recognition in year-end awards presentation of Gold Cup Series Champion at the USEA Annual Meeting and Convention
- Customized additional exposure upon request.

GOLD CUP SERIES LEGACY SPONSORSHIP: \$15,000

NAMING RIGHTS

- Official Legacy Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Gold Cup Series page as a Legacy Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Banner ad on Gold Cup Series page of USEA website
- Option for 30-second video commercial to be linked to Gold Cup Series page of USEA website (commercial provided by Sponsor)
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series Events to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgement with Sponsor logo as Gold Cup Legacy Sponsor in Series advertisements printed in *Eventing USA*, *Omnibus*, Rulebook, and Event Programs
- Legacy sponsor and logo recognition in the Gold Cup Series feature articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Promotional material may be included in competitors' packets at Gold Cup Series Events
- Logo placement on substantial Gold Cup Series banners placed throughout grounds at each event
- Three (3) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- Legacy Sponsor recognition in PA announcements—listing of Gold Cup Series sponsors
- Legacy Sponsor recognition in awards presentation at events
- Recognition in year-end awards presentation of Gold Cup Series Champion at the USEA Annual Meeting and Convention.



GOLD CUP SERIES PLATINUM LEVEL SPONSORSHIP: \$10,000

NAMING RIGHTS

- Official Platinum Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Gold Cup Series page as a Platinum Level Sponsor
- Name, logo, and link on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Banner ad on Gold Cup Series page of the USEA website
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series Events to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgement with Sponsor logo as Gold Cup Platinum Level Sponsor in Series advertisements printed in *Eventing USA*, *Omnibus*, Rulebook, and Event Programs
- Platinum sponsor and logo recognition in the Gold Cup Series feature articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Promotional material may be included in competitors' packets at Gold Cup Series Events
- Logo placement on substantial Gold Cup Series banners placed throughout grounds at each event
- Two (2) Sponsor banners placed on grounds (provided by sponsor, 3' x 6' in size)
- Platinum Sponsor recognition in PA announcements—listing of Gold Cup Series sponsors
- Platinum Sponsor recognition in awards presentation at events
- Recognition in year-end awards presentation of Gold Cup Series Champion at the USEA Annual Meeting and Convention.

GOLD CUP SERIES CONTRIBUTING SPONSORSHIP: \$5,000

NAMING RIGHTS

- Official Contributing Sponsorship Status.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Gold Cup Series page as a Contributing Sponsor
- Press release announcing sponsorship issued, which will appear on USEA website. It will also be included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series Events to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgement with Sponsor logo as Gold Cup Series Contributing Sponsor in series advertisements printed in *Eventing USA*, *Omnibus*, Rulebook, and Event Programs
- Contributing sponsor and logo recognition in the Gold Cup Series feature articles in *Eventing USA*.

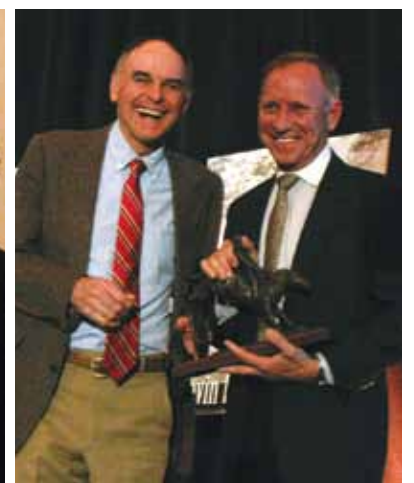
ON GROUNDS BENEFITS

- Logo placement on substantial Gold Cup Series banners placed throughout grounds at each event
- One (1) Sponsor banner placed on grounds (provided by sponsor, 3' x 6' in size)
- Contributing Sponsor recognition in PA announcements—listing of Gold Cup Series sponsors
- Contributing Sponsor recognition in awards presentation at events.





USEA ANNUAL MEETING AND CONVENTION



CONVENTION TITLE SPONSORSHIP: \$10,000



NAMING RIGHTS

- Exclusive Title Sponsor Status: Convention would be referred to as "COMPANY/USEA Annual Meeting and Convention"
- Recognition as Title Sponsor in all Convention promotional material.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Convention page as Title Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Banner ad on Convention page of the USEA website
- Option for 60-second video commercial to be linked to Convention page of the USEA website (commercial provided by Sponsor)
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the convention.

