



PASO ROBLES
HORSE PARK



2024 *SPONSORSHIP OPPORTUNITIES*

2024 Sponsorship Levels

The Paso Robles Horse Park is excited to present another fantastic year of shows for the 2024 competition season. The wonderful work we do at the Paso Park would not be possible without our partners and sponsors. With 12 shows this coming competition season, we would like to offer the following sponsorship levels:

SPONSOR LEVEL	SPONSOR BENEFITS
<p>MAXIMUS SPONSOR \$10,000</p>	<ul style="list-style-type: none"> • Maximus sponsor recognition on all marketing materials • Opportunity to participate in awards presentation of <u>one</u> Grand Prix (limited first four Maximus sponsors committed) • Sponsor-provided banner in competition arenas (up to 4 banners) *LD Hayes arena not included • Branded jump in Grand Prix or Grand Hunter arena (jump to be sponsor provided) • PA announcements in LD Hayes Arena at Classic Series and B Series shows • Vendor opportunity at all Paso Park shows • Full-page ad in all prize lists (ad provided by sponsor) • Four (4) social media posts promoting your company - these posts may be tagged mentions in Park-centered content or may include Park-approved content provided by the sponsor.
<p>IMPERIAL SPONSOR \$5,000</p>	<ul style="list-style-type: none"> • Imperial sponsor recognition on all marketing materials • Opportunity to participate in awards presentation of <u>one</u> prize money class at a Classic Show <u>or</u> a B Show • Sponsor-provided banner in competition arena (up to 3 banners) *LD Hayes Arena not included • Vendor opportunity at all Paso Park shows • Half-page ad in all prize lists (ad provided by sponsor) • Three (3) social media posts promoting your company - these posts may be tagged mentions in Park-centered content or may include Park-approved content provided by the sponsor.
<p>JEROBOAM SPONSOR \$2,500</p>	<ul style="list-style-type: none"> • Jeroboam sponsor recognition on all marketing materials • Opportunity to participate in awards presentation of one prize money class at a B Show • Vendor opportunity at all Paso Park shows • Quarter-page ad in all prize lists (ad provided by sponsor) • Two (2) social media posts promoting your company - these posts may be tagged mentions in Park-centered content or may include Park-approved content provided by the sponsor.
<p>MAGNUM SPONSOR \$1,500</p>	<ul style="list-style-type: none"> • Magnum sponsor recognition on all marketing materials • Vendor opportunity at all Paso Park shows • Logo in all prize lists • One (1) social media posts promoting your company - these posts may be tagged mentions in Park-centered content or may include Park-approved content provided by the sponsor.
<p>DEMI SPONSOR \$750</p>	<ul style="list-style-type: none"> • Demi sponsor recognition on all marketing materials • Vendor opportunity at all Paso Park show • Name mention in all prize lists • One (1) social media posts promoting your company - these posts may be tagged mentions in Park-centered content or may include Park-approved content provided by the sponsor.

NOTE: All in-kind sponsorships will be valued at 50% fair market value. Sponsorship benefits are applicable at Paso Park managed competitions only.

Show-Specific Enhancements

New this year, we are excited to offer a number of sponsorship opportunities tied to specific show enhancements. Below is a list of options:

- Host a party in the LD Hayes ringside tent
- Get the day started right by sponsoring coffee for the first competitor in the ring at B Shows and Classic Shows
- Toast to the Derby riders by sponsoring mimosas and donuts at the back gate of the Classic Shows' derby ring
- Cheer-cuterie for the Welcome Stake riders by sponsoring the charcuterie on the Baby Berm and in the VIP tent
- Support the opportunity not only to compete but to learn by sponsoring our Educational Hours held at the B Shows covering a wide range of topics
- Feed the trainers working hard on Warm-Up Tuesday of the Classic Shows with a Trainer Lunch
- Kick off the Classic Show week in style by sponsoring our Exhibitor Parties hosted at the Paso Wine Merchant
- Greet future superstars of the sport with a sponsorship of an item for inclusion in the welcome bags presented to all North American Youth Championship Trial competitors
- Spread your brand awareness from the showgrounds to people's homes with your logo appearing in livestream content directly from the Paso Park Classic Shows
- Promote the development of young horses in our sport through Paso Park's 2EX Young Horse programs; sponsorship levels at each show allow us to create an approachable and supportive environment for horses 7 and under

