

HORSE SHOWS IN THE PARK SPONSORSHIP CREDIT PROGRAM

—a number of sponsorship opportunities now available for area businesses, corporations and individuals..and as a rider, exhibitor you can receive up to a \$25.00 show credit per paid sponsorship!!! Family members or business owners – you can apply your earned sponsor show credits to the rider of your choice!!

HSITP is seeking ways to defray the ever-increasing costs of awards and prizes, so that entry fees can remain the same. One such way is to encourage area business, corporations and individuals to step forward and sponsor a prize, division or year end award in exchange for valuable advertising and visibility within the growing equestrian community. We ask our riders, supporters and exhibitors to put their creative thinking hats on, and help us locate and confirm sponsorships for the 2008 show year.

It's simple—just locate and confirm a sponsor, complete the Sponsorship confirmation form on our website at www.horseshowsinthepark.com or on the bottom of this page, and attach their check made out to Horse Shows in the Park, LLC.

Submit the form, check and the sponsor referral form to Horse Shows in the Park, LLC at 3665 Bannock St., Cocoa FL 32926 or at the show office. You receive 10% of the sponsor level show credit for every sponsorship submitted, up to \$25.00 per sponsorship. Special consideration may also be given for riders obtaining Platinum level sponsorships.

Details about sponsorship types are on the website at www.horseshowsinthepark.com and are following this page . Our show secretary will maintain your show credit account and you can check your balance at any time by emailing her at wittyshowsec@earthlink.net .

Show credits are good only for the 2008 show year, and may also be used for HSITP clinics and organized events.

SPONSORSHIP CONFIRMATION FORM

Make checks payable to: Horse Shows in the Park, LLC
Send to: HSITP, LLC – at 3665 Bannock St. Cocoa, FL 32926

Farm/Individual/Business Name: _____

Website: _____

Contact: _____

Address: _____

Phone: (cell) _____

Phone: (day/evening): _____

Email address: _____

Type Sponsorship and \$ Amount: _____

Referred by:

Contact Info:



Dear Fellow Equestrian:...

I would like to invite you and/or your business to become part of **Horse Shows in the Park's** winning team of equestrian riders, families and active supporters throughout Central Florida. Horse Shows in the Park currently produces over 20 show days each year of Hunter/Jumper and USEF/USDF dressage shows in central and north central Florida. Our shows last 3 days each, utilize 3 arenas running concurrently and are attended by an average of over 150 riders, with 1000 entries and hundreds more in attendance in various support capacities. Our website, www.horseshowsinthepark.com now receives an average of 450 page views per day!!!! Our year end awards banquet held in December 2007 at the Ocala Hilton was attended by over 220 riders and this year's banquet to be held December 6 at the Golden Hills Golf and Turf Club in Ocala, FL promises to be even larger...

This is an outstanding venue to promote, advertise and receive valuable exposure for and about your business, product and/or service. From trucks and trailers to equipment and shavings – our exhibitors are actively evaluating and purchasing products and services related to their equine interests each day – why not put yours in the spotlight, right where the consumers themselves are? Horse Shows in the Park offers a wide array of promotional opportunities such as banner placement; jump/class/divisional sponsorships, high volume web presence, program advertisement, press release, public announcement and reserved box seating and presentation at our prestigious Indoor Finals competition Nov 22 and 23rd 2008 and / or our annual awards banquet on December 6, 2008.

Horse Shows in the Park is actively seeking sponsors and donors in exchange for valuable advertising and promotional opportunities or as a way to simply provide outstanding recognition in honor of a special horse or rider. I've included a rate and sponsorship/donor form with this letter for your review and use. **Please call us** at 321-693-5551 or email our show secretary at wittyshowsec@earthlink.net if you can step forward and join our team in 2008!!

