



SPONSORSHIP OPPORTUNITIES

OCTOBER 21-25, 2025

www.ocalainternationalhorseshow.com

WELCOME SPONSORS

We are proud to offer a variety of sponsorship opportunities for the Ocala International Horse Show 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 our fifth year 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.

WE LOOK FORWARD TO YOUR PARTICIPATION IN 2025!

Sincerely,



Lark Rene' Henry,
Chair and Executive Director
Ocala International Horse Show



Joe O'Brien,
Co-Chair
Ocala International Horse Show

FOR MORE INFORMATION

Sponsor@OcalaInternationalHorseShow.com



Go to the Sponsorship Form on our website to access the online form with secure payment options
Visit ocalainternationalhorshow.com/sponsor



Go to the Schedule on our website to view class sponsorship opportunities
Visit ocalainternationalhorshow.com/schedule





The Ocala International Horse

Show is unlike any other. We strive to provide premier entertainment, engagement, and hospitality while highlighting world-class athletes and show horses. As a Florida nonprofit, 501(c)(3) we are dedicated to educating the public about the disciplines and breeds featured in our show. The sponsorship support of our show allows us to contribute generously to local charities in Marion County, and we are continuously striving to raise the bar each year.

After a highly successful inaugural event in 2021, the show went on to win the *Horse World People's Choice Show of the Year* in 2022, 2023, and 2024. It also received the *UPHA National Honor Horse Show of the Year* award in 2024, and the *UPHA Chapter 16 Honor Show of the Year* award in 2021, 2022, 2023, and 2024. Thanks to the support and dedication of a strong group of Founding Sponsors, this exciting show has quickly become a highly anticipated pinnacle of the show season. It will be held for the fifth consecutive year on October 21-25, 2025 at the prestigious World Equestrian Center in Ocala, Florida.

Located in "The Horse Capital of the World," the World Equestrian Center of Ocala is the largest equestrian complex in the United States, and since opening in 2021, it has hosted some of the most notable equine events in the world.

WEC features two luxury hotels, over 100,000 sf of retail space, two exposition centers, seven restaurants, a 41,000 sf veterinary clinic, 16 outdoor

arenas with all-weather footing, five climate-controlled indoor arenas, 25 spacious barns, and multiple venue amenities, including award winning restaurants.

The incomparable permanent, climate-controlled stabling accommodates nearly 3,000 horses, and features individual ceiling fans for every stall, cushioned, matted 12x14 or 12x12 stalls, and every aisle has its own 12x14 tack room. Seven temperature controlled wash racks area available in every barn, which are in close proximity to turnout paddocks, lunging/schooling areas, well lighted, and easy to navigate.

The newest addition to WEC opening in the summer of 2025 will be an event center with meeting space, and three restaurants.

This state-of-the-art facility provides the perfect location to showcase the many performance breeds that attend our show, including the **American Saddlebred, Morgan, Hackney Pony, Roadster, Dutch Harness Horse and more.** WEC is a dramatic backdrop for our show, perfectly complementing our exquisite horses and earning enthusiastic accolades by horsemen and spectators alike. These breeds make OIHS one of the most unique shows hosted at WEC, and we are honored to have this opportunity to promote our industry.

With the help of this year's sponsors, OIHS looks forward to providing spectators, exhibitors, and vendors with another memorable show, while continuing to grow and elevate.



DID YOU KNOW?

This premier equestrian event features American Saddlebreds, Harness & Hackney Ponies, Morgan Horses, Dutch Harness Horses, Roadsters, and Open Breed classes, inviting Arabians, Friesians, and others to compete.

TITLE SPONSOR

\$100,000

- » 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")
- » 60 Second webcast advertisement (Supplied by sponsor)
- » First right of refusal on premium stall placements
- » VIP Table 🍷 under cover of Stirrups Patio with seating, food, and beverages for 6 guests

PURPLE DIAMOND SPONSOR

\$50,000

- » Recognition as a Purple Diamond Sponsor on collateral, social media and website
- » Championship sponsor
- » Ringside banner (Size: 6' x 40")
- » 30 Second webcast advertisement (Supplied by sponsor)
- » Premium stall placements
- » VIP Table 🍷 under cover of Stirrups Patio, with seating, food and beverages for 6 guests



TABLES BASED UPON AVAILABILITY



PURPLE PLATINUM+ SPONSOR

\$35,000

- » Recognition as a Purple Platinum+ Sponsor on collateral, social media and website
- » Championship sponsor
- » Ringside banner (Size: 6' x 40")
- » 30 Second webcast advertisement (supplied by sponsor)
- » Premium stall placements
- » VIP Table 🍷 under cover of Stirrups Patio, with seating, food and beverages for 4 guests, located in Row 2

🍷 TABLES BASED UPON AVAILABILITY

This sponsorship level may not be available, contact info@ocalainternationalhorseshow.com for more information.



