



2017

SPONSORSHIP OPPORTUNITIES AT THE AMERICAN EVENTING CHAMPIONSHIPS

AUGUST 30 - SEPTEMBER 3 • LABOR DAY WEEKEND

TRYON INTERNATIONAL EQUESTRIAN CENTER • MILL SPRING, NORTH CAROLINA



==== THE NATIONAL ASSOCIATION FOR THE SPORT OF EVENTING ====



United States Eventing Association

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UNITED STATES EVENTING ASSOCIATION



Now celebrating over 55 years as the National Association of Eventing, we are offering a wider variety of sponsorship packages than ever before. 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 website, our magazine *Eventing USA*, custom e-newsletters and sponsor highlights, as well as a growing presence amongst social networks like Facebook, Twitter and Instagram, 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 **USEA Future Event Horse Series**, and the **USEA Classic Three-Day Series**.

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,
Rob Burk,
Chief Executive Officer

USEA — BY THE — NUMBERS

12,000+ members

250+ events per year

More than 44,000 starters per year

Over 63,000 horses registered

5,000,000 webpage views per year

More than 50,000 unique website visitors per month

229,494 page views during the AEC

Around 85,000 Facebook followers

Around 25,000 Instagram followers

Around 25,000 Twitter followers

Over 44,000 active e-mail addresses

Over 700,000 visitors to the USEA competition results webpages

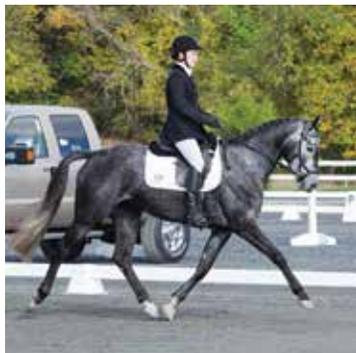
WHAT IS EVENTING?

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.

AMERICAN EVENTING CHAMPIONSHIPS AT THE TRYON INTERNATIONAL EQUESTRIAN CENTER



Overview

The American Eventing Championships (AEC) garners an enormous amount of interest from U.S. and U.S. based international competitors and enthusiasts in the Olympic equestrian sport of Eventing. The AEC is currently the second most prominent Eventing competition in North America (second only to the Rolex Kentucky Three-Day Event), and the only championship held for all levels of the sport. The AEC is a festival wherein all competitors in the sport coalesce at one venue to compete, learn, socialize and shop. Youth, adults, professional riders, amateurs, beginners and advanced horse and rider pairs converge in one place to compete for the national championships at each of their respective levels. The competition has been held since 2004 having rotated every three years to a new venue. In 2016 a new partnership was established with the Tryon International Equestrian Center to increase the profile of this important competition.

About the Sport

Eventing is a sport which has been a part of the modern Olympic games since 1912. The sport has its roots in the training of cavalry horses and riders. Often referred to as the “equestrian triathlon” it is considered the ultimate test of the horse and rider. Eventing is an equestrian sport where a single horse and rider combination compete against other combinations across the three disciplines of dressage, cross-country, and show jumping. It is one of the only sports where women and men compete against each other on an equal playing field

AEC — BY THE — NUMBERS

650+ Competitors

1 to 4 Rider Support (Family, Staff, Friends, etc.)

40 States Represented by AEC Riders

8 Countries Represented by AEC Riders

18 Divisions

6 Levels (Beginner to Advanced)

4 Classes (Junior, Amateur, Master and Professional)

45 Corporate Sponsors in 2016

10,000 Anticipated Spectators

44,000 Annual Number of Starters at USEA Competitions

Partners

The United States Eventing Association (USEA) is the national association for the sport of Eventing. In this respect it is similar in scope to the United States Golf Association. Founded in 1959 the USEA has served to preserve, grow, and educate about the Olympic sport of Eventing.

Tryon International Equestrian Center (TIEC) has quickly become an international hub for many of the world's top equestrian athletes. TIEC welcomes guests 365 days a year to watch, dine, shop, and experience one of the premier riding facilities in the world built for the love of horses and our sport. They have now also been named the host of the 2018 World Equestrian Games (WEG).

Key Success Factor

For the first time, 2016 saw the introduction of the sport of Eventing to TIEC. There was an enormous amount of excitement surrounding the Championships being held at the Center. Competitors from around the country are working to qualify to compete at the event again this year; and there were more riders and spectators at the American Eventing Championships at the Tryon International Equestrian Center than there have ever been in the history of the sport, with nearly 700 competitors.

