



2018 SPONSORSHIP OPPORTUNITIES



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



United States Eventing Association

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UNITED STATES EVENTING ASSOCIATION



Now celebrating 59 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 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

Nearly 13,000 members

250+ events per year

More than 44,000 starters per year

Over 70,000 horses registered

5,000,000 webpage views per year

More than 50,000 unique website visitors per month

Over 230,000 page views during the AEC

Around 86,000 Facebook followers

Around 35,000 Instagram followers

Around 25,000 Twitter followers

6 issues printed annually of USEA's award-winning magazine, *Eventing USA*

Over 33,000 active email 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 seven levels of competition in the United States — Beginner Novice, Novice, Training, Modified, 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

CORPORATE PARTNERS

The USEA offers a limited opportunity for companies to become the official product or service of the USEA. Corporate partners are given a wide range of benefits that promote their business to thousands of eventing enthusiasts across the country. Customizable packages are available for every type of business.

USEA AMERICAN EVENTING CHAMPIONSHIPS



The USEA 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.

The USEA hosted the nation's largest event to date at the 2016 AEC at the Tryon International Equestrian Center with 665 starters, and then beat that record again in 2017 with 753 competitors.

In 2018, the American Eventing Championships will move to the Colorado Horse Park in Parker, Colorado. The Colorado Horse Park has served as an iconic location for numerous equestrian disciplines throughout the years, and the USEA is excited for the opportunity to host the AEC there on Labor Day weekend.

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 2018, there will be eleven Gold Cup events at locations throughout the United States. The series will culminate with the \$40,000 Adequan USEA Gold Cup Final at the American Eventing Championships in Parker, Colorado August 29th – September 2, 2018.

USEA ANNUAL MEETING AND CONVENTION



Join the USEA December 5-9 at the Sheraton New Orleans in New Orleans, Louisiana for a long weekend full of education, friendship, and laughter. Experience the flavor of New Orleans at this year's USEA Eventing Hall of Fame, where honorary members will be recognized.

In addition to a plethora of educational seminars, open forums, committee meetings, year-end awards, there will also be 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!

USEA CLASSIC SERIES



The USEA Classic Series encompasses more than twenty long-format events at the Beginner Novice, Novice, Training and Preliminary levels for riders who wish to have the opportunity to experience all four phases of Endurance Day. In addition to the competition, educational opportunities are available at the events to give riders a chance to compete and learn safely.

The Classic Series is extremely popular with Adult Amateur and Junior competitors and over 250 riders compete in the Series each year.

USEA YOUNG EVENT HORSE SERIES



The USEA Young Event Horse Series may be best described as an equine talent search. The Series gives owners and breeders the opportunity to showcase the potential of their 4- and 5-year-old horses while encouraging them to produce top-level event horses for the future. YEH classes focus on education and preparation of the event horse in a correct and progressive manner.

Nearly 30 YEH competitions are offered and hundreds of owners use them as an opportunity to give their young horses a positive introduction to eventing. Each fall the YEH Championships are held at the prestigious Fair Hill CCI3* as well as a top West Coast venue.

USEA FUTURE EVENT HORSE SERIES



The USEA Future Event Horse Series focuses on yearlings, 2-year-olds, and 3-year-olds, and judging the potential they have to become a successful upper-level event horse. The participating horses are shown in hand and are judged on both their conformation and the quality and correctness of their gaits as well as being an event horse “type.” The 3-year-old divisions at the Championships also include a free-jumping class, where the young horses will jump over fences without tack or a rider. The USEA also added a 4-year-old division in 2017, featuring free-jumping class as well.

Over 25 FEH classes are held at events across the country as well as East and West Coast Championships. Sponsoring this series is the perfect way to reach breeders and owners of the future stars of eventing.

