



2022 SPONSORSHIP  
*Opportunities*

OCTOBER 25-29, 2022

Hosted at the World Equestrian Center in Ocala, Florida

DESIGNED BY CLAUDIA COKIS

## *Welcome Sponsors*

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



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](mailto:Sponsorship@OcalaInternationalHorseShow.com) for more information.

We look forward to your participation in 2022!

Sincerely,

**Lark Rene' Henry**, *OIHS Co-Chair, UPHA Chapter 16*

**David Mount**, *OIHS Co-Chair, ASHBA*

# OCALA INTERNATIONAL HORSE SHOW

The Ocala International Horse Show will be held October 25-29, 2022 and will once again feature the American Saddlebred, Morgan, Hackney Pony, Roadster, Dutch Harness Horse and many other performance breeds. Hosted at the prestigious World Equestrian Center (WEC) in Ocala, Florida, this exclusive new venue opened to the public in January 2021 and was a dramatic backdrop for our inaugural show, drawing enthusiastic accolades by horsemen and spectators alike.

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

The largest equestrian complex in the United States, the World Equestrian Center of Ocala has been hosting some of the most notable and important world-class events in "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. WEC has also broken ground on their second, pet-friendly four-story hotel that will be designed to accommodate extended-stay customers. The hotel expected to open in June 2024.

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



## TITLE SPONSOR

### \$50,000 & UP

- Center ring presence and exclusivity opportunities
- Recognition as a Title Sponsor on all media including, but not limited to collateral material, broadcast and social media
- Session Sponsor (every session)
- Championship Sponsor
- Ringside banner (Size: 6' x 40") – *see details on page 11*
- Placement of unlimited banners in stable area and around venue (supplied by sponsor)
- 60 Second webcast advertisement (supplied by sponsor)
- VIP Table
- Vendor space opportunity
- First right of refusal on stall placements
- Premium stall placements
- Annual monetary commitment required to maintain sponsorship level

## DID YOU KNOW?

- 1 Over 6+ Breeds and Disciplines Represented
- 2 Average ASHBA Member Competes 6 times a year
- 3 Average USEF Member Spends \$16K a year on Equine Related Purchases



## FOUNDING SPONSOR

\$35,000 TO \$49,999

- Recognition as a Founding Sponsor on collateral, social media and website
- Championship sponsor
- Ringside banner (Size: 6' x 40") – see details on page 11
- 30 Second webcast advertisement (supplied by sponsor)
- VIP Table
- Vendor space opportunity
- First right of refusal on stall placements
- Premium stall placements
- Annual monetary commitment required to maintain sponsorship level

## PLATINUM SPONSOR

\$25,000 TO \$34,999

- Recognition as a Platinum Sponsor on all collateral, social media and website
- Championship Sponsor
- Ringside banner (Size: 6' x 40") – see details on page 11
- VIP Table
- First right of refusal on stall placements

## INAUGURAL OIHS OVERHEARD COMMENTS

*"Disneyland for Equestrians."*

*"Built with the horse first in mind."*

*"This place is amazing!"*



## **GOLD SPONSOR**

**\$15,000 TO \$24,999**

- Recognition as a Gold Sponsor on event website and social media
- Trophy Sponsor & Stake Sponsor
- Banner around facility (Size: 6' x 40") – *see details on page 11*
- Reserved Premium Table for 4

## **SILVER SPONSOR**

**\$10,000 TO \$14,999**

- Recognition as a Silver Sponsor on event website and social media
- Trophy Sponsor & Stake Sponsor
- Banner around facility (Size: 6' x 40") – *see details on page 11*
- Reserved Table for 4 - Terrace

## **BRONZE SPONSOR**

**\$5,000 TO \$9,999**

- Recognition as a Bronze Sponsor on event website and social media
- Trophy Sponsor
- Banner around facility (Size: 6' x 40") – *see details on page 11*
- Reserved Table for 4 - Grandstand



## SUNSHINE SPONSOR

\$2,500 TO \$4,999

- Recognition as a Sunshine Sponsor on event website and social media
- Trophy sponsor
- Banner around facility (Size: 6' x 40") – *see details on page 11*

## FRIENDS OF THE HORSE SHOW SPONSOR

\$1,500 TO \$2,499

- Recognition as a Friends of the Horse Show Sponsor on event website and social media
- Banner around facility (Size: 6' x 40") – *see details on page 11*

## DID YOU KNOW?

American Saddlebred Horse and Breeders Association has the following:

- 1 6,000+ members around the world
- 2 7,700 weekly email subscribers
- 3 Over 78,000 Facebook and 10,000+ Instagram followers



Photo: Doug Shifflet



Photo: Doug Shifflet



Photo: Courtesy of WEG

## CLASS SPONSOR

\$50 - \$1,000

- \$1,000 – Stake/Championship – Open
- \$500 – Championship – Amateur/Junior Exhibitor
- \$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