MAGAZINE AND PROGRAM BENEFITS

- Full-page color ad in the Convention Re-Cap Issue of *Eventing USA*
- Logo and name on cover of Convention Program
- Back cover ad in the Convention Program and one additional ad inside Program
- Acknowledgement with Sponsor logo as Convention Title Sponsor in Convention advertisements printed in *Eventing USA*
- Title sponsor and logo recognition in the Convention feature articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Trade Fair Vendor Space
- Inclusion of three promotional materials in Convention Welcome Packets
- Logo and name included on all signage for Convention
- Five (5) Convention Registrations
- Five (5) Tickets to the Awards Luncheon with a Reserved Table.

CONVENTION AWARDS LUNCHEON SPONSORSHIP: \$7,500

NAMING RIGHTS

- Exclusive Sponsor of the Year-End Awards Luncheon
- Recognition as Awards Luncheon Sponsor in all Convention promotional material.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Convention page
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear in *Eventing USA* magazine and on the USEA website. It will also be distributed to the USEA's media broadcast list of over 300 equestrian sources and included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the convention.

MAGAZINE AND PROGRAM BENEFITS

- Full page ad in the Convention Program
- Acknowledgement with Sponsor logo as Convention Sponsor in Convention advertisements printed in *Eventing USA*
- Sponsor and logo recognition in the Convention articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Trade Fair Vendor Space
- Inclusion of promotional material in Convention Welcome Packets
- Logo and name included on all signage for Awards Luncheon
- Three (3) Convention Registrations
- Three (3) Tickets to the Awards Luncheon with a Reserved Table.

BOARD OF GOVERNORS' RECEPTION SPONSORSHIP: \$5,000

NAMING RIGHTS

- Recognition as sponsor of the Board of Governors' Reception in all Convention promotional material.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the the USEA website Convention page as Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on the USEA website. It will also be included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the convention.

MAGAZINE AND PROGRAM BENEFITS

- Full page ad in the Convention Program
- Acknowledgement with Sponsor logo as Convention Sponsor in Convention advertisements printed in *Eventing USA* magazine
- Sponsor and logo recognition in the Convention articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Trade Fair Vendor Space
- Inclusion of promotional material in Convention Welcome Packets
- Logo and name included on all signage for Board of Governors' Reception
- Two (2) Convention Registrations
- Two (2) Tickets To Awards Luncheon.

CONVENTION SEMINAR AND SPEAKER SPONSORSHIP: \$2,500

NAMING RIGHTS

- Recognition as sponsor of the seminar or speaker in all Convention promotional material.

WEBSITE/E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Convention page as Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on the USEA website. It will also be included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the convention.

MAGAZINE AND PROGRAM BENEFITS

- Full page ad in the Convention Program
- Acknowledgement with Sponsor logo as Convention Sponsor in Convention advertisements printed in *Eventing USA* magazine
- Sponsor and logo recognition in the Convention articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Trade Fair Vendor Space
- Inclusion of promotional material in Convention Welcome Packets
- Logo and name included on all signage for Seminar or Speaker
- Two (2) Convention Registrations.

CONVENTION CONTRIBUTING SPONSORSHIP: \$1,000

NAMING RIGHTS

- Recognition as an official sponsor of the USEA Annual Meeting and Convention in all promotional material.

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hotlink on the USEA website Convention page as Sponsor
- Name, logo, and hotlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on the USEA website. It will also be included in the USEA E-Newsletter, sent to 36,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 36,000 eventing enthusiasts, web/audio coverage and press releases, audio, distributed to over 300 sources before, during, and after the convention.

MAGAZINE AND PROGRAM BENEFITS

- Half page black and white ad in the Convention Program
- Acknowledgement with Sponsor logo as Convention Sponsor in Convention advertisements printed in *Eventing USA* magazine
- Sponsor and logo recognition in the Convention articles in *Eventing USA*.

ON GROUNDS BENEFITS

- Option to purchase a Trade Fair Vendor Space for a reduced price
- Inclusion of promotional materials in Convention Welcome Packets
- One (1) Convention Registration.

History of the United States Eventing Association

The United States Eventing Association, a 501 (c) (3) non-profit educational organization, was founded as the United States Combined Training Association (USCTA) in September, 1959, the vision of Alexander Mackay-Smith, who felt that in addition to the American Horse Show Association and the United States Equestrian Team (now merged as the United States Equestrian Federation), a third organization was needed to promote the fledgling sport of Combined Training (now known as Eventing)



in the United States. Initially the association's roster included just two dozen names, including Mackay-Smith and other notables such as Jack Fritz, Philip Hoffman, Roger Maher, and Lana Wright (néé DuPont). Today it boasts more than 12,000 members. Each year more than 40,000 starters run at over 270 USEA-recognized competitions throughout the country.