SPONSORSHIP OPPORTUNITIES



CORPORATE SPONSORSHIP

USEA CORPORATE SPONSORSHIP

STARTING AT \$25,000

- The “Official _____ of the United States Eventing Association” Title
- Company logo in Corporate Sponsor section of USEA website with hyperlink to company site
- Press release announcing sponsorship issued, which will appear on USEA website. It will also be included in the USEA E-Newsletter, sent to 33,000 recipients as well as in the *Eventing USA* magazine
- Banner ad rotation throughout USEA website up to 30,000 views
- Full-page color advertisement in every issue of the award winning USEA national publication *Eventing USA*
- Full-page b/w advertisement in each issue of the three-times per year *Omnibus* print listing of competitions
- Full-page black/white ad in the *Rules for Eventing*, published annually
- Logo placement in sponsor thank you ads placed in *Eventing USA* and *USEA Omnibus*
- Name and logo placement with hyperlink and recognition on USEA website sponsor page
- Ability to submit two (2) press releases and/or educational articles for publication on the USEA website and to be sent out in the USEA E-Newsletter which is sent to 33,000 eventing enthusiasts. Subject to contract.
- One (1) Sponsor Highlight sent out to the USEA E-Newsletter list. Content provided by sponsor.
- Inclusion of one (1) promotional item in member packets mailed with USEA member ID cards
- Three-time per year use of the USEA membership mailing list
- Up to four (4) Facebook shares of Sponsor content/promotions on the USEA Facebook page
- Up to four (4) Tweets on the USEA Twitter account
- One (1) picture and recognition of Sponsor on the USEA Instagram account



In addition to corporate benefits listed above a variety of on-site benefits available at the American Eventing Championships and Annual Meeting and Convention. Website and magazine exposure is available through the Gold Cup Series, Classic Series, Future Event Horse, and Young Event Horse Series. Additional advertising is available through E-newsletter, *Eventing USA* magazine advertising, and across USEA social media outlets.

All corporate packages are highly customizable, please contact the USEA if interested.





**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
- 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 33,000+ 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). Commercial also to be played at competitor check-in at show office on grounds.
- Title Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 85,000 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
- Acknowledgment 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 (logo/image provided by Sponsor)
- Four (4) Sponsor hard signs placed in the main arena (logo/image provided by Sponsor)
- Cross-country complex named and branded with Sponsor hard signs (logo/image provided by Sponsor, and made 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
- Eight (8) VIP Access Tickets
- Eight (8) VIP Parking Tickets
- Eight (8) invitations to all parties
- Option to present an educational seminar OR host a party function or cocktail hour



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
- 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 33,000+ 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 30-second video commercial to be linked to AEC page of USEA website (commercial provided by Sponsor). Commercial also to be played at competitor check-in at show office on grounds.
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 85,000 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
- Acknowledgment 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) 10’ x 20’ vendor space
- Four (4) Sponsor digital or hard sign placed on grounds (logo/image provided by Sponsor)
- Two (2) Sponsor hard signs placed in main arena (logo/image provided by Sponsor)
- Cross-country complex banner placement of two (2) hard signs (logo/image provided by Sponsor)
- Option to provide a show jumping obstacle
- Presenting Sponsor recognition in PA announcements—listing of sponsors
- Presenting Sponsor recognition and participation in awards presentation
- Six (6) VIP Access Tickets
- Six (6) VIP Parking Tickets
- Six (6) invitations to all parties
- 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
- Press release announcing sponsorship issued, which will appear on the USEA website. It will also be included in the USEA E-Newsletter, sent to 33,000+ 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 85,000 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
- Acknowledgment 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 (logo/image provided by Sponsor)
- One (1) hard sign placed in main arena (logo/image provided by Sponsor)
- Two (2) cross-country hard signs (logo/image provided by Sponsor)
- Platinum Sponsor recognition in PA announcements—listing of sponsors
- Platinum Sponsor recognition and participation in awards presentation
- Four (4) VIP Access Tickets
- Four (4) VIP Parking Tickets
- Four (4) invitations to all parties

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
- Press release announcing sponsorship issued, which will appear on the USEA website and included in the USEA E-Newsletter, sent to 33,000+ 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 85,000 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
- Acknowledgment 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 hard sign placed on grounds (logo/image provided by Sponsor)



- One (1) Sponsor digital or hard sign placed in main arena (logo/image provided by Sponsor)
- One (1) cross-country hard sign (logo/image provided by Sponsor)
- Gold Level Sponsor recognition in PA announcements—listing of sponsors
- Gold Level Sponsor recognition and participation in awards presentation
- Three (3) VIP Access Tickets
- Three (3) VIP Parking Tickets
- Three (3) invitations to all parties

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
- Press release announcing sponsorship issued, which will appear on the USEA website and included in the USEA E-Newsletter, sent to 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after competition.