With the above opportunities ranging from \$150-\$5,000, everyone can get involved and show support. Full sponsor benefits and pricing can be found in the back of this packet on the sponsorship form (pages 13-14).

We always welcome your ideas and would love to further explore how we can customize a sponsorship package to support Paso Park experiences and your promotion goals. Don't hesitate to reach out to us today.

Paso Robles Horse Park

PASO PARK FAST FACTS

- Opened in 2015
- 70 acres
- Eight GGT arenas
- 300'x500' GN-1 Turf competition field
- 480 12'x12' rubber-matted stalls
- Annual laser-leveling of all arenas
- 24 wash rack bays
- 45,400 square-feet of lunging access
- 52 RV spaces with both 30 amp and 50 amp power
- Over 2,500 hotel rooms within the Paso Robles city limits
- Over 200 wineries within the Paso Robles AVA



Paso Robles Horse Park Foundation

MISSION

The Paso Park Foundation is dedicated to creating opportunities within the show jumping 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.



2024 Paso Park Shows

ABOUT

The Paso Robles Horse Park opened gates in 2015 with the goal of hosting world-class Hunter/Jumper competitions. The natural beauty of the property's oak tree-filled landscape with vast views overlooking the hills of Paso Robles, make it an idyllic setting for a competitive horse park.

TODAY

Since bringing show management in-house in 2018, 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 team, allows for an experience that fully embodies the 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. Annual figures reflect the following stats:

- 12 total show jumping competitions
- Over 65,539 annual website visits
- Over 4,300 Instagram followers
- Over 6,900 Facebook likes
- Over 4,700 Email subscribers
- The Classic Series shows saw an average growth of 5% year-over-year in competitor attendance
- The B Series shows saw an average growth of 15% year-over-year in competitor attendance
- The Schooling show series continued to sustain sold out shows

Check out the next page for our full 2024 show schedule. Outside of these shows, the Paso Park will continue to offer the facility for hosting outside events, including but not limited to IEA shows, dog trials, show jumping clinics, and more. We expect that the numbers shown in demographics section will only continue to grow to reach the Paso Park's goals.



2024 Paso Park Shows

CLASSIC SERIES

Paso Park Welcome Classic | April 10-14
Paso Park Spring Classic | April 17-21
Paso Park Fall Classic | October 30-November 3
Paso Park Oak Tree Classic | November 6-10

B SERIES

Shamrockin' Show | March 21-24
Rosé in May | May 23-26
Paso Pumpkins & Ponies | October 10-13
Turkey Trot & Jump | November 14-17

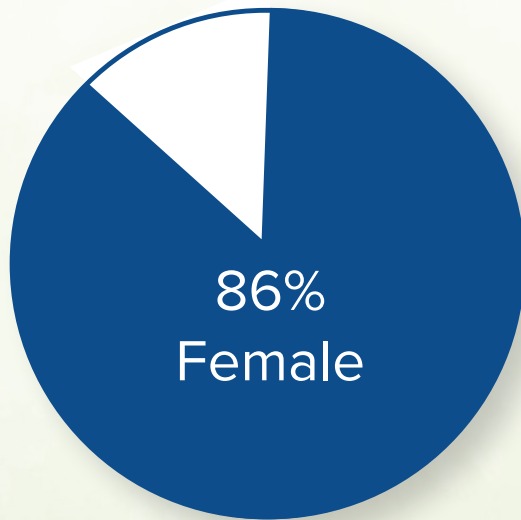
SCHOOLING SHOW SERIES

Kick-Off Schooling Show | March 16-17
Spring Fling Schooling Show | May 4-5
Harvest Special Schooling Show | September 14-15
Fall Fun Schooling Show | October 5-6



