

— THE 88TH —

OX RIDGE

CHARITY HORSE SHOW



SPONSORSHIP KIT

TOP RIDERS FROM AROUND THE WORLD
5000+ HIGH-VALUE SPECTATORS
USEF 4-STAR NATIONAL • TOP PRIZE MONEY
LOCAL & NATIONAL MEDIA COVERAGE
JUNE 11-16, 2019

A great sponsorship requires a great partnership

Customized Benefits: As the Ox Ridge Charity Horse Show is entering its 88th year, we celebrate our sponsors as they are key to the success of this historic show. Ox Ridge will customize your sponsorship entitlements to your individual needs — providing strong benefits and exposure.

Diverse Opportunities: There are diverse opportunities for your organization to showcase their products before and during the show. Products can also be displayed and sold to the over 5000 spectators on Boutique Row, and exclusive, ring-side seating in the VIP Tent is a memorable way to entertain friends and customers. The Show is the perfect setting and demographic for any organization promoting equestrian products, sports and recreation equipment, and luxury goods and services.

Tax-Exempt Status: For 2019, The Ox Ridge Charity Horse Show will support two highly respected, local charities and can offer sponsors the benefits of its new IRS tax-exempt 501 (c)(3) public charity status.



“...a local event with international flavor...”

— McLain Ward, Equestrian, Winner/World Cup

“The Ox Ridge Horse Show was always a special event for the Ward family. Being a local event with international flavor it was the way we started off our summer season for several decades. It will be great to see this beautiful facility coming back to its glory years.”

“...perfect for our luxury brand...”

— Matt Cosgrove, Callari BMW, 2018 Sponsor

“Many participants live in the affluent Fairfield, Westchester County and metro New York area, appreciate upscale living, and present a unique marketing opportunity for the right businesses. This venue is perfect for our luxury brand.”

“...top notch...”

— Amanda Starbuck, Starbuck Equestrian

“Our farm has been competing at the Ox Ridge Horse Show for over 50 years. I have been successfully competing in the Grand Prix and Welcome Stakes since I was 15 years old. We have found the courses, footing and competition to be top notch. We look forward to bringing our ‘A’ show team to the 2019 horse show.”

“...so many new customers...”

— Joanne Arakelian, Roccas Jewelry and Accessories

“A wonderful show to show off our products. We met so many new customers who were very enthusiastic about our products. It was just a great way to connect with and support our community through local charities.”

“...top horse and riders...at this iconic club.”

— Sydney Shulman, Back Country Farm / Past Grand Prix Winner

“As a winner of the Grand Prix and a competitor each year at Ox Ridge, it is always a great experience and thrill to compete against top horse and riders and continue the legacy of horse sport at this iconic club.”

The 2019 Ox Ridge Charity Horse Show ● *June 11-16, 2019*



The 88th Ox Ridge Charity Horse Show ● *A History of Greatness*

Today's Rider: Facts and Figures

Equestrian enthusiasts are a perfect target audience for businesses looking to advertise to an educated market with purchasing power, and disposable income. Research compiled by United States Equestrian Federation details the United States equestrian demographic:

- **85%** are women
- **66%** have a college degree
- Average income is **\$185,000**
- Average net worth: **\$955,000**
- **80%** make or directly influence purchasing decisions at work
- Average market value of home: **\$594,000**
- **22%** own two or more homes
- Average nights per year in a hotel: **30**
- Number of vehicles owned: **3**
- **40%** own a farm; **66%** of those are 10 acres or more
- Average number of horses owned: **4**
- Number of equestrian events participated in per year: **6+**
- Spends **\$16,000** per year on equine-related purchases

*Source: US Equestrian Federation, the national governing body of equestrian sport in the USA, profile of 80,000 members and on-site audiences

Ox Ridge: A History of Greatness

In 1926, Ox Ridge hosted its first horse show which is known today as a premier hunter-jumper equitation horse show with a rich history. The show is extremely well-known, and popular among renowned riders — including Olympians McLain Ward and Peter Leone, Georgina Bloomberg and Jeffery Welles — as well as many world-class riders from overseas. The show draws over 5,000 spectators and more than 300 VIPs on Saturday to watch the Grand Prix.