MAGAZINE AND PROGRAM BENEFITS

- 2/3 page color ad in the AEC Event Program
- Acknowledgment 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)
- One (1) cross-country hard sign (logo/image provided by Sponsor)
- Silver Level Sponsor recognition in PA announcements—listing of sponsors
- Two (2) VIP Access Tickets
- Two (2) VIP Parking Tickets
- Two (2) invitations to all parties
- Two (2) invitations to all parties



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
- Press release announcing sponsorship issued, which will appear on USEA website and included in the USEA E-Newsletter, sent to 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 85,000 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
- Acknowledgment 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 (logo/image provided by Sponsor)
- Bronze Level Sponsor recognition in PA announcements—listing of sponsors
- One (1) VIP Access Tickets
- One (1) VIP Parking Tickets
- One (1) invitations to all parties



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 85,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment 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 (logo/image provided by Sponsor)
- Contributing Level Sponsor recognition in PA announcements—listing of sponsors

AEC PRIZE LEVEL SPONSORSHIP

**\$1,000 + MINIMUM
18 PRODUCTS FOR PRIZES**

- Official Prize Sponsorship Status
- Name, logo, hyperlink on USEA website's AEC page as Prize Level Sponsor
- Acknowledgment with Sponsor logo as AEC Prize Level Sponsor in the AEC event program
- One (1) promotional material may be included in competitors' welcome bags at the AEC
- Sponsor logo to rotate on one digital sign board/scoreboard on grounds (logo/image provided by Sponsor)
- 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 33,000+ 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 85,000 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
- Acknowledgment 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 (logo/image provided by Sponsor)
- One (1) Sponsor digital or hard sign placed in main arena (logo/image provided by Sponsor)
- One (1) cross-country hard sign (logo/image provided by Sponsor)

- 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
- Three (3) VIP Parking Tickets
- Three (3) invitations to all parties



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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the ATC to more than 85,000 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
- Acknowledgment with Sponsor logo as ATC Bronze Level Sponsor in the event program
- Recognition 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 (logo/image provided by Sponsor)
- Bronze Level Sponsor recognition in PA announcements—listing of sponsors
- One (1) VIP Access Tickets
- One (1) VIP Parking Tickets
- One (1) invitations to all parties

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 AEC page as a Contributing Level Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment 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 sign placed on grounds (logo/image provided by Sponsor)
- Contributing Level Sponsor recognition in PA announcements—listing of sponsors
- Sponsor recognition in ATC PA Awards Announcements and Ceremonies



ANNUAL MEETING AND CONVENTION



CONVENTION PRESENTING SPONSORSHIP

\$10,000

NAMING RIGHTS

- Exclusive Presenting Sponsor Status: Convention would be referred to as “USEA Annual Meeting and Convention Presented by “COMPANY”
- Recognition as Presenting Sponsor in all Convention promotional materials

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Convention page as Presenting Sponsor
- 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 33,000+ recipients
- Banner ad on the USEA website, up to 15,000 views
- 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 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed 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 the cover of the Convention Event Program
- Back cover ad in the Convention Program and one additional ad inside the Event Program
- Acknowledgement with Sponsor logo as Convention Presenting Sponsor in Convention advertisements printed in *Eventing USA*
- Presenting sponsor and logo recognition in the Convention feature articles in *Eventing USA*

ON GROUNDS BENEFITS

- Trade Fair vendor space
- Inclusion of three (3) promotional materials in Convention welcome packets
- Logo and name included on all signage for Convention
- Five (5) Convention Registration Tickets
- Five (5) Tickets to the Hall of Fame and Awards Functions with a reserved table



CONVENTION GOLD LEVEL SPONSORSHIP

\$7,500

NAMING RIGHTS

- Exclusive Sponsor of a daily breakfast buffet, or other cocktail hour or function
- Recognition as Special Function Sponsor in all Convention promotional materials

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Convention 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
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the Convention

MAGAZINE AND PROGRAM BENEFITS

- Full-page ad in the Convention Program
- Acknowledgment with Sponsor logo as Special Function Sponsor in Convention advertisements printed in *Eventing USA*
- Sponsor and logo recognition in the Convention feature articles in *Eventing USA*

ON GROUNDS BENEFITS

- Trade Fair vendor space
- Inclusion of two (2) promotional materials in Convention welcome packets
- Logo and name included on all signage for Awards Function
- Three (3) Convention Registration Tickets
- Three (3) Tickets to the Hall of Fame and Awards Functions with a reserved table

CONVENTION SILVER LEVEL SPONSORSHIP

\$5,000

NAMING RIGHTS

- Recognition as Sponsor of the Board of Governors' Reception (or other function) in all Conventional promotional materials

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Convention 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the Convention

MAGAZINE AND PROGRAM BENEFITS

- Full-page ad in the Convention Program
- Acknowledgment with Sponsor logo as Convention Sponsor in Convention advertisements printed in *Eventing USA*
- Sponsor and logo recognition in the Convention feature articles in *Eventing USA*
- Half-page ad in one issue of *Eventing USA*

ON GROUNDS BENEFITS

- Trade Fair vendor space
- Inclusion of one (1) promotional material in Convention welcome packets
- Logo and name included on all signage for Board of Governors' Reception
- Two (2) Convention Registration Tickets
- Two (2) Tickets to the Hall of Fame and Awards Functions