Marketing Highlights

DEMOGRAPHICS



Average
Household
Income:
\$211K

The Horse
Industry
Contributes
\$122 Billion
Annually to the
U.S Economy



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

Marketing Highlights



ADDITIONAL 2023 COMPETITOR LOCATIONS

- Oregon
- Washington
- Nevada
- Arizona
- Colorado
- Montana
 - Idaho
 - Utah
- Oklahoma
- Germany
- Mexico



Marketing Highlights

TARGET MARKET

Through marketing efforts, the Paso Park targets areas that have a significant amount of show barns and programs as well as other USEF-rated horse shows. The target audience is primarily women between the ages of 16 and 55 with an interest in high-level horse shows.

SOCIAL MEDIA

Social Media Platforms:



Organic Reach: over **461,800**
Likes: over **6,900** (an 11% year-over-year growth)



Organic Reach: over **114,300**
Followers: over **4,360** (a 16% year-over-year growth)

MEDIA PLACEMENTS

Print Media: EQ Living, Chronicle of the Horse, Riding Magazine, Sidelines Magazine, The Plaid Horse

Digital Media: Facebook, Instagram, The Plaid Horse, Riding Magazine, Google Ads



Marketing Highlights

SPONSORED MEDIA

The Paso Park works with local media outlets to identify advertising trade opportunities. These in-kind opportunities give the Paso Park a larger advertising reach. Please reach out to us if you would like to discuss the unique benefits of being a media partner.

MEDIA RELATIONS

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



Marketing Highlights

SHOWS BY THE NUMBERS

Non-Rated

Schooling Shows

200 Stalls

600 Riders, Trainers, & Support
69% from outside of SLO County



USEF Regional I Rated

B Series Shows

250 Stalls

750 Riders, Trainers, & Support
88% from outside of SLO County



USEF National Rated

A Series Shows

480 Stalls

1,500 Riders, Trainers, & Support
93% from outside of SLO County



Note: These statistics have been collected through the annual show survey



Sponsorship Form

Thank you for your support of the work we do at the Paso Robles Horse Park. Your support allows us to make these shows special at all levels.

Sponsor Promotion Information

Business name (as it should appear in promotions): _____

URL (to link promotional efforts to): _____

Logo: please email a copy of your logo and any defined company guidelines for use to mschott@bigredmktg.com.

Sponsor Contact Information

Name: _____ Phone: _____

Email: _____

Annual Sponsorships

Please select the sponsorship level you would like support at (benefits are included in page 2 of this packet):

- | | |
|---|--|
| <input type="checkbox"/> Maximux - \$10,000 | <input type="checkbox"/> Magnum Level - \$1,500 |
| <input type="checkbox"/> Imperial Level - \$5,000 | <input type="checkbox"/> Demi Level - \$750 |
| <input type="checkbox"/> Jeroboam Level - \$2,500 | <input type="checkbox"/> Individual Program - Varied |

Show Specific Enhancements

Party in the Tent - \$150

Benefits include:

- Host a party for your barn in the tent at the conclusion of the show day

Please select the show and evening you want to reserve the tent

- | | |
|---|---|
| <input type="checkbox"/> Kick-Off Schooling Show Friday | <input type="checkbox"/> Harvest Special Schooling Show Fri |
| <input type="checkbox"/> Kick-Off Schooling Show Saturday | <input type="checkbox"/> Harvest Special Schooling Show Sat |
| <input type="checkbox"/> Spring Fling Schooling Show Friday | <input type="checkbox"/> Fall Fun Schooling Show Friday |
| <input type="checkbox"/> Spring Fling Schooling Show Sat | <input type="checkbox"/> Fall Fun Schooling Show Saturday |

