



2021 SPONSORSHIP *Opportunities*

WELCOME FUTURE SPONSORS

We are proud to offer a variety of sponsorship opportunities to the Ocala International Horse Show at different levels that reach a unique demographic in the horse industry.

OCALA INTERNATIONAL HORSE SHOW
OCTOBER 26-30, 2021

Hosted at the World Equestrian Center in Ocala, Florida

Website: www.OcalaInternationalHorseShow.com

Facebook: www.facebook.com/ocalahorseshow

Email: Sponsorship@OcalaInternationalHorseShow.com

2775 NW 49th Avenue | Suite 205 #358 | Ocala, Florida 34482



JOIN US FOR A *New Tradition*

On behalf of the premiere Ocala International Horse Show (OIHS), we invite you to join us in creating a new tradition at the beautiful World Equestrian Center in Ocala, Florida. OIHS offers a unique opportunity for sponsors to showcase their products and services to an affluent and elite audience of horse trainers, riders, spectators, and horse owners from across the globe. It also provides sponsors the chance to invite their customers and constituents to enjoy world-class athletes and the magnificent beauty of the finest performance horses in the country's most exclusive equestrian venue.

Please contact us at Sponsorship@OcalaInternationalHorseShow.com for more information.

We look forward to your participation in 2021!

Sincerely,

Lark Rene Henry

OIHS Co-Chair, UPHA Chapter 16

David Mount

OIHS Co-Chair, ASHA



Photo: Suzanne Fischer



Photo: Howard Schatzberg



Photo: SCB Photography



Photo: Howard Schatzberg

THE SHOW

The new Ocala International Horse Show will be held October 26 – 30, 2021, making it the first horse show for the American Saddlebred, Morgan, Hackney Pony, Arabian, Roadster, Dutch Harness Horse and many other performance show horse breeds to be hosted at the prestigious World Equestrian Center (WEC) in Ocala, Florida. This exclusive new venue is scheduled for its Grand Opening in January 2021.

The Ocala International Horse Show strives to provide entertainment, engagement, and hospitality of a premier event with world-class athletes and show horses at the center. This show is the product of a partnership between the American Saddlebred Horse Association (ASHA) and the United Professional Horsemen's Association (UPHA) Chapter 16. Together, the ASHA and Chapter 16 are honored to bring some of the world's most exquisite show horse breeds to the spectacular World Equestrian Center.

Slated to be the largest equestrian complex in the United States, the World Equestrian Center of Ocala will host world-class events in a city known as "The Horse Capital of the World." With continuous growth and all efforts to succeed aimed at the highest level, WEC continues to add more enhancements daily, including a 5-star, beautifully appointed hotel, over 100,000 sq ft of retail space, a 40,000 sq ft veterinary clinic serving both large and small animals, a chapel, over 2,040 permanent, climate controlled stalls, 17 outdoor arenas (including two outdoor grand arenas with stadium seating), and 4 indoor, climate controlled arenas.

Ocala International Horse Show is honored to be a part of the first year of events and looks forward to providing spectators, exhibitors, vendors, and our sponsors with an exciting show in this spectacular equine facility.

OCALA INTERNATIONAL HORSE SHOW 2021 BOARD

LEADERSHIP TEAM

Lark Rene' Henry, *Co-Chair, UPHA Chapter 16*
David Mount, *Co-Chair, ASHA*
Kent Moeller, *OIHS Manager*
Mary Jo Schmidt, *UPHA Chapter 16*
Pam Roush, *UPHA Chapter 16*
Joe O'Brien, *OIHS Founding Member*
Deborah Butler, *OIHS Founding Member*
Marty Schaffel, *OIHS Founding Member*
Susan Swope, *OIHS Founding Member*

ADVISORY COMMITTEE

Brett Day, David Chretien, Lark Rene' Henry, Pam Roush, Mary Jo Schmidt, Melissa Moore, Maria Gilman, Robert Gardner, Peter Cowart, Kim Cowart and Matt Shiflett

COMMITTEE MEMBERS

RH Bennett
Deborah Butler
Claudia Cokis
Jessica Cushing
Bret Day
Ali DeGray
Samantha Geller
Kelli Hatton
Kent Moeller



CORPORATE SPONSORSHIP *Opportunities*

TITLE SPONSOR

\$50,000

- Center ring presence and exclusivity opportunities
- Recognition on all media including, but not limited to collateral material, broadcast and social media
- Session Sponsor (every session)
- Recognition as a Championship Sponsor
- 1 Full page color advertisement in program premium placement
- Ringside banner (Size: 6' x 40")
- Placement of unlimited banners in stable area and around venue (supplied by sponsor)
- 60 Second webcast advertisement (supplied by sponsor)
- Presence on event website and social media
- Logo on event t-shirt
- Vendor space opportunity
- VIP box seats
- Complimentary program
- Preferred Parking

PLATINUM SPONSOR

\$35,000

- Recognition on all collateral material
- Session Sponsor
- Recognition as a Championship Sponsor
- 1 Full page color advertisement in program
- Ringside banner (Size: 6' x 40")
- 30 Second webcast advertisement (supplied by sponsor)
- Presence on event website and social media
- Logo on event t-shirt
- Vendor space opportunity
- Box Seat (6 seats) Premium Table - Stirrups Patio
- Complimentary program
- Preferred Parking

OVER 6+ BREEDS AND DISCIPLINES REPRESENTED





AVERAGE USEF MEMBER SPENDS \$16K A YEAR ON EQUINE RELATED PURCHASES

FOUNDING SPONSOR

\$25,000

- Recognition as a Founding Sponsor on collateral, social media and website
- Membership on the OIHS committee
- First right of refusal on stall placements
- Championship sponsor
- 1 Full page color advertisement in program
- Ringside banner (Size: 6' x 40")
- 1 Ringside banner
- Logo on event t-shirt
- Box Seat (6 seats) Premium Table - Stirrups Patio
- Complimentary program
- Preferred Parking