CONVENTION BRONZE LEVEL SPONSORSHIP

\$2,500

NAMING RIGHTS

- Recognition as a bronze level sponsor in all Convention promotional materials
- Opportunity to be the exclusive sponsor for a specific Seminar or Speaker

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Convention 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the Convention



MAGAZINE AND PROGRAM BENEFITS

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

ON GROUNDS BENEFITS

- Trade Fair vendor space
- Inclusion of one (1) promotional material in Convention welcome packets
- Logo and name included on all signage for Sponsored Seminar or Speaker
- Two (2) Convention Registration Tickets

CONVENTION CONTRIBUTING SPONSORSHIP

\$1,000

NAMING RIGHTS

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

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Convention 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Convention to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the Convention

MAGAZINE AND PROGRAM BENEFITS

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

ON GROUNDS BENEFITS

- Option to purchase a Trade Fair vendor space for a reduced price
- Inclusion of one (1) promotional material in Convention welcome packets
- One (1) Convention Registration Tickets



GOLD CUP SERIES



GOLD CUP SERIES TITLE SPONSORSHIP

STARTING AT \$30,000 (SOLD FOR 2018)



NAMING RIGHTS:

ADEQUAN USEA Gold Cup Series



GOLD CUP SERIES PRESENTING SPONSORSHIP

\$20,000

NAMING RIGHTS

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

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Gold Cup Series Page as the Presenting Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series events to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the events
- Banner ad on the USEA website, up to 30,000 views
- Option for 60-second video commercial to be linked to Gold Cup Series page of the USEA website (commercial provided by Sponsor)

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment 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*
- Half-page ad in four (4) issues of *Eventing USA*

ON GROUNDS BENEFITS

- One (1) 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'x6' in size)
- Presenting Sponsor recognition in PA announcements – listing of Gold Cup Series sponsors
- Presenting Sponsor recognition and participation in awards presentation at all Series 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 PLATINUM LEVEL SPONSORSHIP

\$10,000

NAMING RIGHTS

- Official Platinum Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Gold Cup Series Page as a Platinum Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series events to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the events
- Banner ad on the USEA website, up to 15,000 views

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment with Sponsor logo as Gold Cup Platinum 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

- One (1) 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'x6' in size)
- Platinum Sponsor recognition in PA announcements – listing of Gold Cup Series sponsors
- Platinum Sponsor recognition and participation in awards presentation at all Series 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 hyperlink on the USEA website Gold Cup Series Page as a Contributing Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Gold Cup Series events to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the events

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment with Sponsor logo as Gold Cup 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 banners placed on grounds (provided by sponsor, 3'x6' in size)
- Contributing Sponsor recognition in PA & Awards announcements – listing of Gold Cup Series sponsor



CLASSIC SERIES



CLASSIC SERIES TITLE SPONSORSHIP

\$20,000

NAMING RIGHTS

- Event naming rights – The “COMPANY” USEA Classic Series
- Company name integrated into the Classic Series Logo

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Classic Series page as the Title Sponsor - prominent position and size
- 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 33,000+ recipients
- Banner ad USEA website up to 25,000 views
- Option for 60-second video commercial to be linked to Classic Series page of USEA website (commercial provided by Sponsor)
- Title Sponsor recognition in all USEA promotion and media coverage of the Classic Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Logo prominently displayed in Classic Series full-page-color promo ads in *Eventing USA*
- Title sponsor and logo recognition in the Classic Series feature articles in *Eventing USA*
- One full-page four-color ad in four (4) issues of *Eventing USA*

ON GROUNDS BENEFITS

- Three (3) Sponsor banners placed on grounds at Classic Series events (provided by sponsor, 3' x 6' in size)
- One (1) promotional material may be included in competitors' packets at all Series events
- Title Sponsor recognition in PA announcements – listing of sponsors
- Title Sponsor recognition in the Awards PA announcements
- Title Sponsor recognition and participation in awards presentation (Sponsor to notify USEA in advance of any awards presentations in which they would like to participate)
- Customized additional exposure upon request



CLASSIC SERIES GOLD LEVEL SPONSORSHIP

\$10,000



NAMING RIGHTS

- Official Gold Level Sponsorship

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Classic Series page as a Gold Sponsor
- Press release announcing sponsorship issued, which will appear on the USEA website. It will also be included in the USEA E-Newsletter, sent to 33,000+ recipients
- Banner ad on the USEA website up to 15,000 views
- Sponsor recognition in all USEA promotion and media coverage of the Classic Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Logo displayed in Classic Series full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the Classic Series feature articles in *Eventing USA*
- One half-page four-color ad in two (2) issues of *Eventing USA*

