

2023 PARTNERSHIP
OPPORTUNITIES

AT THE

**USEA AMERICAN
EVENTING
CHAMPIONSHIPS**

AUGUST 29 - SEPTEMBER 3
KENTUCKY HORSE PARK
LEXINGTON, KY



United States Eventing Association

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USEA AMERICAN EVENTING CHAMPIONSHIPS AT REBECCA FARM

Partners

The United States Eventing Association (USEA) is the national association for the sport of eventing. Founded in 1959 the USEA has served to preserve, grow, and educate the Olympic sport of eventing. The USEA contracted Equestrian Events Inc. (EEI) and Mary Fike to run the 2023 and 2024 AEC.

Equestrian Events, Inc. (EEI) is a non-profit Kentucky corporation formed in 1975 initially to stage the 1979 World Three-Day Event championships at the Kentucky Horse Park. EEI is the organizer of the legendary Land Rover Kentucky Three-Day Event. Mary Fike is the organizer of Spring Bay Horse Trials, Park Equine Kentucky Classique Horse Trials, and Hagyard Midsouth Team Challenge, each held annually at the Kentucky Horse Park.

Kentucky Horse Park

The Kentucky Horse Park is one of a kind, and truly an iconic venue for the sport of eventing. Situated on over 1,200 acres, the Kentucky Horse Park is widely known as the state's leading tourist attraction, serving nearly one million visitors annually. It features various museums, memorials, and priceless equine artifacts and exhibits from around the world, including life-size statues and sculptures of many famous equine champions. The Park maintains world-class facilities, many of which were built for the 2010 Alltech FEI World Equestrian Games (WEG).

Overview

The USEA American Eventing Championships (AEC) is 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 also have the chance to have a trade fair space in exclusive shopping village.

Key Success Factor

In 2021, the AEC at KHP ran nearly 1,000 horses and has become an established, prestigious Championship. The AEC is now recorded as the largest eventing competition in North American history, and largest in the world, outside of the UK.

In 2022, the AEC moved west, to Rebecca Farm in Kalispell, Montana, and has now returned for another two-year rotation at the iconic Kentucky Horse Park for 2023 & 2024.

Held across multiple days, eventing is one of the few Olympic sports where men and women compete alongside one another as equals. The AEC includes juniors, amateurs and professionals alike.

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 and fallen rails.

TITLE SPONSORSHIP

Inquire For Pricing

Naming Rights:

- The "COMPANY" USEA American Eventing Championships
- Company name integrated into the AEC logo

Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Title Sponsor- prominent position and size
- Press release announcing sponsorship issued
- Name inclusion with hyperlink in emails to competitors leading up to event
- Name inclusion/logo with hyperlink in congratulatory emails sent to USEA members as they qualify for the event (over 3,000 emails)
- Banner ad with heavy rotation on AEC page of USEA website
- Option for a 60-second commercial to be played on the live stream, and on USEA website
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- Inside front cover full-color ad in the AEC digital event program
- Additional back cover full-color ad in the AEC digital event program
- Acknowledgment with sponsor logo as AEC Title Sponsor in the event program
- Title Sponsor and logo recognition in the AEC feature article in award-winning magazine, *Eventing USA*
- Digital ad in the promotional welcome email sent to all AEC participants with significant branding in email
- One (1) extra large primary position vendor space in the AEC Sponsor Village
- Branding on AEC merchandise sold on grounds
- AEC logo with Sponsor incorporated, branded heavily on grounds
- Inclusion in the live stream and digital board on grounds
- Significant sponsor branding on grounds
- Significant sponsor branding across the cross-country course, the start box and finish line, and of two major complexes
- Option to provide two (2) show jumping obstacles in the main arena
- Title Sponsor recognition in PA announcements listing sponsors, and a custom PA
- Ten (10) VIP tickets with catered breakfast & lunch daily, ten (10) parking tickets, and ten (10) invitations to all parties and AEC functions
- Customized additional exposure upon request





