



PASO ROBLES
HORSE PARK

2023



VENDOR
OPPORTUNITIES



2023 Vendor Registration

Company Name: _____

Contact Name: _____

Email: _____ Phone: _____

Vendor Website: _____

Product/Services Information: _____

Payment must be made 14 days prior to arrival date. No refunds will be available.

Vendor Booth Needs:

Footprint Size (in feet): _____

Power Needed: 15 amp, 20 amp, 30 amp, 50 amp, None

Other: _____

Classic Series:

- Paso Park Welcome Classic
- Paso Park Spring Classic
- Paso Park Fall Classic
- Paso Park Oak Tree Classic

B Show Series:

- Shamrockin' Show
- Rosé in May
- Paso Pumpkins & Ponies
- Turkey Trot & Jump

Schooling Show Series:

- Kick-Off Schooling Show
- Spring Fling Schooling Show
- Harvest Special Schooling Show
- Fall Fun Schooling Show

Office Use Only: Total Vendor Fees _____ Date Received _____ Payment Method _____

2023 Vendor Opportunities

The Paso Robles Horse Park is excited to offer a full calendar for the 2023 competition season. The wonderful work we do at the Paso Park would not be possible without our community partners and vendors. With 12 shows this coming competition season, we would like to offer the following vendor opportunities:

Show Level	Starting Vendor Fee	Dates
Classic Series Vendor	\$250 per week	Paso Park Welcome Classic - April 12-16, 2023 Paso Park Spring Classic - April 19-23, 2023 Paso Park Fall Classic - November 1-5, 2023 Paso Park Oak Tree Classic - November 8-12, 2023
B Show Series Vendor	\$150 per week	Shamrockin' Show - March 23-26, 2023 Rosé in May - May 25-28, 2023 Paso Pumpkins & Ponies - October 12-15, 2023 Turkey Trot & Jump - November 16-19, 2023
Schooling Show Series Vendor	Free! We just ask that vendors offer something to contribute to the fun of these shows. Ideas might be raffles, candy, carrots for the horses, lemonade, etc.	Kick-Off Schooling Show - April 1-2, 2023 Spring Fling Schooling Show - May 6-7, 2023 Harvest Special Schooling Show - September 23-24, 2023 Fall Fun Schooling Show - October 7-8, 2023

Vendor Considerations:

In order to ensure our competitors are given the best opportunity to enjoy their experience, we ask vendors to be respectful of the following:

- Refrain from activities that produce loud noises
- Avoid visual distractions, including but not limited to smoke from cooking, flapping banners or canopies, shiny items alongside an arena fence
- Respect the VIP and competitor experiences: do not partake in these activities without purchasing a ticket or receiving a vendor invitation
- Follow guidance of Paso Park staff for vehicle and driving recommendations during show hours

To become a 2023 vendor at the Paso Robles Horse Park, please contact Sydney McGovern, at smcg@BigRedMktg.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

Since bringing show management in-house, we have seen year-over-year growth in competitor numbers for all 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 and the unique aspects of the Paso Park.

Last year's season brought positive trends in both competitor attendance and marketing reach. Current year-to-date figures reflect the following impressive numbers.

- 10 out of 11 competitive events sold out
- Over 55,140 annual website visits
- Over 3,550 Instagram followers
- Over 6,100 Facebook likes
- Over 4,000 Email subscribers
- The Classic Series shows saw an average growth of 3.9% year-over-year in competitor attendance
- The B Series shows saw an average growth of 9% year-over-year in competitor attendance
- The Schooling show series continued to sustain fully sold out shows

Check out the our full 2023 show schedule. We expect that the numbers shown in demographics section will only continue to grow and sustain to reach the Paso Park's goals identified for each show level.

2023 MARKETING OUTLINE

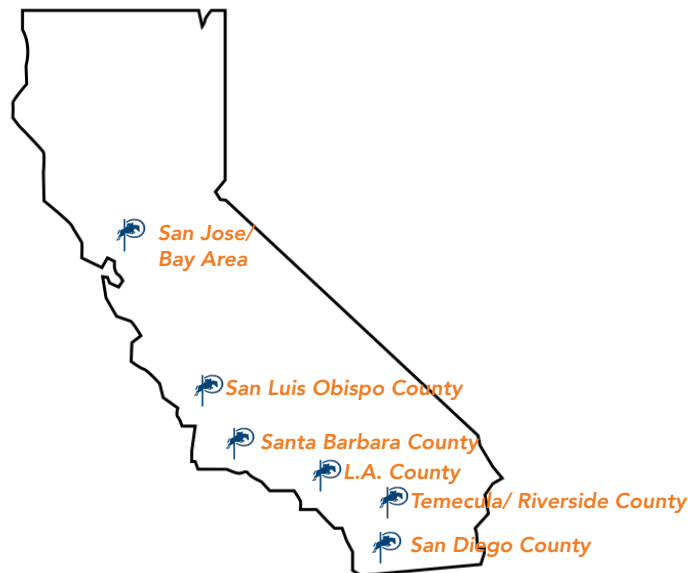
TARGET MARKET

Through marketing efforts, the Paso Park targets areas that have a significant amount of show barns and programs as well as competitor nationally-rated horse shows. The target audience is mainly 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 Paso Park Facebook page has a regular monthly reach of over 247,000 with more than 6,100 likes. The Paso Park Instagram account has a regular reach of over 114,000 with more than 3,640 followers.
- **Print Media:** EQ Living, Chronicle of the Horse, Riding Magazine, Sidelines Magazine, The Plaid Horse
- **Digital Media:** SLO Horse News, Facebook and Instagram, The Plaid Horse, Riding Magazine

Key Target Market Regions



SPONSORED MEDIA

In-Kind Trades and Advertising

The Paso Park works with local media outlets to identify advertising trade opportunities. These in-kind opportunities will give the Paso Park a larger advertising reach with a more cost effective advertising methods.

MEDIA RELATIONS

Proactive Pitching

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

AUDIENCE HIGHLIGHTS

SHOW BY THE NUMBERS

Schooling Shows



225 Stalls

450 Riders, Trainers, & Support
65% from outside of SLO County

Regionally Rated B Series Shows



262 Stalls

750 Riders, Trainers, & Support
85% from outside of SLO County

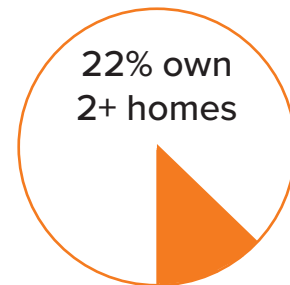
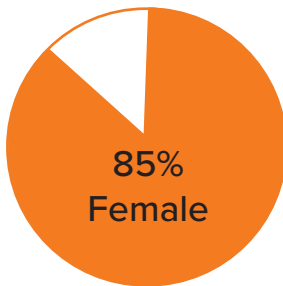
Nationally Rated A Series Shows



542 Stalls

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

DEMOGRAPHICS



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



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 Paso Park 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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