ON GROUNDS BENEFITS

- Two (2) Sponsor banners placed on grounds at Classic Series events (provided by sponsor, 3' x 6' in size)
- One (1) promotional material may be included in competitors' packets at all Series Events
- Sponsor recognition in PA announcements – listing of sponsors
- Sponsor recognition in the Awards PA announcements
- Sponsor recognition and participation in awards presentation (Sponsor to notify USEA in advance of any awards presentations in which they would like to participate)

CLASSIC SERIES SILVER LEVEL SPONSORSHIP

\$5,000

NAMING RIGHTS

- Official Silver Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Classic Series page as a Silver Sponsor
- 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 33,000+ recipients
- Banner ad USEA website up to 10,000 views
- Sponsor recognition in all USEA promotion and media coverage of the Classic Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

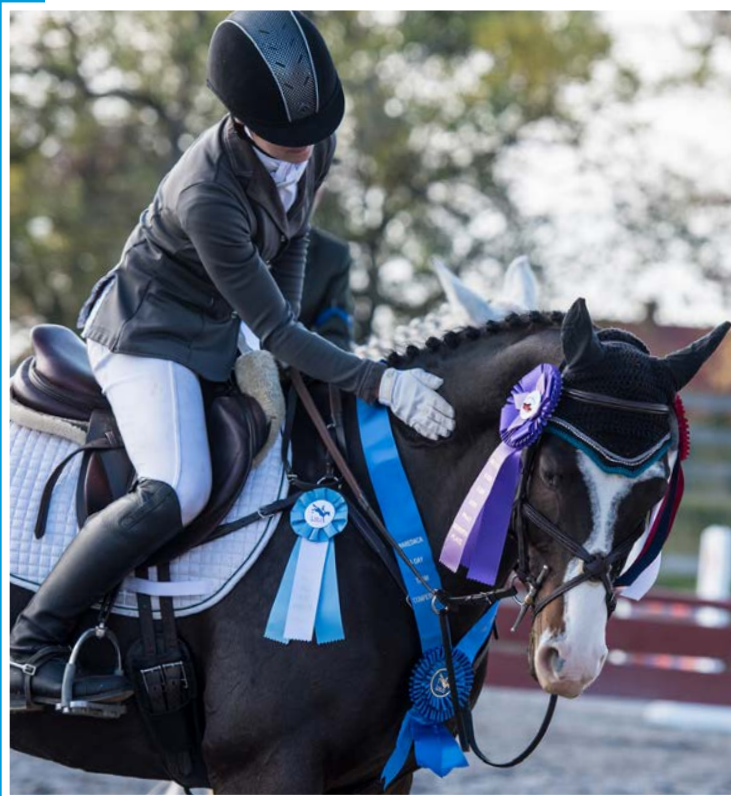
- Logo displayed in Classic Series full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the Classic Series feature articles in *Eventing USA*
- One half-page four-color ad in one (1) issue of *Eventing USA*

ON GROUNDS BENEFITS

- One (1) Sponsor banner placed on grounds at Classic Series events (provided by sponsor, 3' x 6' in size)
- One (1) promotional material may be included in competitors' packets at all Series events
- Sponsor recognition in PA announcements – listing of sponsors
- Sponsor recognition in the Awards PA announcements

CLASSIC SERIES BRONZE LEVEL SPONSORSHIP

\$2,500



NAMING RIGHTS

- Official Bronze Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Classic Series page as a Bronze Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Classic Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Logo displayed in Classic Series full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the Classic Series feature articles in *Eventing USA*

ON GROUNDS BENEFITS

- Sponsor logo recognition in Event Program if applicable
- Sponsor recognition in PA announcements – listing of sponsors
- Sponsor recognition in the Awards PA announcements



**— INTERCOLLEGIATE EVENTING —
TEAM CHAMPIONSHIP**



INTERCOLLEGIATE PRESENTING SPONSORSHIP

\$7,500

NAMING RIGHTS

- Company name to be included in all major media references to competition, ie. The USEA Intercollegiate Eventing Team Championships, Presented by “COMPANY”

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Intercollegiate Page as the Presenting Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Intercollegiate Championships to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the events
- Banner ad on the USEA website, up to 15,000 views
- Option for 15-second video commercial to be linked to Intercollegiate page of the USEA website (commercial provided by Sponsor)

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment with Sponsor logo as Intercollegiate Championships Presenting Sponsor in advertisements printed in *Eventing USA*, *Omnibus*, *Rulebook* and Event Programs
- Presenting Sponsor and logo recognition in the Intercollegiate Eventing Championships feature article in *Eventing USA*
- Full-page ad in one (1) issue of *Eventing USA*

