



2021



SPONSORSHIP OPPORTUNITIES

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The Paso Robles Horse Park is excited to present another fantastic year of shows for the 2021 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
<p style="text-align: center;">GRAND PRIX SPONSOR \$10,000</p>	<ul style="list-style-type: none"> • Grand Prix title sponsor on all marketing materials • Opportunity to participate in awards presentation of one Grand Prix (reserved for top four sponsors) • Sponsor-provided banner in competition arena • Branded jump in Grand Prix or Grand Hunter arena • PA announcements in Grand Prix arena at Classic Series and B Series shows • Opportunity to be a vendor at Park shows • Full-page ad in prize lists • Six (6) social media posts promoting your company • Mention in four (4) eBlasts
<p style="text-align: center;">BLUE RIBBON SPONSOR \$5,000</p>	<ul style="list-style-type: none"> • Blue Ribbon title sponsor on all marketing materials • Opportunity to participate in awards presentation of one prize money class at a Classic Show or a B Show • Sponsor-provided banner in competition arena • Opportunity to be a vendor at Park shows • Half-page ad in all prize lists • Four (4) social media posts promoting your company • Mention in three (3) eBlasts
<p style="text-align: center;">CLASSIC SPONSOR \$2,500</p>	<ul style="list-style-type: none"> • Classic Sponsor title sponsor on all marketing materials • Opportunity to participate in awards presentation of one prize money class at a B Show • Opportunity to be a vendor at Park shows • Quarter-page ad in all prize lists • Three (3) social media posts promoting your company • Mention in two (2) eBlasts
<p style="text-align: center;">RED RIBBON SPONSOR \$1,250</p>	<ul style="list-style-type: none"> • Red Ribbon title sponsor on all marketing materials • Opportunity to be a vendor at Park shows • Logo in all prize lists • Two (2) social media posts promoting your company • Mention in two (2) eBlasts
<p style="text-align: center;">RESERVE SPONSOR \$750</p>	<ul style="list-style-type: none"> • Reserve title sponsor on all marketing materials • Opportunity to be a vendor at Park shows • Mention in all prize lists • One (1) social media post promoting your company

NOTE: All in-kind sponsorships will be valued at 50% fair market value.

To become a 2021 sponsor at the Paso Robles Horse Park, please contact Jessica Bohon at jboh@pasorobleshorsepark.com.

SHOW SERIES INFORMATION

ABOUT

The Paso Robles Horse Park opened 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.

TODAY

2021 continues an exciting chapter in the story of the Paso Robles Horse Park. While the previous year certainly threw some new challenges our way, we are proud to still find scheduling solutions that allowed nearly the full show schedule to run in a compressed fall time frame. Additionally, we saw year-over-year growth in competitor numbers for all USEF-rated competitions. Our unique model of containing both facility and show management within the same locally-based team, allows for an experience that fully embodies the unique spirit of our Paso Robles location.

Last year's season brought positive trends in both competitor attendance and marketing reach. As of November 2020, we saw the following impressive numbers.

- 5 out of 11 competitive events sold out
- Over 34,500 website visits (44% growth)
- Over 2,700 Instagram followers (35% growth)
- Over 5,900 Facebook followers (18% growth)
- Over 2,800 Email subscribers (75% growth)
- The A-Rated shows saw an average growth of 34% year-over-year in competitor attendance
- The B-Rated shows saw an average growth of 148% year-over-year in competitor attendance

Check out the next page for our full 2021 show schedule. Outside of these shows, the Park will continue to offer the facility for hosting outside events. We expect that the numbers shown in demographics section will only continue to grow and sustain to reach the Park's goals identified for each show level.

2021 SHOW DATES

CLASSIC SERIES

- Paso Park Welcome Classic | April 21 - 25
- Paso Park Spring Classic | April 28 - May 2
- Paso Park Fall Classic | November 3 - 7
- Paso Park Oak Tree Classic | November 10 - 14

B SERIES

- Rosé in May | May 27 - 30
- Paso Pumpkins & Ponies | October 14 - 17
- Turkey Trot & Jump | November 18 - 21

SCHOOLING SHOW SERIES

- Kick-Off Schooling Show | April 10 - 11
- Spring Fling Schooling Show | May 8 - 9
- Harvest Special Schooling Show | September 18 - 19
- Winter Wonderland Schooling Show | December 4 - 5



2021 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 80,000 with more than 5,900 followers, 85% of which are from out of San Luis Obispo County.
- **Print Media:** EQ Living, Chronicle of the Horse Riding Magazine, Equestrian Confidential, Competitive Equestrian, Sidelines Magazine, The Plaid Horse
- **Digital Media:** InStride Magazine, SLO Horse News, Facebook and Instagram paid campaigns, Google Ads, Competitive Equestrian

Key Target Market Regions



SPONSORED MEDIA

In-Kind Trades and Advertising

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 a more cost effective use of hard cost resources.

MEDIA RELATIONS

Proactive Pitching

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.

AUDIENCE HIGHLIGHTS

SHOW BY THE NUMBERS

Schooling Shows

• • •
150 Stalls

450 Riders, Trainers, & Support
50% from outside of SLO County

B Series Shows

• • •
250 Stalls

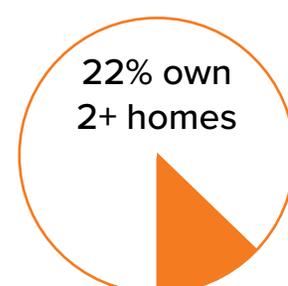
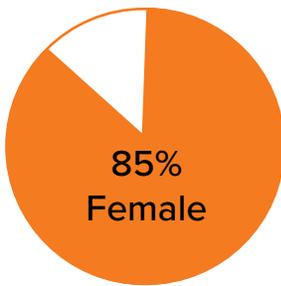
750 Riders, Trainers, & Support
75% from outside of SLO County

A Series Shows

• • •
500 Stalls

1,500 Riders, Trainers, & Support
90% from outside of SLO County

DEMOGRAPHICS



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



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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