Since the late 1920's, the Ox Ridge club has had a top notch instructional program, and is proud of its many successful students, who include Olympic medalist George Morris, known as the “founding father” of Hunt Seat Equitation, William Steinkraus, Ronnie Mutch, Victor Hugo-Vidal and Patty Heuckeroth to name a few.

Renovations currently underway will further enhance the beautiful 22 acre venue, and will include two new outdoor riding rings, a new 24,000 sq ft indoor riding arena and enhancements to the stables complex.



Support two great charities. Take advantage of our new tax-exempt status.

As of July 2018, The Ox Ridge Charity Horse Show has been established as an IRS tax-exempt 501(c)(3) public charity. Donations are tax-deductible to the full extent of the law. A percentage of the funds will go to support two charities that are having a powerful impact on our local communities.

The Community Fund of Darien, founded almost 70 years ago, plays a significant role in addressing health and human service needs in the Fairfield County area. By helping to identify, prioritize, coordinate and deliver key human services to our communities, they have distributed over \$20 million to local non-profit organizations and community initiatives.



Pegasus Therapeutic Riding, a non-profit group that provides equine-assisted activities and therapies to people with special needs, military veterans, and at-risk individuals has grown to four chapters in New York and Connecticut. Ox Ridge provided its founding location.



Media Coverage: Social and Traditional, Local and Equestrian

In 2019, we expect to enjoy media coverage again by a variety of media sources, both local and national as well as our own social media and email blasts.



Sponsors: Past and Present

We appreciate the generous support and loyalty of a growing list of sponsors each year. Join the many sponsors who have supported the Ox Ridge Charity Horse Show.



Sponsorship Opportunities

Call us to find out about the unique opportunities and exposure provided by the various sponsorships below, and how we can customize entitlements to each individual Sponsor.

\$50,000	Grand Prix Sponsor
\$25,000	Presenting Sponsor
\$15,000	Jumbotron & Scoreboard Sponsor
\$10,000	VIP Tent Sponsor
\$7,500	Media Sponsor <i>Serendipity Magazine</i>
\$5,000	Riders Lounge
\$5,000	VIP Grand Prix Party
\$5,000	VIP Father's Day Brunch
\$2,500	Welcome Party <i>Farm Vet</i>
\$2,500	VIP Breakfast
\$1,500	Banner Sponsorships (Limited number available)
\$1,000	Back Number Sponsor

Special Class Sponsors

\$5,000	Derby
\$5,000	Welcome Class <i>Callari Auto Group</i>
\$5,000	1.25m Classic <i>Darien Grill</i>
\$5,000	High Jr / Amateur Classic
\$3,000	Low Jr / Amateur Classic
\$1,500	Speed Class <i>The Tech Equestrian</i>
\$1,500	Junior Hunter Classic
\$1,000	Pony Hunter Classic
\$1,000	M&S/NAL Pony Classic
\$1,000	M&S/NAL Children Classic <i>Callari Family</i>
\$1,000	M&S/NAL Adult Classic



Jumper, Hunter and Equitation Class Sponsorships

Sponsored Classes will be assigned unless specified. Entitlements are customized to each Sponsor.

\$50,000	Grand Prix Sponsor
\$25,000	Presenting Sponsor
\$15,000+	Grand Champion
\$10,000+	Champion
\$ 5,000+	Reserve Champion
\$ 2,500+	Gold
\$ 1,000+	Silver
\$ 500+	Bronze

The historic Ox Ridge Charity Horse Show, established in 1926, is one of the oldest horse shows in America. The Ox Ridge Charity Horse Show, Inc. has been re-incorporated in the state of Connecticut on February 2018 and established as an IRA tax-exempt 501(c)(3) public charity in July 2018. A percentage of the funds raised at the June Charity Horse Show in Darien, Connecticut, are awarded to Pegasus Therapeutic Riding Program and the Community Fund of Darien. Donations are tax-deductible to the full extent of the law. Please contact your accountant for the percentage that is deductible.

