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# UNITED STATES EVENTING ASSOCIATION

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2020 PARTNERSHIP  
OPPORTUNITIES



United States Eventing Association

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# Who We Are

## USEA BY THE NUMBERS:

- 12,700+ members
- 250+ recognized competitions
- 75,000+ horses registered
- 42,000+ competition results annually
- 100,000+ social media followers
- 40,000+ email subscribers
- 6.5 million+ webpage views annually
- 1 national championship - 23 divisions
- 40 program/series championships
- 74 year-end national awards
- 6 issues/year award-winning magazine

## ABOUT THE USEA

The USEA is a non-profit 501 C (3), which serves as the national association for the Olympic equestrian sport of three-day eventing. We are an educational organization committed to providing eventing enthusiasts with a competitive level suited to their individual skills. 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 world-class competitors. Just as importantly, the USEA provides a means for all riders, regardless of age or ability, to experience the thrill of eventing

## OUR MISSION

The mission of the USEA is to advance the sport of eventing through education of riders, trainers, officials, and organizers, with the health and well-being of the horse of paramount importance. The Association, through the direction of the Board of Governors, continues to strive to make the sport of eventing safe, fun, fair, and affordable to all who join our ranks. The USEA strives to provide riders from Beginner Novice to the five-star level with an exceptional eventing experience.



Held over one, two, or three days, eventing is one of the few Olympic sports where men and women compete alongside one another as equals.

# What Is Eventing?

Eventing is best described as an equestrian triathlon. The sport originated as a cavalry test and is comprised of three phases: dressage, cross-country, and show jumping.



**Dressage** shows the graceful partnership of horse and rider through a sequence of movements on the flat, receiving marks from judges.



**Cross-Country** challenges the pair's bravery, fitness, and determination as they navigate a timed course with a series of solid obstacles and varied terrain.



**Show Jumping** tests a pair's precision as they clear a course of delicate fences, incurring penalties for knocked/fallen rails.

# CORPORATE LEVEL PARTNERSHIPS

**Starting at \$25,000**

The USEA offers a limited opportunity for companies to become the official product or service of the USEA. Corporate partners have the opportunity to include a variety of USEA programs and Championships in their packages, for optimal exposure across USEA platforms. All Corporate Level Partnership packages may be customized.

## Naming Rights:

- The "Official \_\_\_\_\_ of the United States Eventing Association"

## Key Benefits:

- Company logo in Corporate Sponsor section on every page of the USEA website with hyperlink to company site
- Banner ad rotation throughout USEA website
- Full page color advertisement in every issue of the award winning USEA national publication, *Eventing USA*
- Ability to submit two (2) press releases and/or educational articles for publication on the USEA website and e-newsletter
- One (1) sponsor highlight sent to the USEA email list annually. Content provided by sponsor.
- Inclusion of one (1) promotional item in the member packets mailed with USEA member ID cards
- Quarterly use of the USEA membership mailing list
- Up to four (4) shares of sponsor content across all USEA social media accounts annually
- Additional print and online media promotions
- On-site branding at USEA series events and Championships sponsored by partner



# USEA PROGRAM & CHAMPIONSHIP

## PARTNERSHIPS

Offering Prize Level Sponsorships up through Title Sponsorships

The USEA offers partnerships surrounding the various USEA programs and championships. Through these activities, we can offer on-site branding and position your company in front of the right target market. Depending on the level of partnership, these packages also include a wide array of advertising and media exposure through our online and print publications.

- USEA American Eventing Championships
- USEA Intercollegiate Championships
- USEA Adult Team Championships
- USEA Annual Meeting & Convention
- USEA Young Event Horse Program & Championships
- USEA Future Event Horse Program & Championships
- USEA Classic Series
- USEA Volunteer Incentive Program
- USEA Instructors' Certification Program
- USEA Educational Symposium

# USEA AMERICAN EVENTING CHAMPIONSHIPS



The national championships for the sport of three-day eventing where amateurs, juniors, and professional riders alike compete at any level from Beginner Novice through Advanced. Sponsors have the chance to reach an expansive market with on-site branding, media exposure across USEA platforms, email campaigns, and coverage from outside outlets that attend. Sponsors will also receive vendor space in the trade fair.

In 2019, the AEC drew nearly 1,000 competitors at the iconic Kentucky Horse Park, now recorded as the largest eventing competition in the world, outside of the UK.

## PARTNERSHIPS:

	Starting at:
Title Sponsor	Inquire
Presenting Sponsor	SOLD
Platinum Level Sponsors	\$20,000
Gold Level Sponsors	\$15,000
Silver Level Sponsors	\$10,000
Bronze Level Sponsors	\$4,000
Contributing Level Sponsors	\$2,500
Prize Level Sponsors	\$1,000



The 2020 AEC will take place August 25-30 at the Kentucky Horse Park in Lexington, KY.