ON GROUNDS BENEFITS

- One (1) promotional material may be included in competitors' welcome bags at the Championships
- Four (4) Sponsor banners placed on grounds (provided by sponsor, 3'x6' in size)
- Presenting Sponsor recognition in PA announcements – listing of Championship sponsors
- Presenting Sponsor recognition and participation in awards presentation
- Participation and recognition in year-end awards presentation of Intercollegiate leaderboard awards at the USEA Annual Meeting and Convention
- Customized additional exposure upon request



INTERCOLLEGIATE GOLD SPONSORSHIP

\$4,000

NAMING RIGHTS

- Official Gold Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Intercollegiate Page as a Gold Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the Intercollegiate Championships to more than 44,000 eventing enthusiasts, web/audio coverage and press releases, distributed before, during and after the events

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment with Sponsor logo as Intercollegiate Championships Presenting Sponsor in advertisements printed in *Eventing USA*, *Omnibus*, *Rulebook* and Event Programs
- Gold Sponsor and logo recognition in the Intercollegiate Eventing Championships feature article in *Eventing USA*

ON GROUNDS BENEFITS

- One (1) promotional material may be included in competitors' welcome bags at the Championships
- Two (2) Sponsor banners placed on grounds (provided by sponsor, 3'x6' in size)
- Gold Level Sponsor recognition in PA announcements – listing of Championship sponsors
- Gold Level Sponsor recognition and participation in awards presentation

INTERCOLLEGIATE CONTRIBUTING SPONSORSHIP

\$1,000 + DONATION OF 16 PRIZES FOR TOP 4 TEAMS

NAMING RIGHTS

- Official Contributing Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website Intercollegiate page as a Contributing Level Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the Championships to more than 85,000 eventing enthusiasts, web/audio coverage and press releases, before, during, and after the competition.
- Social media post about the prizes donated at the Championships
- Picture (of the prizes at awards ceremony) inclusion and sponsor recognition on event recap press release on the USEA website

MAGAZINE AND PROGRAM BENEFITS

- Acknowledgment with Sponsor logo as Contributing Sponsor in the event program
- Recognition in the Intercollegiate Championships feature article in *Eventing USA*

ON GROUNDS BENEFITS

- Sponsor recognition in PA announcements – listing of sponsors
- Opportunity to participate in the awards ceremony
- One (1) banner on grounds at the Championships

YEH

YOUNG EVENT
HORSE SERIES



YEH TITLE SPONSORSHIP

\$10,000



NAMING RIGHTS

- Event naming rights – The “COMPANY” USEA Young Event Horse Series
- Company name integrated into the YEH Logo

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website YEH page as the Title Sponsor - prominent position and size
- 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 33,000+ recipients
- Banner ad USEA website up to 20,000 views
- Option for 60-second video commercial to be linked to YEH page of USEA website (commercial provided by Sponsor)
- Title Sponsor recognition in all USEA promotion and media coverage of the YEH Series to more than 44,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Logo prominently displayed in YEH full-page-color promo ads in *Eventing USA*
- Title sponsor and logo recognition in the YEH feature articles in *Eventing USA*
- One half-page four-color ad in three (3) issues of *Eventing USA*
- Full-color ad in the YEH Championships event programs
- Acknowledgment with Sponsor Logo as YEH Title Sponsor in the event program

ON GROUNDS BENEFITS – YEH CHAMPIONSHIPS

- Three (3) Sponsor banners placed on grounds at each YEH Championship (provided by sponsor, 3’ x 6’ in size)
- One (1) Sponsor banner placed on grounds at select YEH Events throughout the year
- One (1) promotional material may be included in competitors’ packets at each Championship
- Option to provide a show jumping obstacle at YEH Championships
- Title Sponsor recognition in all Series’ PA announcements – listing of sponsors
- Title Sponsor recognition in the Awards PA announcements at Championships
- Title Sponsor recognition and participation in awards presentation at the Championships
- Opportunity to provide product for prizes at the East and West Coast YEH Championships
- Customized additional exposure upon request

YEH PRESENTING SPONSORSHIP

\$7,000

NAMING RIGHTS

- Company name to be included in all major references to competitions, i.e. The USEA Young Event Horse Series Presented by “COMPANY”

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website YEH page as the Presenting Sponsor
- 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 33,000+ recipients
- Banner ad USEA website up to 15,000 views
- Sponsor recognition in all USEA promotion and media coverage of the YEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Logo prominently displayed in YEH full-page-color promo ads in *Eventing USA*
- Presenting sponsor recognition in the YEH feature articles in *Eventing USA*
- One half-page four-color ad in two (2) issues of *Eventing USA*
- Full-color ad in the YEH Championships event programs
- Acknowledgment with Sponsor Logo as YEH Presenting Sponsor in the event program