Coffee for First in the Ring - \$500

Benefits include:

- Signage recognizing you as the presenting sponsor at the following locations: the back gate posting boards, the coffee vendor's tent

- Punch card for five (5) drinks from the show's coffee vendor

Please select the show you would like your sponsorship to be applied towards:

- | | |
|---|---|
| <input type="checkbox"/> Shamrockin' Show | <input type="checkbox"/> Paso Pumpkins & Ponies |
| <input type="checkbox"/> Welcome Classic | <input type="checkbox"/> Fall Classic |
| <input type="checkbox"/> Spring Classic | <input type="checkbox"/> Oak Tree Classic |
| <input type="checkbox"/> Rosé in May | <input type="checkbox"/> Turkey Trot & Jump |

2EX Young Horse Schooling Show Seasonal Sponsor - \$500 + provide eight (8) prizes

Benefits include:

- Signage recognizing you as the presenting sponsor at the back gate hosting the class
- Recognition in the schooling show prize list on the page related to the 2EX program
- Logo and link on the 2EX page on the PasoRoblesHorsePark.com website

Please select the show you would like your sponsorship to be applied towards:

- | |
|---|
| <input type="checkbox"/> Spring Schooling Show Season (includes Kick Off and Spring Fling Schooling Shows) |
| <input type="checkbox"/> Fall Schooling Show Season (includes Harvest Special and Fall Fun Schooling Shows) |

Derby Day Mimosas & Donuts - \$750

Benefits include:

- Signage recognizing you as the presenting sponsor at the mimosa and donut table located at the back gate of Fairway Field

- All recognition benefits of the Demi Ribbon Level Sponsorship

Please select the show you would like your sponsorship to be applied towards:

- | | |
|--|---|
| <input type="checkbox"/> Welcome Classic | <input type="checkbox"/> Fall Classic |
| <input type="checkbox"/> Spring Classic | <input type="checkbox"/> Oak Tree Classic |

Welcome Stake Charcuterie at Classic Shows - \$750

Benefits include:

- Signage recognizing you as the presenting sponsor at the following locations: the charcuterie table on the berm, the charcuterie table in the VIP tent, and at the complimentary bar in the VIP tent

- Single-day access for up to four (4) people to join the Thursday charcuterie and cocktails in the VIP tent

- All recognition benefits of the Demi Ribbon Level Sponsorship

Please select the show you would like your sponsorship to be applied towards:

- | | |
|--|---|
| <input type="checkbox"/> Welcome Classic | <input type="checkbox"/> Fall Classic |
| <input type="checkbox"/> Spring Classic | <input type="checkbox"/> Oak Tree Classic |

Sponsorship Form Conti

Educational Hours at B Shows - \$1,500

Benefits include:

- Input on the selection of the educational topic and the speaker
 - Signage at the Educational Hour recognizing you as the presenting sponsor
 - All recognition benefits of the Magnum Ribbon Level Sponsorship
- Please select the show you would like your sponsorship to be applied towards:
- | | |
|---|---|
| <input type="checkbox"/> Shamrockin' Show | <input type="checkbox"/> Paso Pumpkins & Ponies |
| <input type="checkbox"/> Rosé in May | <input type="checkbox"/> Turkey Trot & Jump |

Tuesday Trainer Lunches at Classic Shows - \$1,500

Benefits include:

- Input on the selection of the caterer providing lunch
 - Signage at the lunch distribution recognizing you as the presenting sponsor
 - All recognition benefits of the Magnum Level Sponsorship
- Please select the show you would like your sponsorship to be applied towards:
- | | |
|--|---|
| <input type="checkbox"/> Welcome Classic | <input type="checkbox"/> Fall Classic |
| <input type="checkbox"/> Spring Classic | <input type="checkbox"/> Oak Tree Classic |

Classic Show Exhibitor Party Hosted at Paso Wine Merchant - \$2,500

Benefits include:

