

2019 Sponsorship Opportunities





PASO ROBLES
HORSE PARK

Dear Interested Sponsor,

Thank you for considering a partnership with the 2019 Paso Robles Horse Park Show Series. As we look to the upcoming year, we are thrilled for a year featuring dramatic growth and new opportunities.

This year will feature the first full calendar year that all show management at the Paso Robles Horse Park has been moved in-house. Since the inception of the Park, our goal has been to create a unique show jumping experience that leans on the qualities and assets of our location in Paso Robles. Show jumping competitors spend an average of 30 room nights per year traveling to different shows throughout their region. Centrally positioned along the west coast and in a location that truly offers destination appeal, we feel strongly that the Park meets expectations as a premier facility. We feel confident that the choice to locate the Park intentionally amongst the epicenter of wine, craft beverages, and food on the Central Coast is one of the best strategic decisions made in developing a differentiating quality from other shows.

Our hope is that a collaboration with key sponsors will allow us to focus efforts on reaching a broader audience. With our reputation as an organized and friendly show option, we have been able to sell out our 224 onsite stalls at our four weeks of locally-targeted "Schooling Show Series." In 2019, we turn our attention outwards to the addition of seven weeks of United States Equestrian Federation recognized shows. We look to bring in thousands of new attendees. The facility has the capacity to handle an additional 520 stalls per show week.

In the following pages you will find the additional information regarding the show series and our attendees. Should any questions arise, please don't hesitate to contact me. Thank you for your consideration and continued support of the Park.

Thank you,

Amanda S. Diefenderfer
Park Director



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The Paso Robles Horse Park is excited to bring show management in-house for the 2019 competition season. The wonderful work we do at the Park would not be possible without our community partners and sponsors. With 11 shows this coming competition season, we would like to offer the following sponsorship benefits:

Sponsor Level	Sponsor Benefits
GRAND PRIX SPONSOR \$10,000	<ul style="list-style-type: none">• A-Rated Show Grand Prix title sponsor on all marketing materials• A-Rated Show annual series sponsor*• Full-page ad in all printed prize lists if secured before January 28, after January 28, full-page ad in all online prize lists• Eight (8) social media posts promoting your company• Mention in four (4) eBlasts
BLUE RIBBON SPONSOR \$5,000	<ul style="list-style-type: none">• A-Rated Show two-week series sponsor - OR - B-Rated Show three-week series sponsor*• Half-page ad in all printed prize lists if secured before January 28, after January 28, full-page ad in all online prize lists• Six (6) social media posts promoting your company• Mention in three (3) eBlasts
CLASSIC SPONSOR \$2,500	<ul style="list-style-type: none">• B-Rated Show special class sponsor• Schooling show series sponsor*• Quarter-page ad in all printed prize lists if secured before January 28, after January 28, full-page ad in all online prize lists• Three (3) social media posts promoting your company• Mention in two (2) eBlasts
RED RIBBON SPONSOR \$1,250	<ul style="list-style-type: none">• Sponsor of two schooling shows• Mention in printed Schooling Show Series prize list if secured before January 28, after January 28, mention in online prize list• Two (2) social media posts promoting your company• Mention in two (2) eBlasts
RESERVE SPONSOR \$750	<ul style="list-style-type: none">• Schooling show class sponsor• Mention in printed Schooling Show Series prize list if secured before January 28, after January 28, mention in online prize list• One (1) social media posts promoting your company

* Series Sponsor benefits include:

- Branded jump in Grand Prix jumper arena
- Sponsor-provided banner in all competition arenas
- PA announcements in Grand Prix arena
- Opportunity to participate in awards presentation
- Prize list advertising or listing placement
- Invitation to Sponsor Party
- Opportunity to be a vendor at Park shows

To become a 2019 sponsor at the Paso Robles Horse Park, please contact Park Director, Amanda Diefenderfer, at adief@pasorobleshorsepark.com.



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Park 2019 Show Series Information

ABOUT

The Paso Robles Horse Park opened its gates in 2015 with the goal of creating a centrally located equestrian showground for Hunter/Jumper competitions. The natural beauty and property's oak tree filled landscape, with vast views overlooking the hills of Paso Robles, make it an ideal setting for a competitive horse park. The property is well situated with a location and topography suited to meet the needs of local, regional, and national competitive Hunter/Jumper shows while also providing a beautiful facility for community events.