Sincerely,

Jeanne L. Winslow
President
Horse Shows in the Park, LLC
www.horseshowsinthepark.com

HORSE SHOWS IN THE PARK, LLC SPONSORSHIP AND DONOR OPPORTUNITIES

Platinum: \$500

Farm or Company Banner hung each show main arena ringside (you provide banner)
Opportunity to sponsor/present Divisional Awards at annual awards banquet
Farm or Company Banner hung at annual awards banquet
Opportunity to personally name division or class ie; "EMR Equitation Challenge"
Reserved seating at Finals November 22, 23
Opportunity to display product/service at annual awards reception/banquet December 6
Show announcements made over the PA
Show Newsletter Acknowledgement – print and email
Program advertisement twice annual/ mailing list over 600
Website Banner Ad plus website acknowledgement on Sponsor page with hotlink
Free On Line Classified Advertising on www.horseshowsinthepark.com
Press release to Florida based Horse publications

Diamond: \$250

Farm or Company Banner is hung each show in the main arena (you provide banner)
Opportunity to sponsor/present Divisional Award at annual awards banquet
Show announcements made over the PA
Show Newsletter Acknowledgement – print and email
Program advertisement twice annual/ mailing list over 600
Website Banner Ad plus website acknowledgement on Sponsor page with hotlink
Free On Line Classified Advertising on www.horseshowsinthepark.com

Gold: \$200

Opportunity to sponsor/present Divisional Award at annual awards banquet
Show Announcement made over the P/A
Show Newsletter Acknowledgement - print
Program acknowledgement twice annual/ mailing list over 600
Website Acknowledgement on Sponsor page with hotlink

Donor: Unlimited - Special award(s) or prize(s) or function - of your selection!

Reception donor for annual awards banquet needed – high visibility to over est. 225+!!
Show Announcement made over the P/A
Newsletter Acknowledgement - print
Website Acknowledgement on Sponsor page with hotlink
In-gate column acknowledgement on website for special functions ie; exhibitor party

Jump Sponsor: (varies)

Sponsor a Prize Money class ie; Jumpers or Hunter Stakes for high visibility!!

Silver: \$100

Divisional Sponsorship, per show day
Website Acknowledgement
Show Newsletter Acknowledgement - print
Show announcements made over the PA
Awards of your selection

Bronze: \$50

Special First Place and ribbons 2-6th in 3 classes of your selection, per show
Show Newsletter Acknowledgement - print
Show announcements made over the PA

Iron: \$35

Special First place and ribbons 2-6th in a class of your selection, per show
Show announcements made over the PA

HORSE SHOWS IN THE PARK, LLC

ADVERTISING OPPORTUNITIES AND RATES

DEMOGRAPHICS:

Horse Shows in the Park riders and their families originate from a significantly large geographic area, from South Georgia to Vero Beach, Florida. Shows average approx. 150 exhibitors per show weekend, with easily more than 3 times that number in attendance of families, support staff and enthusiasts. According to the United States Equestrian Federation, the following statistics were reported in 2007 on their member/subscribers of "Equestrian" magazine:

- 85% are women
- 63% are married
- A majority are between 34-54 years of age
- 66% have a college degree or better
- 56% are employed full-time
- 80% make or directly influence purchasing decisions at work
- 38% have a net worth over \$500,000
- Nearly half have an annual income greater than \$100,000
- 40% live on a farm; 66% of those are ten acres or more
- 63% have traded stocks, bonds or mutual funds in the last year
- The market value of the average home is \$594,000. 22% own two or more homes.
- On average, they spend 30 nights per year in a hotel and rent a vehicle four times per year.
- They own three vehicles; 53% own a pick-up truck
- 94% own a pet besides a horse or pony. Average number of cats owned is two and average number of dogs owned is two.

SHOW PROGRAMS:

Prize lists are mailed twice annually to a mailing list of over 600 exhibitors, and it's growing with each show!! Our programs are 5.5" x 8.5" in size and contain critical information on all shows within a given discipline. Separate programs are mailed for the two disciplines ie; hunter/jumper and dressage. The programs are also available at all times via .pdf file on our web site for significant residual value. Contact us at 321-693-5551 or email your ad in .jpg or .tif format to: wittyshowsec@earthlink.net . Mail payment payable to Horse Shows in the Park, LLC to 3665 Bannock St, Cocoa FL 32926.

Rates:

Full Page: \$100
One Half Page: \$75
1/3 Page: \$50
Business Card size: \$25

WEB SITE BANNER ADS:

Horse Shows in the Park Website currently averages 450 page views per day

1" X 2" Banner Box ads with hotlink on main page: \$50 per month. – includes placement on links page