- Signage at the Exhibitor Party recognizing you as the presenting sponsor
 - All recognition benefits of the Jeroboam Level Sponsorship
- Please select the show you would like your sponsorship to be applied towards:
- | | |
|--|---|
| <input type="checkbox"/> Welcome Classic | <input type="checkbox"/> Fall Classic |
| <input type="checkbox"/> Spring Classic | <input type="checkbox"/> Oak Tree Classic |

2EX Young Horse B Show Seasonal Sponsor - \$2,500 + prizes for champion and reserve champion hunter and jumper horses

Benefits include:

- Opportunity to include your logo with the Paso Park logo on selected prizes for 2EX champion and reserve champion horses
 - Recognition in the schooling show prize list on the page related to the 2EX program
 - Logo and link on the 2EX page on the PasoRoblesHorsePark.com website
 - All recognition benefits of the Jeroboam Level Sponsorship
- Please select the show you would like your sponsorship to be applied towards:
- | |
|---|
| <input type="checkbox"/> Spring B Show Season (includes Shamrockin' and Rosé in May shows) |
| <input type="checkbox"/> Fall B Show Season (includes Pumpkins & Ponies and Turkey Trot & Jump shows) |

NAYC Rider Gifts - \$2,500

Benefits include:

- Input on the selection of the NAYC Rider gifts
 - Logo included on at least on NAYC Rider gift
 - Opportunity to include collateral in the NAYC Rider welcome bags
 - All recognition benefits of the Jeroboam Level Sponsorship
- Please select the box to opt-into this opportunity:

Live Stream Sponsor of a Season of Classic Shows - \$5,000

Benefits include:

- Logo in corner of all live stream content
 - Signage at the ride review screen at the back gate
 - All recognition benefits of the Imperial Level Sponsorship
- Please select the Season you would like your sponsorship to be applied towards:
- | |
|--|
| <input type="checkbox"/> Spring Classics Season LD Hayes Live Streaming (Welcome and Spring Classics) |
| <input type="checkbox"/> Spring Classics Season Fairway Field Live Streaming (Welcome and Spring Classics) |
| <input type="checkbox"/> Fall Classics Season LD Hayes Live Streaming (Fall and Oak Tree Classics) |
| <input type="checkbox"/> Fall Classics Season Fairway Field Live Streaming (Fall and Oak Tree Classics) |

2EX Young Horse Classic Show Seasonal Sponsor - \$5,000 + prizes for champion and reserve champion hunter and jumper horses

Benefits include:

- Opportunity to include your logo with the Paso Park logo on selected prizes for 2EX champion and reserve champion horses
 - Recognition in the schooling show prize list on the page related to the 2EX program
 - Logo and link on the 2EX page on the PasoRoblesHorsePark.com website
 - All recognition benefits of the Imperial Level Sponsorship
- Please select the show you would like your sponsorship to be applied towards:
- | |
|---|
| <input type="checkbox"/> Spring Classics Season (Welcome and Spring Classics) |
| <input type="checkbox"/> Fall Classics Season (Fall and Oak Tree Classics) |

Total 2024 sponsorship value: \$ _____

Total monetary value: \$ _____

Total value of in-kind support: \$ _____

Please describe your in-kind contribution: _____

Email to send invoice information to: _____

SPECIAL THANKS TO OUR 2023 SPONSORS

GRAND PRIX



Best Western PLUS



Katie Harris Training



PASO ROBLES CA



CHAMPION



Ikast Show Jumping



Heidi Cowley & Jamie Cheney
Boundary Gate



Sarah Pollock Sporthorses

RIDGEWOOD FARM
SINCE 1978



Crescendo Farms

CLASSIC



BLUE RIBBON



EquiFit



RED RIBBON



To become a 2024 Sponsor at Paso Robles Horse Park,
Contact Amanda Diefenderfer at:
adief@pasorobleshorsepark.com