# TEAM CHAMPIONSHIPS

## USEA INTERCOLLEGIATE EVENTING CHAMPIONSHIPS



The USEA Intercollegiate Eventing Championships allow eventing teams and individuals to flourish at colleges and universities across the country.

This is a very brand-loyal demographic, and an exciting opportunity for partners to be introduced to upcoming riders and professionals amongst the equestrian communities.

The 2020 Championships will take place at Chattahoochee Hills outside of Atlanta, GA on May 16-17.

## PARTNERSHIPS:

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Title Sponsor	Inquire
Bronze Level Sponsors	\$4,000
Contributing Level Sponsors	\$2,000
Prize Level (cash or prize)	\$1,000

## USEA ADULT TEAM CHAMPIONSHIPS AT THE AEC



The USEA Adult Team Championships provide adults the chance to compete as a team and represent their Area of the country in a fun and friendly environment. The Team Championships take place at the USEA American Eventing Championships, and the ATC gets honored in their own awards ceremonies. This is a great place for partners to reach a large demographic of USEA members, and support adults and amateur riders alike.

## PARTNERSHIPS:

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Title Sponsor	Inquire
Bronze Level Sponsors	\$4,000
Contributing Level Sponsors	\$2,000
Prize Level (cash or prize)	\$1,000

# USEA ANNUAL MEETING & CONVENTION

The USEA Annual Meeting & Convention takes place each December and brings together a large group of dedicated USEA members and supporters to discuss, learn, and effect change. The USEA organizes multiple seminars in addition to committee meetings, open forums, and the annual year-end awards ceremony for national leaderboard winners.

Partners have the opportunity to sponsor or host their own educational seminar, as well as sponsor special year-end awards and national leaderboards. Opportunities to be included in the Convention trade fair are also available.

## PARTNERSHIPS:

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Presenting Sponsor	Inquire
Gold Level Sponsors	\$7,500
Silver Level Sponsors	\$5,000
Bronze Level Sponsors	\$2,500
Contributing Level Sponsors	\$1,000

The 2020 USEA Annual Meeting and Convention will take place December 10-13 in Albuquerque, New Mexico





## THE USEA FUTURE EVENT HORSE SERIES

identifies correct breeding and conformation in yearlings, 2-year-olds, 3-year-olds, and 4-year-olds to continue careers in eventing. The youngsters are presented in hand, but the 3- and 4-year-olds free-jump through a jump chute at Championships.

Over 25 FEH classes are held at events across the country as well as East, Central, and West Coast Championships. Partnering with this series is the perfect way to reach breeders, handlers and owners.



### FEH PARTNERSHIPS:

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Title Sponsor	\$10,000
Presenting Sponsor	\$7,000
Gold Level Sponsors	\$5,000
Silver Level Sponsors	\$2,500
Contributing Level Sponsors	\$1,000

## THE USEA YOUNG EVENT HORSE SERIES

showcases 4- and 5-year-old horses that possess talent for the top levels of eventing. Around 30 competitions are offered and hundreds of owners and professionals use them as an opportunity to give their young horses a positive and prestigious start to eventing.

Each fall, the YEH Championships are held at the famous Fair Hill International, as well as a top west coast venue. Partnering with these Championships are a great way to reach owners and professional riders on their pathway to represent the United States.



### YEH PARTNERSHIPS:

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Title Sponsor	Inquire
Presenting Sponsor	\$7,000
Gold Level Sponsors	\$5,000
Silver Level Sponsors	\$2,500
Contributing Level Sponsors	\$1,000

# USEA CLASSIC SERIES

The USEA Classic Series encompasses more than 20 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 the Classic long-format of eventing. 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 a great area for partners to reach Adult Amateur and Junior competitors at the same time, as over 250 riders compete in the Series each year.

## PARTNERSHIPS:

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Title Sponsor	Inquire
Gold Level Sponsors	\$10,000
Silver Level Sponsors	\$5,000
Bronze Level Sponsors	\$2,500



# USEA INSTRUCTORS AND EDUCATION



## USEA INSTRUCTORS' CERTIFICATION PROGRAM

The ICP educates all levels of eventing instructors to confirm their knowledge base, both theoretical and practical, which they will build upon through their careers. The USEA hosts workshops to train instructors, and keeps a database of all certified instructors for all riders, students, competitors to utilize, knowing they have an accredited instructor.

The USEA offers customized packages for partners in order to market both to instructors, and for instructors.

## USEA EDUCATIONAL SYMPOSIUM

The USEA hosts an annual educational symposium in Florida each February, which focuses on the ICP program, the Future Event Horse, and Young Event Horse programs. Hundreds of spectators gather each year to learn, observe, and ask questions. The symposium is a great place to reach trainers, students, breeders, owners and professional riders, all in one week. On-site branding is available, as well as speaking opportunities in front of a captivated audience.



# Interested In Learning More?

The USEA may customize packages based on your company's marketing goals. We can position your company in front of the right audience and optimize on-site offerings as well as advertising and media benefits.

## Contact:

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