The mission of the USCTA in 1959 and of the USEA in 2011 remains much the same—to make Eventing safe, fun, and fair to all who join the USEA ranks, while at the same time promoting this incredible sport to the public. As a service organization, the USEA is dedicated to advancing the sport by educating riders, trainers, organizers, officials, the media, and volunteers, with the health and well being of the horse of paramount importance. Also of great importance to the USEA is the preservation of green spaces. The USEA strives to maintain open spaces for our members to compete and for the enjoyment of all.

By assisting and educating competitors, event organizers, and officials; maintaining responsible safety standards; and registering qualified competitions and clinics, the USEA offers a strong and continuous training opportunity for an ever-expanding field of eventers from the Beginner Novice level to Olympic caliber competitors.



Statement of Principles

The sport of "eventing," in relation to English riding and horsemanship, embraces the principle that training of the horse and rider in the elements of classical dressage, combined with training of the horse and rider in jumping obstacles, will improve the performance of both across country.

From its inception in 1959, the United States Combined Training Association, since 2001 known as the United States Eventing Association, has sought:

To educate horse owners and riders in those principles and practices of horsemanship embodied in the term eventing, and founded upon the essential relationships of classical dressage to cross-country riding;

To promote through such education the safe, healthful, humane, and effective training, use, and care of horses;

To educate horse owners and riders in methods of evaluation of the abilities, state of training, and condition of both riders and horses, as measures of achievement and a foundation for further training;

To sponsor or encourage persons to develop facilities for testing and evaluating the abilities, state of training, and condition of both horses and riders;

To sponsor, organize, or encourage persons to organize horse trials, combined tests, two-day events and three-day events under the rules of the U.S. Equestrian Federation (USEF), and the Federation Equestre Internationale (FEI), the world governing body for horse sports;

To sponsor, organize or encourage persons to organize educational forums and practical training clinics in furtherance of any of those purposes;

And to work cooperatively within the scope of its purposes with other organizations such as the USEF, FEI, USPC, and AHC, as well as national breed associations.

Implicit in the work of the USEA, and central to its philosophy, is the welfare of the horse. At each of the levels of prescribed testing, the horses and riders are subjected to distinct tests of physical agility, strength, and endurance, as well as mental and emotional preparation. The horse must be healthy, fit, prepared, and willing in order to perform.

The rules of the USEF, which are observed by the USEA, call for safe, secure, and comfortable stabling, with proper arrangements for the procuring of feed and water, the availability of veterinary and farrier support, and the layout and construction of arenas and courses with



jumpable obstacles appropriate in difficulty to each specified level. The rules forbid cruelty and provide severe punishment for any violation.

At the heart of successful training is continuous interaction between rider and horse which may simply be expressed as "ask-receive-reward." Out of this process, the horse-rider combination achieves mutual respect, realization of mutual dependence, and mutual trust.

The Board of Governors of the United States Eventing Association hereby embraces the Code of Conduct as promulgated by the FEI, as it may apply within its sphere of activity and authority. To this end it is stated:

- 1. In eventing, the horse must be considered paramount.*
- 2. The well being of the horse shall be above the demands of breeders, trainers, riders, owners, dealers, organizers, sponsors, or officials.*
- 3. All handling and veterinary treatment must be directed toward the health and welfare of the horse.*
- 4. The highest standards of nutrition, health, sanitation, and safety shall be encouraged and striven for at all times.*
- 5. Members and competitors shall be advised to make adequate provisions for ventilation, feeding, watering, and maintenance of a healthy environment during transportation.*
- 6. Emphasis shall be placed on increasing the education and training of both horse and rider, and in promoting scientific studies in equine health.*
- 7. In the interest of the horse, the fitness and competence of the rider shall be regarded as essential.*
- 8. All riding and training methods must take account of the horse as a living entity. It must not include any technique considered by the USEF to be abusive.*
- 9. The USEA continues to work with the USEF to maintain adequate controls in order that persons and bodies under their jurisdictions respect the welfare of the horse.*
- 10. The USEA will encourage its members to adhere to these principles in training as well as in competition.*



Interested in Sponsoring the USEA?

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