



ARABIAN & HALF-ARABIAN
Sport Horse Nationals

September 2-7, 2019 • Crete, IL



SPONSORSHIP PACKAGES



ARABIAN & HALF-ARABIAN *Sport Horse Nationals*

September 2-7, 2019 • Crete, IL

The Competition:

This 6-day horse show attracts the “best from all of North America” every year. This is the only Arabian & Half-Arabian show in which exhibitors, horses and professionals leave the show with the title of United States National Champion Sport Horse.

The Event:

Sport Horse Nationals attracts exhibitors from numerous Sport Horse disciplines in the Arabian & Half-Arabian Industry. The variety of classes include everything from carriage driving to jumping, sport horse in-hand and under-saddle, dressage and more. Arabians and Half-Arabians, described as “the most versatile breed,” are showcased all of these events.

Sponsors:

Sponsors have the opportunity to align themselves with this very prestigious event. Advertisements will reach to owners, trainers, exhibitors and spectators at the show.

Exposure:

Sponsors may receive year round exposure and benefits to include website advertisements, social media advertisements and promotion through the Arabian Horse Association, and email blasts. Surrounding the event, sponsors may receive promotion through press releases and radio announcements.



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ARABIAN & HALF-ARABIAN *Sport Horse Nationals* Statistics and Descriptions

General Equestrian Demographics:

The horse industry contributes approximately **\$102 billion** in economic impacts to the U.S. economy on an annual basis

\$28 billion is accumulated from showing

Approximately **28%** of horse owners have an annual household income of over **\$100,000**

41% of the Equine industry is represented by horse owners between the ages of **45-59**

30 average nights per year are spent in a hotel by exhibitors

Exhibitors compete at least **6** times per year

Exhibitors own an average of **6** vehicles

80% of exhibitors make or directly influence purchasing decisions at work

**Information provided by The American Horse Council and
The United States Equestrian Federation*



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ARABIAN & HALF-ARABIAN *Sport Horse Nationals* Statistics and Descriptions

THE ASSOCIATION:

18,500	Active Members
1,000,000+	Arabian, Half-Arabian & Anglo-Arabian horses registered since inception
550	Regional & Local Shows/Rides
\$3,000,000	Annual Prize Money Offered
350,000	Website Visits per month

THE SHOW:

6	Days of Competition
800+	Qualified Horses
850	Number of Exhibitors
105	National Championships
25	Years of Continual Competition
\$12,500,000+	Local Economic Impact
\$5,000	Approximate Spectators



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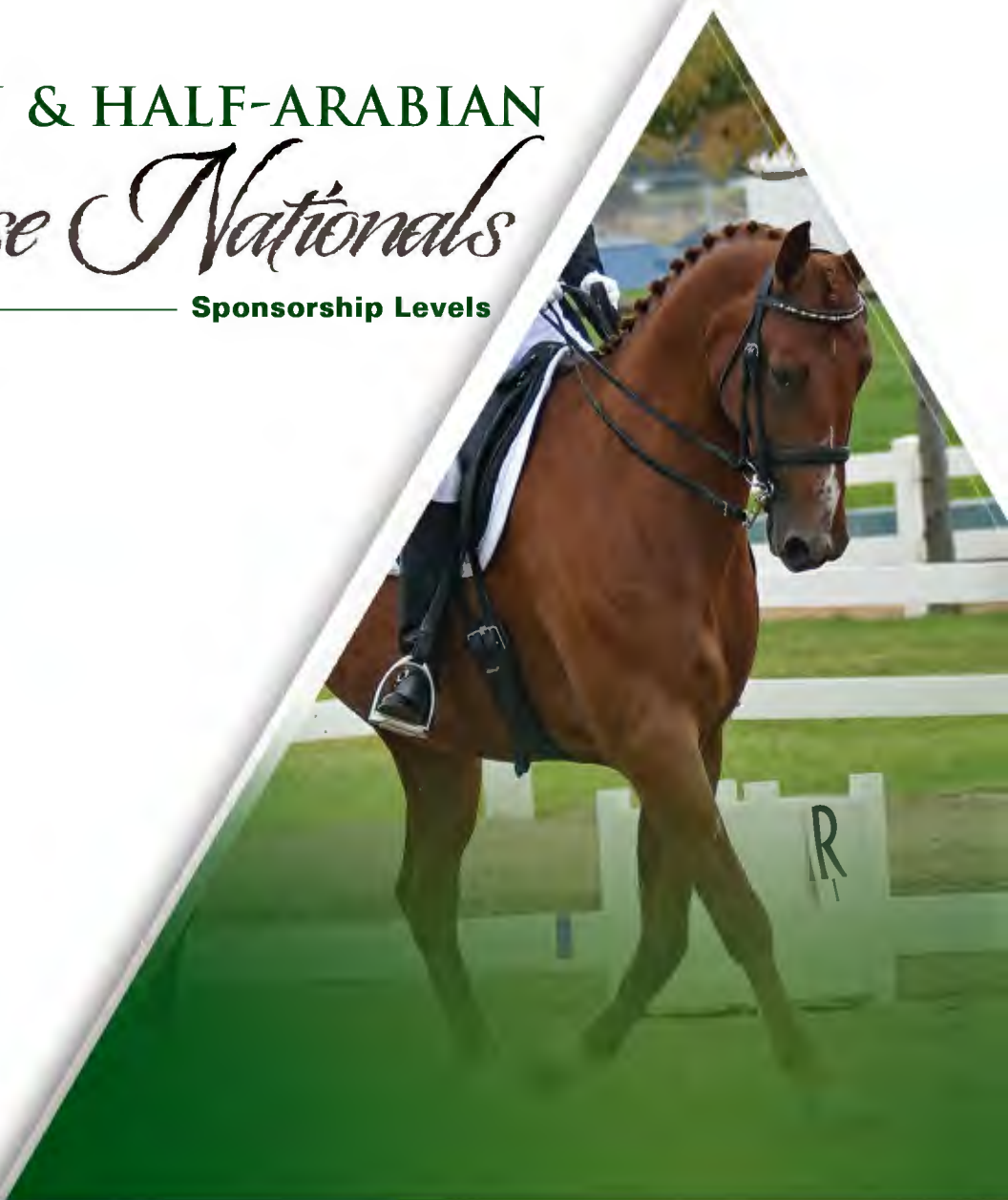
Sponsorship Levels

