



# Sponsorship Overview

## Northampton Hunter Jumper Show

Three County Fairgrounds- Northampton, MA

August 9th - 12th, 2018

**AIR Show Jumping Sponsorship opportunities** give sponsors the ability to market their image, product or service to a highly sought after demographic. Sponsorship of our shows will give you access to a lengthy contact list of equestrian owners, trainers and riders via email marketing, social media posts and print marketing. By choosing to sponsor AIR Show Jumping you are choosing to support a grass roots organization with deep ties to the equestrian community. All of our packages come with advertising and branding opportunities that will incorporate your business into our events.

Branding opportunities include multiple PA announcements, print advertising articles, and email marketing campaigns as well as press releases that list sponsor name and image to over 10,000 equestrian enthusiasts both locally and nationally. All sponsorship packages over \$500 will be featured on the main event scoreboard. This is the perfect opportunity for businesses to get noticed at these shows, as the scoreboard is the main focus of the spectators and exhibitors.

AIR Show Jumping needs the support of our patrons and sponsors in order to continue providing quality shows. We can tailor a sponsorship to meet any budget. We look forward to serving you at our shows.

- **Diamond Sponsor - \$10,000:** An in-depth sponsor package that displays your business as the title sponsor of the show (ie: The *Capital Tractor* Northampton Hunter Jumper Horse Show). Naming opportunity for our featured event (ie: The \$10,000 *Capital Tractor* Prix of Northampton). Eight tickets to the Luncheon, and imaged displayed on the cover page of the prize list. Custom jump advertising with your business logo provided.
- **Gold Sponsor- \$5,000:** A fully integrated package that displays your business as the title sponsor of our biggest classes. With naming rights the featured classics at the show, such as the \$5,000 *Infinity Farm* Welcome Classic, your business could headline our events! Eight tickets to the Luncheon and a full page ad in prize list. Custom jump advertising with your business logo provided.
- **Silver Sponsor- \$2,500:** Patrons will be named as the presenting sponsor of the larger classics (ie: the \$10,000 *Capital Tractor* Prix of Northampton presented by *M&T Bank*). Four tickets to the Luncheon and a full page ad in prize list. Ring advertisement included.
- **Bronze Sponsor- \$1,500:** Patrons will have naming rights to the 1.20m and 1.30m divisions and classes (ie: \$1000 *Fox View Farm* 1.20m Division). Four tickets to the Luncheon and a full page ad in prize list. Ring advertisement included.
- **Supporting Barn- \$500:** This package is exclusive only to barns competing at the show. Your name as a class sponsor or a 1/2 page ad in the prize list, PA recognition during your sponsored class, ad or logo on the scoreboard, and four tickets the Luncheon (\$150 value).

*Your business could be the title sponsor of one of our exhibitors parties!*

- **Custom Jump Sponsor \$1,000-2,500:** We can create a custom jump for your company or bring your own. Prices vary with complexity. Order by June 1
- **Ring Side advertising \$500:** You provide up to two banners to display in all of our rings, at all shows. Add \$75 a banner and we'll take care of creating your banners for you!
- **Class and Division Sponsorship \$150 - \$450:** Sponsor individual classes or a division (grouping of classes) at the show. Prices vary by division.

Print Advertising in Prize list	
Full Page:	\$400
½ Page:	\$250
'Business Card':	\$100
Name listed on "Friends of" page:	\$50

*\*Multi-year discounts\* | \*Referral Discount\* | \*Trainer and Barn Discount\* | \*Custom Packages\**