ON GROUNDS BENEFITS – YEH CHAMPIONSHIPS

- Two (2) Sponsor banners placed on grounds at each YEH Championship (provided by sponsor, 3’ x 6’ in size)
- One (1) Sponsor banner placed on grounds at select YEH Events throughout the year
- One (1) promotional material may be included in competitors’ packets at each Championship
- Presenting Sponsor recognition in all Series’ PA announcements – listing of sponsors
- Presenting Sponsor recognition in the Awards PA announcements at Championships

- Presenting Sponsor recognition and participation in awards presentation at the Championships
- Opportunity to provide product for prizes at the East and West Coast YEH Championships
- Customized additional exposure upon request



YEH GOLD SPONSORSHIP

\$5,000

NAMING RIGHTS

- Official Gold Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website YEH page as a Gold Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the YEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Sponsor logo in YEH full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the YEH feature articles in *Eventing USA*
- One half-page four-color ad in one (1) issue of *Eventing USA*
- Recognition with Sponsor Logo in the YEH Championship event programs

ON GROUNDS BENEFITS – YEH CHAMPIONSHIPS

- One (1) Sponsor banner placed on grounds at each YEH Championship (provided by sponsor, 3' x 6' in size)
- One (1) promotional material may be included in competitors' packets at each Championship
- Sponsor recognition in the Awards & PA announcements at Championships
- Customized additional exposure upon request



YEH SILVER SPONSORSHIP

\$2,500

NAMING RIGHTS

- Official Silver Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website YEH page as a Silver Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the YEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Sponsor logo in YEH full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the YEH feature articles in *Eventing USA*
- Recognition with Sponsor Logo in the YEH Championship event programs

ON GROUNDS BENEFITS – YEH CHAMPIONSHIPS

- Sponsor recognition in the Awards & PA announcements at Championships
- Customized additional exposure upon request

YEH CONTRIBUTING SPONSORSHIP

\$1,000 + PRIZES FOR CHAMPIONSHIPS

- Official Contributing Sponsorship Status
- Name, logo and hyperlink on the USEA website YEH page as a Contributing Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the YEH
- Acknowledgment with Sponsor Logo as YEH Contributing Sponsor in the Championship event programs
- Sponsor recognition in the YEH magazine articles
- Sponsor logo on YEH full-color adds in *Eventing USA*
- Contributing Sponsor recognition in PA announcements – listing of sponsors at YEH Championships
- One (1) Sponsor banner placed on grounds at each YEH Championship (provided by sponsor, 3' x 6' in size)





FUTURE EVENT HORSE SERIES



FEH TITLE SPONSORSHIP

\$10,000

NAMING RIGHTS

- Event naming rights – The “COMPANY” USEA Future Event Horse Series
- Company name integrated into the FEH Logo

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website FEH page as the Title Sponsor - prominent position and size
- 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 33,000+ recipients
- Banner ad USEA website up to 20,000 views
- Option for 60-second video commercial to be linked to FEH page of USEA website (commercial provided by Sponsor)
- Title Sponsor recognition in all USEA promotion and media coverage of the FEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases



MAGAZINE AND PROGRAM BENEFITS

- Logo prominently displayed in FEH full-page-color promo ads in *Eventing USA*
- Title sponsor and logo recognition in the FEH feature articles in *Eventing USA*
- One half-page four-color ad in three (3) issues of *Eventing USA*
- Full-color ad in the FEH Championships event programs
- Acknowledgment with Sponsor Logo as FEH Title Sponsor in the event program

ON GROUNDS BENEFITS – FEH CHAMPIONSHIPS

- Three (3) Sponsor banners placed on grounds at each FEH Championship (provided by sponsor, 3' x 6' in size)
- One (1) Sponsor banner placed on grounds at select FEH Events throughout the year
- One (1) promotional material may be included in competitors' packets at each Championship
- Option to provide a show jumping obstacle at FEH Championships
- Title Sponsor recognition in all Series' PA announcements – listing of sponsors

- Title Sponsor recognition in the Awards PA announcements at Championships
- Title Sponsor recognition and participation in awards presentation at the Championships
- Opportunity to provide product for prizes at the East and West Coast FEH Championships
- Customized additional exposure upon request



FEH PRESENTING SPONSORSHIP

\$7,000

NAMING RIGHTS

- Company name to be included in all major references to competitions, i.e. The USEA Future Event Horse Series Presented by “COMPANY”

