



PASO ROBLES
HORSE PARK



PASO PARK SPONSORSHIP

PASO PARK

PASO ROBLES, CALIFORNIA



Thank you for considering sponsorship with the Paso Robles Horse Park. The Paso Park Foundation is committed to creating opportunities within the show jumping community to support relevance of the horse in today's world. Critical programming efforts are focused on developing competition experiences to suit the needs of both riders and horses at all levels.

While the Paso Park Foundation is committed to supporting the infrastructure of these shows, it is through collaboration with committed sponsors, like yourself, that we're able to enhance the showing experience and create truly memorable events. Inspired by this, all sponsorships are tied to elements that enhance Paso Park-managed shows.

In the following pages, you will find examples of show enhancements available for sponsorship alignment. We hope that these opportunities speak to your interest; however, we're always happy to have a conversation to fine-tune a sponsorship package to best meet your goals. If you have any questions or want to chat further, don't hesitate to reach out to me directly at adief@pasorobleshorsepark.com or 805-369-1323.

Thank you,

A handwritten signature in black ink that reads "Amanda S. Diefenderfer". The script is elegant and cursive.

Amanda S. Diefenderfer

Park Director & Show Manager



FAST FACTS

- OPENED IN 2015
- 70 ACRES
- EIGHT GGT SAND 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 250 WINERIES WITHIN THE PASO ROBLES AVA



FOUNDATION

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.



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, the Paso Park has seen year-over-year growth in competitor numbers and consistent progress in success measures of the Foundation's mission. The unique model of containing both facility and show management within the same team, allows for an experience that fully embodies the spirit of the Paso Robles destination 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 112,424 annual website visits**
- **Over 6,190 Instagram followers**
- **Over 7,338 Facebook likes**
- **Over 4,700 Email subscribers**
- **The Classic Series shows saw an average growth of 8% year-over-year in competitor attendance**
- **The Pathway Show Series remained steady in competitor attendance**
- **The Schooling Show Series remained steady in competitor attendance**

Check out the next page for our full 2026 show schedule. In addition to 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 the demographics section will only continue to grow to reach the Paso Park's goals.