SPONSORSHIP

This contract is made and entered into on _____ (date) between Ox Ridge June Charity Horse Show and


_____ (Sponsor Name and address)

I/We _____ (Sponsor Name for Program)

will be a Sponsor for the June Horse Show in the amount \$ _____

I/We wish to Sponsor _____ (Name of Class or Division or Event)

Signature _____ Date _____

- Entitlements for specific Sponsorships will be customized to sponsor's marketing needs
- Sponsors of \$1,500 or more may provide their own advertising banner (no bigger than 3' x 8') for staff to put in the Grand Prix Ring.
- Sponsors of \$10,000 or more will be exclusive to their industry.
- All Sponsors will get a minimum of 1 or more public address announcements during the show.
-  Deadline for Ads, and Name in Prize List is March 1, 2019 / Deadline for Program is May 1, 2019
- **Make checks payable to: Ox Ridge Charity Horse Show. Payment is due by March 1, 2019**
- **Mail to: Ox Ridge Charity Horse Show, PO Box 1067, Darien, CT 06820**

Special Considerations and Entitlements:

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VENDOR CONTRACT

Reserve your space today.

Please send Contract, Check & Proof of Liability Insurance to the office as soon as possible.

Due to limited space, completed contracts will be accepted on a first come, first served basis.

Please check your desired space: ☐ 10'X20' Tent Space \$600 (*Limited space available*)

☐ Trailer \$800 ☐ Trailer over 25' with electrical hookup \$1600

Name of Business _____

Product Sold _____

Contact Name _____

Address _____

Phone/Work _____ Phone/Cell _____

Fax _____ Email _____ Date _____

! Vendors must provide proof of liability insurance, listing Ox Ridge Hunt Club as an additional insured. Vendors are not permitted to set up on the property until the insurance certificates are on file with Ox Ridge. Please include payment in full with contract.

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PROGRAM ADVERTISING RATES

Reserve your ad space today.

The Program is complimentary to spectators, and includes a full list of categories, riders, and prize money. Ad Spaces are limited, and on a first come, first served basis, so we encourage you to reserve early.

Advertiser _____

Contact Name _____

Address _____

Phone _____ Email _____

Please include payment in full with contract.

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Ad Size	B/W	4-Color	Dimensions
Full Page	\$550	\$1,100	7"W x 10"H
Half Page	\$325	\$750	7"W x 4 7/8"H
Quarter Page	\$225	----	3 3/8"W x 4 7/8"H
Business Card	\$150	----	3 3/8"W x 2"H
Inside Front Cover	----	\$1500	Ad Size
Back Cover	----	\$1750	Ad Size

Advertising Instructions.

Advertisers must provide camera-ready art or PDF or JPEG files.

Please email files to: oxridgehuntclub@gmail.com



Advertising Deadline: March 31, 2018



VIP CLUB: TABLE RESERVATION FORM

Special seating, special events.

Spectator tables are available in the VIP Tent between the Grand Prix Ring and Hunter Ring, and provide access to food and drink service as well as the special events listed on the following page. Please note that the bar in the VIP Club will be closed at the finish of the last class of the day.

Name_____

Farm/Business Name_____

Address_____

City, State_____ Zip_____

Phone_____ Email_____

Name to be placed on the Table_____

SELECT	TABLE OPTION	AMOUNT
<input type="checkbox"/>	Table of 8	\$4,800*
<input type="checkbox"/>	High Top Table of 4	\$2,400*

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Check or credit card required with reservation form to confirm table ☐ Check ☐ Credit card
☐ Visa ☐ Mastercard ☐ American Express

Card Number_____ Exp:_____ Code:_____

Name on Card_____ Billing Zip Code_____

Signature_____

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VIP CLUB: EVENTS

Tues – Sun

**Continental Breakfast
Afternoon Lunch
Snacks & Bar**

Thursday

Farm Vet Welcome Class Party (*All Welcome*)

Friday

Derby Party

Saturday

Grand Prix Party

Sunday

**11AM Father's Day Brunch
2PM Pegasus Ice Cream Social (*All Welcome*)**

Tues – Sun

**Rider's Lounge
Complimentary Breakfast & Water
Cash Bar**