PRESENTING SPONSORSHIP

Sold for 2023-2024

Naming Rights:

- The USEA American Eventing Championships presented by "COMPANY"
- Company name integrated into the AEC logo

Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Presenting Sponsor
- Press release announcing sponsorship issued
- Name inclusion with hyperlink in emails to competitors leading up to event
- Name inclusion/logo with hyperlink in congratulatory emails sent to USEA members as they qualify for the event (over 3,000 emails)
- Banner ad with heavy rotation on AEC page of USEA website
- Option for a 30-second commercial to be played on the live stream, and on USEA website
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- Inside back cover full-color ad in the AEC digital 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 award-winning magazine, *Eventing USA*
- Digital ad in the promotional welcome email sent to all AEC participants
- One (1) large vendor space in the AEC Sponsor Village
- Sponsor logo to appear on live stream and on digital boards on grounds
- Significant sponsor branding on grounds
- Significant sponsor branding across the cross-country course and one major complex
- Option to provide one (1) show jumping obstacle in the main arena
- Title Sponsor recognition in PA announcements listing sponsors, and a custom PA
- Six (6) VIP tickets with catered breakfast & lunch daily, six (6) parking tickets, and six (6) invitations to all parties and AEC functions
- Customized additional exposure upon request

PLATINUM LEVEL

SPONSORSHIP

Inquire For Pricing

Naming Rights:

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



Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Platinum Sponsor
- Press release announcing sponsorship issued
- Name inclusion with hyperlink in emails to competitors leading up to event
- Name inclusion/logo with hyperlink in congratulatory emails sent to USEA members as they qualify for the event (over 3,000 emails)
- Banner ad on USEA website up to 15,000 views
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- Full page color ad in the AEC digital 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 *Eventing USA*
- Digital ad in the promotional welcome email sent to all AEC participants
- One (1) vendor space in the AEC Sponsor Village
- Two (2) Sponsor signs placed on grounds
- One (1) Sponsor sign placed in the main arena
- Two (2) cross-country signs
- Sponsor logo to appear on digital boards on grounds
- Platinum Sponsor recognition in PA announcements - listing of sponsors
- Custom 15-second PA read at breaks
- Platinum Sponsor recognition and participation in awards ceremonies
- Four (4) VIP tickets with catered breakfast & lunch daily, four (4) parking tickets, and four (4) invitations to all parties and AEC functions

GOLD LEVEL SPONSORSHIP

Starting At \$15,000

Naming Rights:

- Official Gold Level Sponsorship Status

Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Gold Level Sponsor
- Press release announcing sponsorship issued
- Name inclusion with hyperlink in emails to competitors leading up to event
- Name inclusion/logo with hyperlink in congratulatory emails sent to USEA members as they qualify for the event (over 3,000 emails)
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- Full page color ad in the AEC digital 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 *Eventing USA*
- Digital ad in the promotional welcome email sent to all AEC participants
- One (1) vendor space in the AEC Sponsor Village
- One (1) Sponsor sign placed on grounds
- One (1) Sponsor sign placed in the main arena
- Two (2) cross-country signs
- Sponsor logo on digital boards on grounds
- Gold Level Sponsor recognition in PA announcements - listing of sponsors
- Custom 10-second PA read at breaks
- Gold Level Sponsor recognition and participation in awards ceremonies
- Three (3) VIP tickets with catered breakfast & lunch daily, three (3) parking tickets, and three (3) invitations to all parties and AEC functions



SILVER LEVEL SPONSORSHIP

Starting At \$10,000

Naming Rights:

- Official Silver Level Sponsorship Status

Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Silver Level Sponsor
- Press release announcing sponsorship issued
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- 2/3 page color ad in the AEC digital event program
- Acknowledgment with Sponsor logo as AEC Silver Level Sponsor in the event program
- Silver Level Sponsor and logo recognition in the AEC feature article in *Eventing USA*
- Digital ad in the promotional welcome email sent to all AEC participants
- One (1) vendor space in the AEC Sponsor Village
- Two (2) Sponsor signs placed on grounds
- One (1) cross-country sign
- Sponsor logo on digital boards on grounds
- Silver Level Sponsor recognition in PA announcements - listing of sponsors
- Custom two-line PA read at breaks
- Silver Level Sponsor recognition and participation in awards ceremonies
- Two (2) VIP tickets with catered breakfast & lunch daily, two (2) parking tickets, and two (2) invitations to all parties and AEC functions



BRONZE LEVEL SPONSORSHIP

Starting At \$5,000

Naming Rights:

- Official Bronze Level Sponsorship Status

Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Bronze Level Sponsor
- Press release announcing sponsorship issued
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- Half page color ad in the AEC digital event program
- Acknowledgment with Sponsor logo as AEC Bronze Level Sponsor in the event program
- Bronze Level Sponsor and logo recognition in the AEC feature article in *Eventing USA*
- Digital ad in the promotional welcome email sent to all AEC participants
- One (1) vendor space in the AEC Sponsor Village (Sponsor may be subject to tent rental cost)
- Two (2) hard Sponsor signs placed on grounds (Sponsor subject to printed signage costs)
- Sponsor logo on digital boards on grounds
- Bronze Level Sponsor recognition in PA announcements - listing of sponsors
- Custom one-line PA read at breaks
- Bronze Level Sponsor recognition and participation in awards ceremonies
- One (1) VIP ticket with catered breakfast & lunch daily, one (1) parking ticket, and one (1) invitation to all parties and AEC functions



CONTRIBUTING LEVEL SPONSORSHIP

Starting At \$2,500

Naming Rights:

- Official Contributing Level Sponsorship Status

Key Benefits:

- Name, logo, hyperlink on USEA website AEC page as Contributing Level Sponsor
- Sponsor recognition in all USEA promotion and media coverage of the AEC to more than 100,000 eventing enthusiasts, web/audio coverage and press releases before, during, after event
- Acknowledgment with Sponsor logo as AEC Contributing Level Sponsor in the event program
- 1/4 page color ad in the AEC digital event program
- Digital ad in the promotional welcome email sent to all AEC participants
- One (1) Sponsor hard sign placed on grounds (Sponsor subject to printed signage costs)
- Sponsor logo on digital boards on grounds
- Contributing Level Sponsor recognition in PA announcements - listing of sponsors
- Option to purchase a vendor space, based on availability



PRIZE LEVEL SPONSORSHIP

\$500 + Donation Of 24 Prizes

With 24 anticipated divisions, the USEA will provide prize bags through 5th place in all divisions, thanks to our generous sponsors! Companies have the opportunity to become a sponsor by donating prizes to the division Champions, Reserves, or small prizes for all prize bags.

Key Benefits:

- Prize Level Sponsor naming rights
- Name, logo, hyperlink on USEA website AEC page as Prize Level Sponsor
- Acknowledgment with Sponsor logo as AEC Prize Level Sponsor in the digital event program
- Digital ad in the promotional welcome email sent to all AEC participants, including hyperlink
- Sponsor logo on digital boards on grounds, including a main arena rotation
- Prize Level Sponsor recognition in PA announcements - listing of sponsors
- Option to purchase a vendor space



This package is a great introductory sponsorship for small businesses looking to support the AEC in some way.



USEA ADULT TEAM CHAMPIONSHIPS AT THE AEC



The USEA offers on-site and media benefits similar to those outlined in the AEC packages, with the target market being adult amateurs.

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. The adult amateur demographic is the backbone of the sport of eventing.

PARTNERSHIPS:

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





Interested In Learning More?

The USEA would love to work with your company on an AEC partnership. The AEC is a key event to maximize your exposure in front of multiple demographics in the eventing space with juniors, adult amateurs, professional and Olympic level riders, grooms, veterinarians, fans and more!

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