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website FEH page as the Presenting Sponsor
- 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 33,000+ recipients
- Banner ad USEA website up to 15,000 views
- Sponsor recognition in all USEA promotion and media coverage of the FEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Logo prominently displayed in FEH full-page-color promo ads in *Eventing USA*
- Presenting sponsor recognition in the FEH feature articles in *Eventing USA*
- One half-page four-color ad in two (2) issues of *Eventing USA*
- Full-color ad in the FEH Championships event programs
- Acknowledgment with Sponsor Logo as FEH Presenting Sponsor in the event program

ON GROUNDS BENEFITS – FEH CHAMPIONSHIPS

- Two (2) Sponsor banners placed on grounds at each FEH Championship (provided by sponsor, 3' x 6' in size)
- One (1) Sponsor banner placed on grounds at select FEH Events throughout the year
- One (1) promotional material may be included in competitors' packets at each Championship
- Presenting Sponsor recognition in all Series' PA announcements – listing of sponsors
- Presenting Sponsor recognition in the Awards PA announcements at Championships
- Presenting Sponsor recognition and participation in awards presentation at the Championships
- Opportunity to provide product for prizes at the East and West Coast FEH Championships
- Customized additional exposure upon request



FEH GOLD SPONSORSHIP

\$5,000

NAMING RIGHTS

- Official Gold Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website FEH page as a Gold Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the FEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Sponsor logo in FEH full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the FEH feature articles in *Eventing USA*
- One half-page four-color ad in one (1) issue of *Eventing USA*
- Recognition with Sponsor Logo in the FEH Championship event programs

ON GROUNDS BENEFITS – FEH CHAMPIONSHIPS

- One (1) Sponsor banner placed on grounds at each FEH Championship (provided by sponsor, 3' x 6' in size)
- One (1) promotional material may be included in competitors' packets at each Championship
- Sponsor recognition in the Awards & PA announcements at Championships
- Customized additional exposure upon request



FEH SILVER SPONSORSHIP

\$2,500

NAMING RIGHTS

- Official Silver Level Sponsorship Status

WEBSITE AND E-NEWSLETTER BENEFITS

- Name, logo, and hyperlink on the USEA website FEH page as a Silver Sponsor
- 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 33,000+ recipients
- Sponsor recognition in all USEA promotion and media coverage of the FEH Series to more than 85,000 eventing enthusiasts, web/audio coverage and press releases

MAGAZINE AND PROGRAM BENEFITS

- Sponsor logo in FEH full-page-color promo ads in *Eventing USA*
- Sponsor recognition in the FEH feature articles in *Eventing USA*
- Recognition with Sponsor Logo in the FEH Championship event programs

ON GROUNDS BENEFITS – FEH CHAMPIONSHIPS

- One (1) Sponsor banner placed on grounds at each FEH Championship (provided by sponsor, 3' x 6' in size)
- Sponsor recognition in the Awards & PA announcements at Championships
- Customized additional exposure upon request

FEH CONTRIBUTING SPONSORSHIP

\$1,000 + PRIZES FOR CHAMPIONSHIPS

- Official Contributing Sponsorship Status
- Name, logo and hyperlink on the USEA website FEH page as a Contributing Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the FEH
- Acknowledgment with Sponsor Logo as FEH Contributing Sponsor in the Championship event programs
- Sponsor recognition in the FEH magazine articles
- Sponsor logo on FEH full-color adds in *Eventing USA*
- Contributing Sponsor recognition in PA announcements – listing of sponsors at FEH Championships
- One (1) Sponsor banner placed on grounds at each FEH Championship (provided by sponsor, 3' x 6' in size)





LEADERBOARD
— SPONSORSHIP OPPORTUNITIES —

LEADERBOARD SPONSORSHIP OPPORTUNITIES

Please inquire for full details and benefits for the USEA Leaderboards. These leaderboards are listed on the USEA Website year-round, as well as included in each issue of the award-winning magazine, *Eventing USA*. The year-end leaderboard winners will be recognized and presented their awards at the USEA Annual Meeting and Convention in New Orleans, Louisiana at the Sheraton New Orleans December 5-9, 2018.

USEA RIDER OF THE YEAR

\$10,000

USEA HORSE OF THE YEAR

\$10,000

USEA LADY RIDER OF THE YEAR

\$5,000

USEA YOUNG RIDER OF THE YEAR

\$5,000

USEA ADULT AMATEUR OF THE YEAR

\$5,000

USEA MARE OF THE YEAR

\$5,000

USEA STALLION OF THE YEAR

\$5,000





• **SPONSORSHIP INQUIRIES** •

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