GOLD SPONSOR

\$15,000

- Recognition as a Gold sponsor
- Trophy sponsor & stake sponsor
- 1 Full page color advertisement in program
- Signage
- Ringside banner (Size: 6' x 40")
- Vendor space opportunity
- Presence on event website and social media
- Box Seat (6 seats) Premium Table - Stirrups Patio
- Complimentary program

SILVER SPONSOR

\$10,000

- Recognition as a Silver Sponsor
- Trophy Sponsor & Stake Sponsor
- 1 Full page color advertisement in program
- Signage
- Ringside banner (Size: 6' x 40")
- Presence on event website and social media
- Logo on event t-shirt
- Box Seat (4 seats)- High Top Reserved Table - Terrace
- Complimentary program



ADDITIONAL CORPORATE SPONSORSHIP *Opportunities*

BRONZE SPONSOR

\$5,000

- Trophy sponsor
- 1/4 page color advertisement in program
- Signage
- Presence on event website and social media
- Logo on event t-shirt
- Ringside banner (Size: 6' x 40")
- Box Seat (4 seats) - Grandstand Reserved Table
- Complimentary program

SUNSHINE SPONSOR

\$2,500

- Trophy sponsor
- 1/4 Advertisement in program
- Signage
- Ringside banner (Size: 6' x 40")
- Presence on event website and social media
- Logo on event t-shirt

FRIENDS OF THE HORSE SHOW SPONSOR

\$1,500

- Signage
- Presence on event website and social media
- Logo on event t-shirt
- Ringside Banner (supplied by sponsor -size: 6' x 40")

AVERAGE ASHA MEMBER COMPETES 6 TIMES A YEAR



CLASS SPONSORSHIP *Opportunities*

CHAMPIONSHIP SPONSOR

\$50 - \$1,000

- \$1000 – Stake/Championship – Open
- \$500 – Championship – Amt/Jr. Ex
- \$250 – Qualifying Class – Open
- \$100 – Qualifying Class
- \$50 – In Kind Class Sponsor

TROPHY SPONSOR

\$150 - \$300

- \$300 – Stake/Championship Class
- \$150 – Qualifying Class

RIBBON SPONSOR

\$100 - \$150

- \$150 – Stake/Championship Class
- \$100 – Qualifying Class

UNIQUE *Demographics*

US EQUESTRIAN

NATIONAL GOVERNING BODY FOR EQUESTRIAN SPORT

- 142,000+ Members
- Average member owns 4 horses
- 85% of members are female
- 66% of members have a college degree
- Average member income is \$185,000
- The average member competes 6 times per year
- The average member spends \$16,000 a year on equine related purchases

BREEDS & DISCIPLINES

REPRESENTED

- American Saddlebred
- Morgan
- Dutch Harness
- Hackney
- Roadster
- Combined Driving

AMERICAN SADDLEBRED HORSE ASSOCIATION

NATIONAL GOVERNING BODY FOR EQUESTRIAN SPORT

- 6,000+ members around the world
- 7,700 weekly email subscribers
- 10,000+ Instagram followers
- 78,000 Facebook followers

ASHA HAS 10K + INSTAGRAM, AND 78K + FACEBOOK FOLLOWERS





2021 SPONSORSHIP OPPORTUNITIES

1st Annual Ocala International Horse Show October 26-30, 2021 at the World Equestrian Center in Ocala, FL

**SPONSORSHIP DEADLINE IS
SEPTEMBER 15, 2021. (I.E. BANNERS, BOX SEATS, ADS, ETC.)
THIS INCLUDES ALL BANNERS MUST BE MAILED TO THE ADDRESS BELOW.**

CHOOSE A SPONSORSHIP OPPORTUNITY

SPONSORSHIP LEVEL

- Title Sponsor - \$50,000
- Platinum Sponsor- \$35,000
- Founding Sponsor- \$25,000
- Gold Sponsor- \$15,000
- Silver Sponsor - \$10,000
- Bronze Sponsor - \$5,000
- Sunshine Sponsor - \$2,500
- Friends of the Horse Show - \$1,500

STAKE, TROPHIES, AND RIBBON SPONSORS

Championship Sponsor

- Stake/Championship - Open - \$1,000
- Championship - Amt/Jr. Ex - \$500
- Qualifying Class - Open - \$250
- Qualifying Class - \$100
- In Kind Class Sponsor - \$50

Trophy Sponsor

- Stake/Championship Class - \$300
- Qualifying Class - \$150

Ribbon Sponsor

- Stake/Championship Class - \$150
- Qualifying Class - \$100

SPONSORSHIP INFORMATION

SPONSOR NAME (for print): _____

Donor Contact: _____

Administrative Contact: _____

Mailing Address: _____

City, State, & Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

Enclosed is a check for \$ _____ payable to Ocala International Horse Show

Please charge the amount of \$ _____ to (check one):

- American Express
- Visa
- Mastercard
- Discover

Name on Card: _____

Credit Card Number: _____ Exp. Date: ____/____/____ CVC _____

Billing Address: _____

City, State & Zip: _____

Email (for receipt): _____

This sponsorship is in memory of: _____

PLEASE RETURN COMPLETED SPONSORSHIP FORM TO
 SPONSORSHIP@OCALAINTERNATIONALHORSESHOW.COM OR MAIL TO
 2775 NW 49TH AVE, STE. 205 #358, OCALA, FLORIDA 34482