TRYON

INTERNATIONAL EQUESTRIAN CENTER





**AMERICAN EVENTING
CHAMPIONSHIPS**



AEC TITLE SPONSORSHIP

INQUIRE FOR PRICING

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 hyperlink on the USEA website AEC page as a Title Sponsor—prominent position and size
- Name, logo, and hyperlink 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 included in the USEA E-Newsletter, sent to 44,000+ recipients
- Name inclusion with hyperlink in e-mail blasts to more than 12,000 USEA members, running up to the event
- Name inclusion with hyperlink 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 44,000 eventing enthusiasts, web/audio coverage and press releases, 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*
- One full-page four-color ad in five issues 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 in premium location
- Eight (8) Sponsor digital or hard signs placed on grounds (provided by sponsor to Tryon)
- Two (2) Sponsor digital or hard signs placed in the main arena (provided by Sponsor to Tryon)
- Cross-country complex banner placement of two (2) banners (provided by Sponsor to Tryon to custom 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) VIP Access Tickets to the Legends Club at Tryon International
- Option to present educational seminar

AEC PRESENTING SPONSORSHIP

INQUIRE FOR PRICING

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 hyperlink on the USEA website AEC page as the Presenting Sponsor
- Name, logo, and hyperlink 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 included in the USEA E-Newsletter, sent to 44,000+ recipients.
- Name inclusion with hyperlink in e-mail blasts to more than 12,000 USEA members, running up to the event
- Name inclusion with hyperlink 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 44,000 eventing enthusiasts, web/audio coverage and press releases, 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*
- Half page ad in five issues of *Eventing USA*

ON GROUND BENEFITS

- Two promotional materials may be included in competitors' welcome bags at the AEC
- One (1) 20' x 20' vendor space
- Four (4) Sponsor digital or hard sign placed on grounds (provided by Sponsor to Tryon)
- Two (2) Sponsor digital or hard signs placed in main arena (provided by Sponsor to Tryon)
- Cross-country complex banner placement of two (2) banners (provided by Sponsor to Tryon to custom 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
- Five (5) VIP Access Tickets to the Legends Club at Tryon International
- Customized additional exposure upon request



AEC PLATINUM SPONSORSHIP

INQUIRE FOR PRICING

NAMING RIGHTS

- Official Platinum Sponsorship Status
- Ability to have Title rights to an AEC division.
Example: The “COMPANY” USEA Novice Division

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website AEC page as a Platinum Sponsor
- Name, logo, and hyperlink 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 44,000+ recipients
- Name inclusion with hyperlink in e-mail blasts to more than 12,000 USEA members, running up to the event
- Name inclusion with hyperlink 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 up to 15,000 views
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 30,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page color ad in the AEC Event Program
- Acknowledgement with Sponsor logo as AEC Platinum 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
- Two (2) Sponsor digital or hard sign placed on grounds (provided by Sponsor to Tryon)
- One (1) Sponsor digital or hard sign placed in main arena (provided by Sponsor to Tryon)
- One (1) cross-country banner (provided by Sponsor to Tryon to custom size)
- Platinum Sponsor recognition in PA announcements—listing of sponsors
- Platinum Sponsor recognition and participation in awards presentation
- Three (3) VIP Access Tickets to the Legends Club at Tryon International



AEC GOLD LEVEL SPONSORSHIP

\$15,000

NAMING RIGHTS

- Official Gold Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website AEC page as a Gold Level Sponsor
- Name, logo, and hyperlink 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 44,000+ recipients
- Name inclusion with hyperlink in e-mail blasts to more than 12,000 USEA members, running up to the event
- Name inclusion with hyperlink 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 44,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.



MAGAZINE AND PROGRAM BENEFITS

- Full page color 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
- One (1) Sponsor digital or hard sign placed on grounds (provided by Sponsor to Tryon)



- One (1) Sponsor digital or hard sign placed in main arena (provided by Sponsor to Tryon)
- One (1) cross-country banner (provided by Sponsor to Tryon to custom size)
- Gold Level Sponsor recognition in PA announcements—listing of sponsors
- Gold Level Sponsor recognition and participation in awards presentation
- Three (3) VIP Access Tickets to the Legends Club at Tryon

AEC SILVER LEVEL SPONSORSHIP

\$10,000

NAMING RIGHTS

- Official Silver Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website AEC page as a Silver Level Sponsor
- Name, logo, and hyperlink 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 44,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page color 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
- Two (2) Sponsor digital or hard signs placed on grounds (provided by Sponsor to Tryon)
- One (1) cross-country banner (provided by Sponsor to Tryon to custom size)
- Silver Level Sponsor recognition in PA announcements—listing of sponsors
- Two (2) VIP Access Tickets to the Legends Club at Tryon International