Platinum Sponsorship ~ \$2500

- Two Class Sponsorships with Presentation Opportunity
- Arena Sign Sponsorship
- Recognition in Sport Horse Nationals Program
- Center Ring Announcements
- Website Banner Advertisement on Sport Horse Nationals Home Page
- Email Blast Reaching 19,000
- Social Media Promotion
- Complimentary Golf Cart

Gold Sponsorship ~ \$1500

- One Class Sponsorship with Presentation Opportunity
- Sponsor Recognition on Event Signage
- Arena Sign Sponsorship
- Recognition in Sport Horse Nationals Program
- Email blast Reaching 19,000+
- Social Media Promotion



Contact Brittney Kaiser, National Events Coordinator
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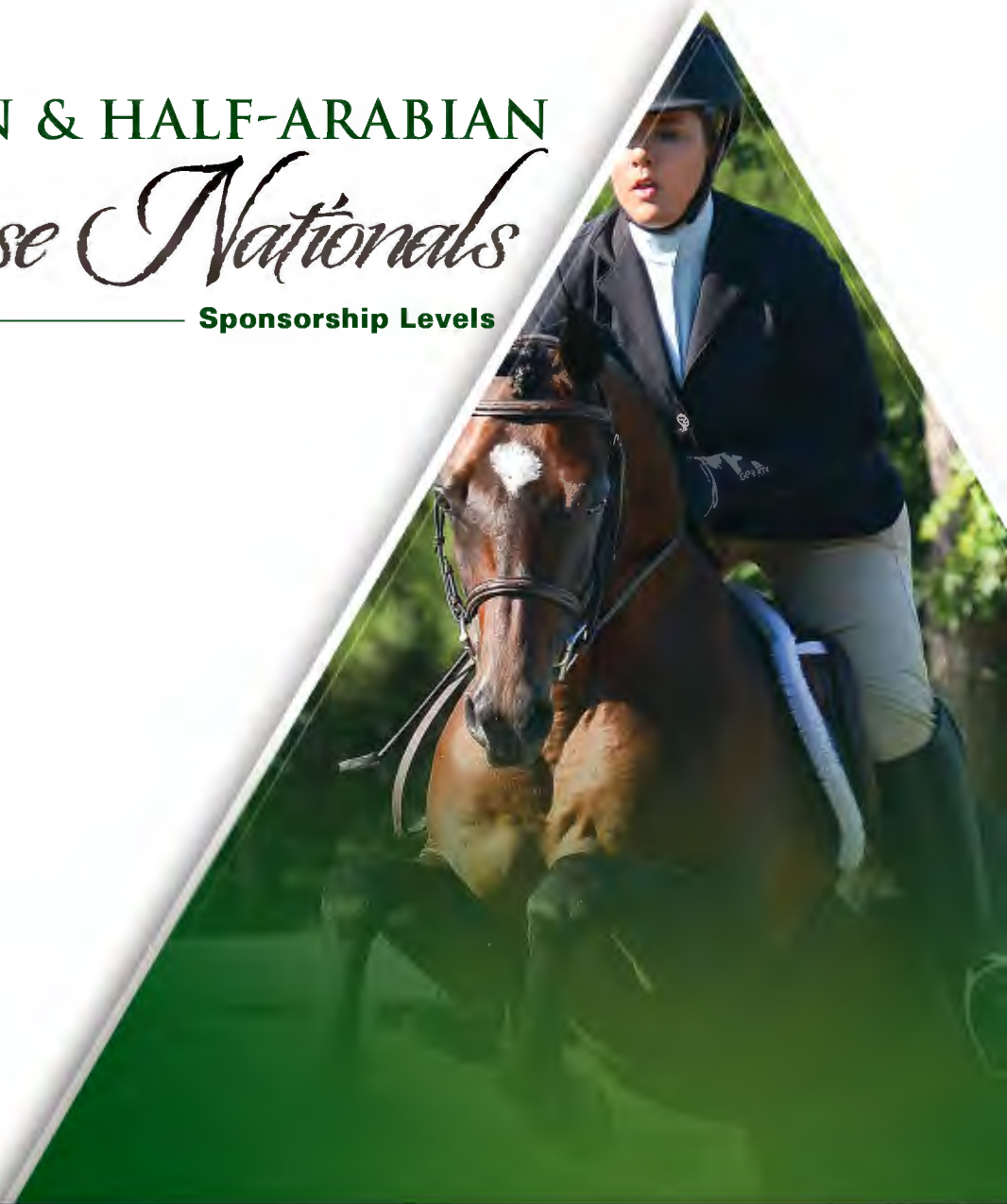
Sponsorship Levels

Silver Sponsorship ~ \$1000

- Jump Sign Sponsorship
- Sponsor Recognition on Event Signage
- Recognition in Sport Horse Nationals Program
- Email Blast Reaching 19,000
- Social Media Promotion

Product Sponsorship ~ In-Kind Sponsor

- Sponsor Recognition on Event Signage
- Recognition in Sport Horse Nationals Program
- Presentation Opportunity in Classes with Sponsored Products



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