DID YOU KNOW?

The World Equestrian Center of Ocala is slated to be **the largest equestrian complex in the United States**, in a city that calls itself **"The Horse Capital of the World."**





DID YOU KNOW?

The World Equestrian Center of Ocala offers luxury dining to field concessions. They have outdoor dining, fine dining, and even delivery to your hotel room or RV.

PLATINUM SPONSOR

\$25,000

- » Recognition as a Platinum Sponsor on all collateral, social media and website
- » Championship Sponsor
- » Premium stall placements
- » Barricade sign around facility (Size: 3' x 2')
- » VIP Table 🍷 under cover of Stirrups Patio, with seating, food, and beverages for 4 guests, located in Row 3

GOLD SPONSOR

\$15,000

- » Recognition as a Gold Sponsor on event website and social media
- » Stake/Championship Trophy Sponsor
- » Barricade sign around facility (Size: 3' x 2')
- » Reserved Terrace Table 🍷 with seating, food, and beverages for 4 guests

🍷 TABLES BASED UPON AVAILABILITY



DID YOU KNOW?

Our Official Photographer, Doug Shiflet, brings a team of top photographers to assist in getting the best shots of our exhibitors from every angle of the show ring.

SILVER SPONSOR

\$10,000

- » Recognition as a Silver Sponsor on event website and social media
- » Stake/Championship Trophy Sponsor
- » Barricade sign around facility (Size: 3' x 2')
- » Reserved Terrace Table 🍷 with seating, food, and beverages for 4 guests

BRONZE SPONSOR

\$5,000

- » Recognition as a Bronze Sponsor on event website and social media
- » Qualifier Trophy Sponsor
- » Barricade sign around facility (Size 3' x 2')
- » Reserved Grandstand Table North 🍷 for 4 guests



Photo: Courtesy of WEC

SUNSHINE SPONSOR

\$2,500

- » Recognition as a Sunshine Sponsor on event website and social media
- » Qualifier Trophy Sponsor
- » Barricade sign around facility (Size 3' x 2')



Photo: Courtesy of WEC

FRIENDS OF THE HORSE SHOW SPONSOR

\$1,500

- » Recognition as a Friends of the Horse Show Sponsor on event website and social media, and in event newsletter
- » Barricade sign around facility (Size 3' x 2')



Photo: Caitlyn Smyman

BREAKFAST CART SPONSOR

\$4,000 per day

- » Signage on golf cart and social media, and in event newsletter
- » Breakfast sponsor needed Monday - Saturday

DID YOU KNOW?

Golf carts are available on site at The World Equestrian Center. There is no need to worry about getting from your hotel to the show ring, the barns, the shopping centers, or even the luxurious pool.



MORNING SESSION SPONSOR

\$15,000

- » Recognition as a Morning Session Sponsor repeatedly announced through the session and on jumbotron
- » Recognition as a Morning Session Sponsor in the OIHS Newsletter, collateral, social media, and event website.



EVENING SESSION SPONSOR

\$20,000

- » Recognition as an Evening Session Sponsor repeatedly announced through the session and on jumbotron
- » Recognition as an Evening Session Sponsor in the OIHS Newsletter, collateral, social media, and event website.





Photo: Courtesy of WEC

CLASS SPONSOR

\$250 - \$1,000

- » \$1,000 – Stake/Championship (Open)
- » \$500 – Championship (Amateur/Jr Ex)
- » \$250 – Qualifying Class (Open)



Photo: Courtesy of WEC

TROPHY SPONSOR

\$150 - \$300

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



Photo: Doug Shiflet

RIBBON SPONSOR

\$100 - \$150

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



Photo: Caitlyn Snyman



LEADERSHIP

- » Lark Rene' Henry,
Chair & Executive Director
- » Joe O'Brien, Co-Chair
- » Kent Moeller, Manager
- » Mary Jo Schmidt, Director
- » Pam Roush, Director