## INAUGURAL OIHS OVERHEARD COMMENTS

*“Never need to leave for duration of show.”*

*“First horse show I can remember that I don’t want to leave.”*

*“I felt like I was on vacation.”*





2021 Inaugural Ocala International Horse Show

## LEADERSHIP

- Lark Rene' Henry, Co-Chair, UPHA Chapter 16
- David Mount, Co-Chair, ASHBA
- Kent Moeller, OIHS Manager
- Mary Jo Schmidt, UPHA Chapter 16
- Pam Roush, UPHA Chapter 16
- Joe O'Brien, OIHS Co-Chair Emeritus
- Marty Schaffel, OIHS Co-Chair Emeritus
- Deborah Butler, OIHS Founding Sponsor
- Susan Swope, OIHS Founding Sponsor
- Helen Rich and Ali Degray, OIHS Founding Sponsors
- Diane Sembler-Kamins, OIHS Founding Sponsor



# 2022 SPONSORSHIP OPPORTUNITIES

## 2nd Annual Ocala International Horse Show

October 25-29, 2022 at the World Equestrian Center in Ocala, FL

Please complete the form and submit your payment by mail to OCALA INTERNATIONAL HORSE SHOW, 2775 NW 49th Ave., Ste 205, #358 Ocala, FL 34482. **SPONSORSHIP DEADLINE IS SEPTEMBER 15, 2022.**

Please choose your sponsorships below.

### Sponsorship Levels

- |  |  |
|--|--|
| <input type="checkbox"/> Title Sponsor: \$50,000 & up          | <input type="checkbox"/> Silver Sponsor: \$10,000 to \$14,999                  |
| <input type="checkbox"/> Founding Sponsor: \$35,000 - \$49,999 | <input type="checkbox"/> Bronze Sponsor: \$5,000 to \$9,999                    |
| <input type="checkbox"/> Platinum Sponsor: \$25,000 to 34,999  | <input type="checkbox"/> Sunshine Sponsor: \$2,500 to \$4,999                  |
| <input type="checkbox"/> Gold Sponsor: \$15,000 to \$24,999    | <input type="checkbox"/> Friends of the Horse Show Sponsor: \$1,500 to \$2,499 |

### Class, Trophy, Ribbon Sponsorships

- |   |   |
|---|---|
| <input type="checkbox"/> Stake/Championship (open) Sponsor: \$1,000 | <input type="checkbox"/> Stake/Championship Trophy Sponsor: \$300 |
| <input type="checkbox"/> Championship (Am/Jr Ex) Sponsor: \$500     | <input type="checkbox"/> Qualifying Class Trophy Sponsor: \$150   |
| <input type="checkbox"/> Qualifying Class (open) Sponsor: \$250     | <input type="checkbox"/> Stake/Championship Ribbon Sponsor: \$150 |
| <input type="checkbox"/> Qualifying (Am/Jr Ex) Sponsor: \$100       | <input type="checkbox"/> Qualifying Class Ribbon Sponsor: \$100   |
| <input type="checkbox"/> In Kind Class Sponsor: \$50                |   |

### Contact Information

CONTACT NAME: \_\_\_\_\_

BUSINESS / FARM NAME: \_\_\_\_\_

*If you wish your sponsorship credited to your trainer(s), please put their farm name here.*

ADDRESS: \_\_\_\_\_

CITY / STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

### Payment Information

- |   |   |
|---|---|
| <input type="checkbox"/> Check enclosed for \$ _____<br>Payable to Ocala International Horse Show | <input type="checkbox"/> AMEX <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover |
| <input type="checkbox"/> Please charge my credit card<br>\$ _____                                 | Name on card: _____<br>Credit Card Number: _____<br>Expiration / CVC: _____   |



## IMPORTANT DATES AND LINKS

### Sponsor Banner

**Sponsorship Deadline is September 15, 2022**

Banners are to be 6' x 40" and supplied by and designed by the sponsor through the WEC store. Ship banner to OIHS at 2775 NW 49th Avenue, Suite 205 #358, Ocala, Florida 34482

WEC Retail Stores, Embroidery & Print Shop Information:

Contact: Jessica Garray, General Manager - A Sudden Impulse

Email: [Jessica.garray@wec.net](mailto:Jessica.garray@wec.net)

Mobile: 860-338-9503

Website: [www.suddenimpulse.com](http://www.suddenimpulse.com)

### Online Sponsorship Form with Secure Payment

Visit [www.ocalainternationalhorseshow.com/online-sponsorship](http://www.ocalainternationalhorseshow.com/online-sponsorship)

### Order Program Advertising

Visit [www.caitlinreason.com/projects/ocala-official-program](http://www.caitlinreason.com/projects/ocala-official-program)

### Advertising Opportunities on OIHS Livestream

Visit [www.ocalainternationalhorseshow.com/livestream-video-advertising](http://www.ocalainternationalhorseshow.com/livestream-video-advertising)

### Upload Video

Visit [www.ocalainternationalhorseshow.com/upload-your-livestream-clips](http://www.ocalainternationalhorseshow.com/upload-your-livestream-clips)

# Ocala International Horse Show

2775 NW 49th Avenue

Suite 205 #358

Ocala, Florida 34482

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