AEC BRONZE LEVEL SPONSORSHIP

\$4,000

NAMING RIGHTS

- Official Bronze Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website AEC page as a Bronze Level Sponsor
- Name, logo, and hyperlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on USEA website and included in the USEA E-Newsletter, sent to 44,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Half page color 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
- Two (2) Sponsor digital or hard signs placed on grounds (provided by Sponsor to Tryon)
- Bronze Level Sponsor recognition in PA announcements—listing of sponsors
- One (1) VIP Access Ticket to the Legends Club at Tryon International



AEC CONTRIBUTING LEVEL SPONSORSHIP

\$2,500

NAMING RIGHTS

- Official Contributing Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink 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 44,000 eventing enthusiasts, web/audio coverage and press releases, 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 digital or hard signs placed on grounds (provided by Sponsor to Tryon)
- Contributing Level Sponsor recognition in PA announcements—listing of sponsors

AEC PRIZE LEVEL SPONSORSHIP

\$1,000 + MINIMUM 15 PRODUCTS FOR PRIZES

- Official Prize Sponsorship Status
- Name, logo, hyperlink on USEA website's AEC page as Prize Level Sponsor
- Acknowledgement with Sponsor logo as AEC Prize Level Sponsor in the AEC event program
- One promotional material may be included in competitors' welcome bags at the AEC
- Prize Level Sponsor recognition in PA Announcements – listing of sponsors





ADULT TEAM CHAMPIONSHIPS
AT THE AEC



ATC TITLE SPONSORSHIP

INQUIRE FOR PRICING

NAMING RIGHTS

- Official Title Sponsorship Status
- Event Naming Rights – The “Company” Adult Team Championships

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website ATC page as Title Sponsor
- Name, logo, and hyperlink 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 44,000+ recipients
- Name inclusion with hyperlink in e-mail blasts to more than 12,000 USEA members, running up to the event
- Name inclusion with hyperlink 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 ATC to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Full page color ad in the AEC Event Program
- Acknowledgement with Sponsor logo as ATC Title Sponsor in the event program
- ATC Title Sponsor and logo recognition in the AEC/ATC feature article in the AEC Issue of *Eventing USA*

ON GROUNDS BENEFITS

- One promotional material may be included in competitors’ welcome bags at the ATC
- One (1) 10’ x 10’ vendor space at the AEC
- One (1) Sponsor digital or hard sign placed on grounds (provided by Sponsor to Tryon)
- One (1) Sponsor digital or hard sign placed in main arena (provided by Sponsor to Tryon)
- One (1) cross-country banner (provided by Sponsor to Tryon to custom size)



- Gold Level Sponsor recognition in ATC PA announcements—listing of sponsors
- Gold Level Sponsor recognition and participation in awards presentation
- Three (3) VIP Access Tickets to the Legends Club at Tryon International



ATC BRONZE LEVEL SPONSORSHIP

\$4,000

NAMING RIGHTS

- Official Bronze Level Sponsorship Status of the ATC

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website ATC page as a Bronze Level Sponsor
- Name, logo, and hyperlink on the USEA Sponsors page
- Press release announcing sponsorship issued, which will appear on USEA website and included in the USEA E-Newsletter, sent to 44,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the ATC to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition

MAGAZINE AND PROGRAM BENEFITS

- Half page color ad in the AEC Event Program
- Acknowledgement with Sponsor logo as ATC Bronze Level Sponsor in the event program
- Recognition in the ATC/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
- Two (2) Sponsor digital or hard signs placed on grounds (provided by Sponsor to Tryon)
- Bronze Level Sponsor recognition in PA announcements—listing of sponsors
- One (1) VIP Access Ticket to the Legends Club at Tryon International

ATC CONTRIBUTING LEVEL SPONSORSHIP

\$1,000 + DONATION OF 16 PRIZES

NAMING RIGHTS

- Official Contributing Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website ATC page as a Contributing Level Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the ATC to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgement with Sponsor logo as ATC Contributing Sponsor in the event program
- Recognition in the ATC/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 digital or hard signs placed on grounds (provided by Sponsor to Tryon)
- Contributing Level Sponsor recognition in PA announcements—listing of sponsors
- Sponsor recognition in ATC PA Awards Announcements and Ceremonies



• SPONSORSHIP INQUIRIES •

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