FOUNDING SPONSORS

- » Deborah Butler
- » Joe O'Brien & Melissa Moore
- » Helen Rich & Ali Degray
- » Mary Ann & Marty Schaffel
- » Diane Sembler-Kamins
- » Susan Swope

Photos: Doug Shiflet

2022, 2023 & 2024
HORSE WORLD
PEOPLE'S CHOICE
**SHOW OF
THE YEAR**

UPHA National Honor Horse Show of the Year:
2024

UPHA Chapter 16 Honor Show of the Year:
2021, 2022, 2023, 2024

Show Manager of the Year:
Kent Moeller

Show Secretary of the Year:
Beth Snider



Honoring HELEN RICH

The Ocala International Horse Show (OIHS) committee is honored to name the 2025 show in memory of the remarkable Helen Rich. Since the formation of the OIHS planning committee in 2019, Helen and her daughter, Ali DeGray, have been active participants, donors, and exhibitors, with Helen being one of the first Founding Sponsors of the inaugural 2021 show. Her contributions were crucial in bringing the OIHS to life and shaping it into the success it is today.

Helen was widely recognized for her profound influence both inside and outside the show arena. She was a strong advocate for introducing the Saddlebred breed to the public and supported animal welfare across all species. Her commitment extended to numerous institutions that benefit both humans and animals.

In tribute to her enduring legacy, OIHS is proud to establish the Helen Rich Memorial Trophy, which will be awarded annually to the winner of the Helen Rich Amateur Five-Gaited Championship.



2025 SPONSORSHIP OPPORTUNITIES

5TH ANNUAL OCALA INTERNATIONAL HORSE SHOW

October 21 - 25, 2025 at the World Equestrian Center in Ocala, FL

www.ocalainternationalhorseshow.com

Please complete this form and submit your payment mail to:

Ocala International Horse Show | 2775 NW 49th Ave., Ste 205, #358 | Ocala, Florida 34482

SPONSORSHIP DEADLINE FOR ADVERTISING IS SEPTEMBER 1, 2025

Date:

Contact Name:

Phone:

Email:

Trainer/Farm:

If you wish this credited to your trainer(s), put their name here.

Address:

City:

State:

Zip Code:

SPONSORSHIP LEVELS



Check mark your selection	Range
☐ Title Sponsor	\$100,000
☐ Purple Diamond Sponsor	\$50,000
☐ Purple Platinum+ Sponsor	\$35,000
☐ Platinum Sponsor	\$25,000
☐ Gold Sponsor	\$15,000
☐ Silver Sponsor	\$10,000
☐ Bronze Sponsor	\$5,000
☐ Sunshine Sponsor	\$2,500
☐ Friends of the Horse Show Sponsor	\$1,500

SESSION SPONSORSHIPS

Check mark your selection	Amount
☐ Evening Session Sponsor	\$20,000
☐ Day Session Sponsor	\$15,000

CLASS SPONSORSHIPS

Check mark your selection	Amount
☐ Open Stake/Championship	\$1,000
☐ Amateur/Junior Ex Championship	\$500
☐ Open Qualifier	\$250

TROPHY SPONSORSHIPS

Check mark your selection	Amount
☐ Stake/Championship	\$300
☐ Qualifier	\$150

REBON SPONSORSHIPS

Check mark your selection	Amount
☐ Stake/Championship	\$150
☐ Qualifier	\$100

OTHER

Check mark your selection	Daily Amount	Circle day(s) below
☐ Breakfast Cart Sponsor	\$4,000 per day	Mon. Tues. Wed. Thurs. Fri. Sat.

CUSTOM DONATION ☐

If you'd like to make a custom donation, check this option to the right with the desired amount.

\$

Notes:

PAYMENT INFORMATION

Please pay via check if your sponsorship is over \$10,000.

Choose your method of payment

☐ American Express

☐ Mastercard

☐ Visa

☐ Discover

☐ Check by mail (Made payable to Ocala International Horse Show)

IF PAYING BY CARD, THIS IS REQUIRED

Name on card	
Card number	
Expiration date (00/00)	
Billing zip code	
Email Address	

Sponsorships received after September 1st may miss preliminary advertising & social media promotions.



5TH ANNUAL
OCALA INTERNATIONAL HORSE SHOW
October 21 - 25, 2025
at the World Equestrian Center in Ocala, FL
www.theocalahorseshow.com

Ocala International Horse Show

2775 NW 49th Avenue

Suite 205 #358

Ocala, Florida 34482

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