HISTORY

2019 brings an exciting new chapter in the story of the Paso Robles Horse Park. In its opening year, the Park hosted three weeks of locally-targeted schooling shows and worked with an outside show management company to host four weeks of nationally rated shows. For the following three years we continued to work with the outside show management company to offer their events at the Park while growing our schooling shows.

TODAY

In 2018 the Park team chose to bring all show management in house, allowing for an experience that more fully embodies the unique spirit of our Paso Robles location. Due to the cycle of competition licensing with the United States Equestrian Federation (USEF), we pulled back and only hosted one rated competition in 2018 while completing applications for 2019 licensing that would reflect our annual calendar goals.

2019 will feature four weeks of schooling shows and seven weeks of USEF recognized shows. This schedule reflects our current goals for an annual calendar of hunter/jumper competitions. Outside of these shows, the Park will continue to offer the facility for hosting outside events. This year's anticipated attendance is reflected in the demographics section; however, we expect that these numbers will continue to grow to reach the Park's current capacity of 744 stalls.



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HORSE PARK

2019 Show Series Marketing Outline

TARGET MARKET

Through marketing efforts, the Park targets areas that have a significant amount of show barns and programs as well as competitor A-Rated horse shows. The main target audience are women between the ages of 16 and 55 with an interest in high-level horse shows.

Key Target Market Media

- Social Media platforms including Facebook and Instagram. The Park Facebook page has a regular monthly reach of over 50,000 with more than 4,200 followers, 85% of which are from out of San Luis Obispo County.
- Print Media: Equine & Canine News, Riding Magazine, Equestrian Confidential
- Digital Media: Chronicle of the Horse, InStride Magazine, SLO Horse News, Facebook and Instagram paid campaigns, Google AdWords

Key Target Market Regions



SPONSORED MEDIA

In-Kind Trades and Advertising

Tactics: The Park works with local media outlets to identify advertising trade opportunities. These in-kind opportunities will give the horse shows a larger advertising reach with minimal hard costs or dollar spend.

MEDIA RELATIONS

Proactive Pitching

Tactics: The Park proactively pitches article ideas and interviews to local and regional media. These will include upcoming horse shows, VIP experiences, fundraising activity and community events.



PASO ROBLES
HORSE PARK

Audience Highlights

Shows by the Numbers

Schooling Shows



200 Horses
500 Riders, Trainers, & Fans
50% from outside of SLO County

B Series Shows



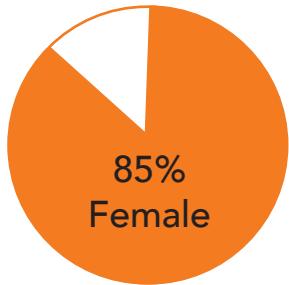
250 Horses
700 Riders, Trainers, & Fans
75% from outside of SLO County

A Series Shows

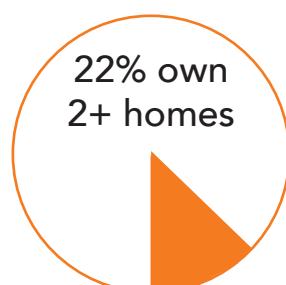


325 Horses
975 Riders, Trainers, & Fans
90% from outside of SLO County

Demographics of Hunter/Jumper Competitors



Average Household Income:
\$185K



Competitors typically attend six or more horse shows per year, resulting in over 30 nights per year in a hotel per competitor.



About the Park Foundation

- 70 acres of world-class hunter/jumper competition and varied event facilities.
- Able to host events of a wide variety of interests, including all equestrian sports, educational experiences, field sports such as soccer, lacrosse and others, dog competitions including agility and nosework trials, and concerts and outdoor movies. All events welcome and encourage the local community to attend.
- The Foundation is dedicated to creating opportunity within the community to support relevance of the horse in today's world and its unique ability to enhance education, health and quality of life, particularly for the handicapped and underprivileged.

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