CALENDAR

CLASSIC SERIES

PASO PARK WELCOME CLASSIC | APRIL 8-12

PASO PARK SPRING CLASSIC | APRIL 15-19

PASO PARK FALL CLASSIC | OCTOBER 28-NOVEMBER 1

PASO PARK OAK TREE CLASSIC | NOVEMBER 4-8

PATHWAY SERIES

SHAMROCKIN' SHOW | MARCH 19-22

ROSÉ IN MAY | MAY 21-24

PASO PUMPKINS & PONIES | OCTOBER 8-11

TURKEY TROT & JUMP | NOVEMBER 12-15

SCHOOLING SERIES

KICK-OFF | MARCH 14-16

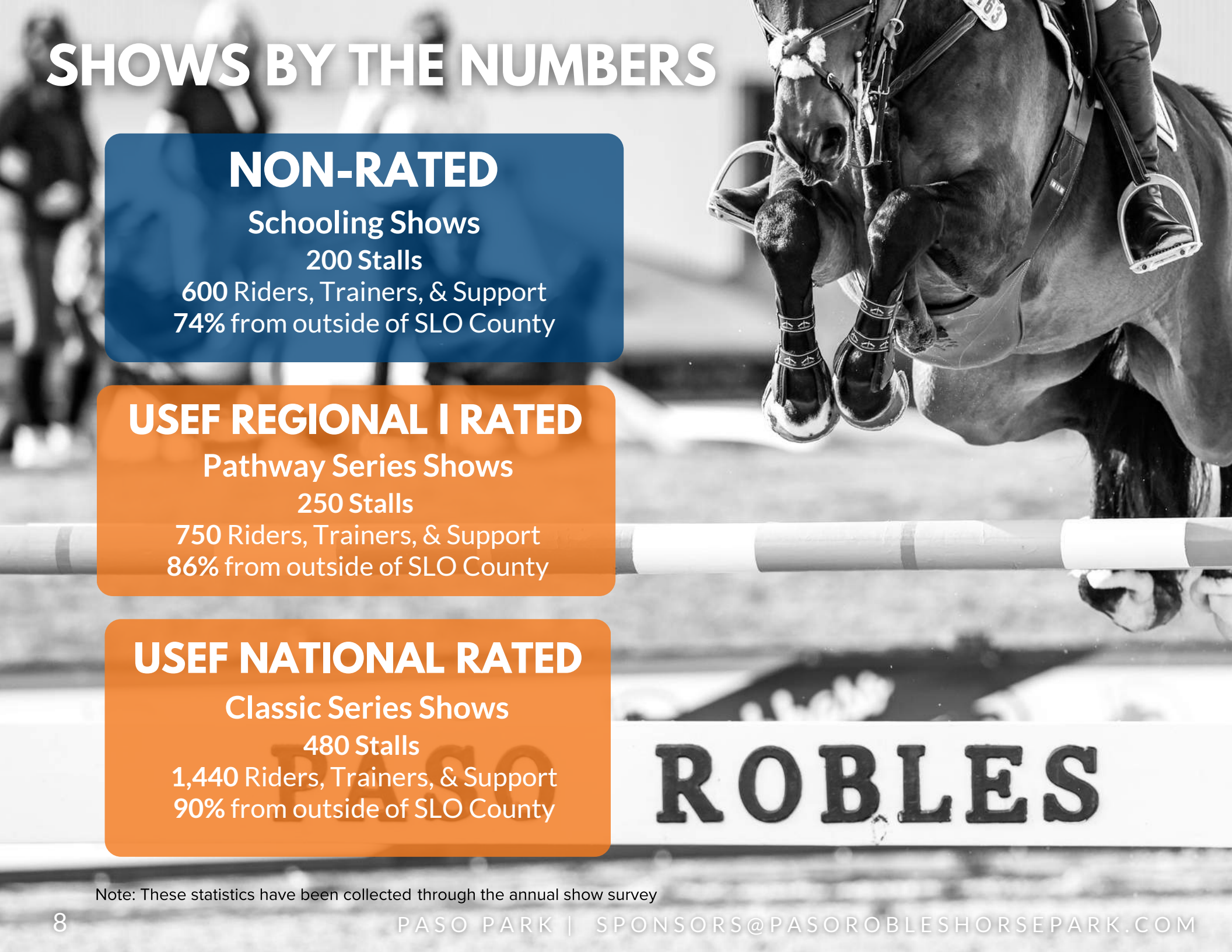
SPRING FLING | MAY 16-17

HARVEST SPECIAL | AUGUST 29-30

FALL FUN | SEPTEMBER 12-13



SHOWS BY THE NUMBERS



NON-RATED

Schooling Shows

200 Stalls

600 Riders, Trainers, & Support
74% from outside of SLO County

USEF REGIONAL I RATED

Pathway Series Shows

250 Stalls

750 Riders, Trainers, & Support
86% from outside of SLO County

USEF NATIONAL RATED

Classic Series Shows

480 Stalls

1,440 Riders, Trainers, & Support
90% from outside of SLO County

ROBLES

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

MARKETING



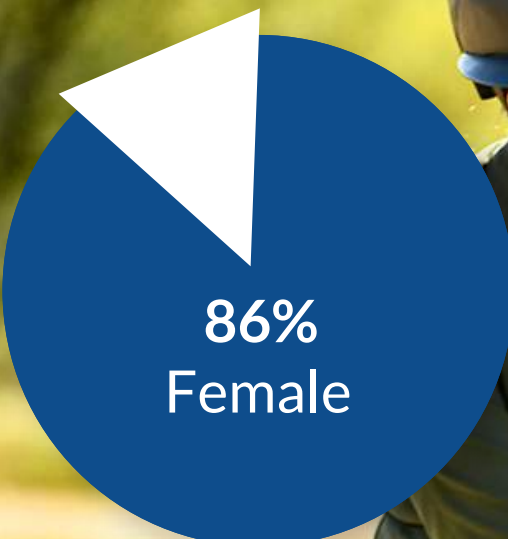
PASO PARK ATTENDEES



ADDITIONAL 2026 COMPETITOR LOCATIONS

- OREGON
- WASHINGTON
- NEVADA
- ARIZONA
- COLORADO
- MONTANA
- IDAHO
- UTAH
- OKLAHOMA
- GERMANY
- MEXICO
- CANADA

DEMOGRAPHICS



86%
Female



Average
Household
Income:
\$211K



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



Competitors typically attend four or more Paso Park horse shows per year, resulting in over **20 nights per year in a hotel.**

SOCIALS



Organic Reach: over **368,472**
Followers: over **6,630**



Organic Reach: over **198,484**
Followers: over **6,195**



ADVERTISING

PRINT MEDIA

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

DIGITAL MEDIA

Facebook, Instagram, The Plaid Horse, Riding Magazine, Chronicle of the Horse, Google Ads



MEDIA PARTNERSHIPS

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.



SPONSORSHIP LEVELS



Sponsorship Benefits	CROSS RAIL CREW \$500	VERTICAL SUPPORTER \$1,500	OXER ALLY \$2,500	TRIPLE BAR BACKER \$5,000	FOUNDERS CIRCLE \$10,000+
Priority Stabling	YES	YES	YES	YES	YES
Logo on digital scoreboard (Pathway and Classic Shows)	NO	LOGO	LOGO	LOGO & Sponsor Provided Commercial	LOGO & Sponsor Provided Commercial
Sponsor recognition on Paso Park website	NAME	LOGO	LOGO & Link to website	LOGO & Link to website	LOGO & Link to website
Feature Class Sponsor	NO	NO	NO	YES	YES
Sponsor Provided Banner in Competition Arena	NO	NO	1 ARENA	ALL ARENAS (EXCEPT GP)	ALL ARENAS
PA announcements at rated shows (Grand Prix ring)	NO	NO	NO	YES	YES
Vendor booth opportunity at all shows	YES	YES	YES	YES	YES
Ad in prize list	NAME	LOGO	¼ PAGE	½ PAGE	FULL PAGE
Sponsor Provided Jump in Competition Arena	NO	NO	NO	YES	YES
Preferred parking spots	0	1	2	4	8
Sponsor Provided Flyer for Trainers Packet	NO	NO	YES	YES	YES

PRIORITY STABLING FOR SPONSORS



INCLUDED ENHANCEMENT OPTIONS



WELCOME
TO OUR

*Derby Day
Mimosas and
Donuts*

Thank you to our sponsor



\$500 ENHANCEMENTS

PATHWAY SERIES

MOVIE NIGHT
ON THE BIG SCREEN

**FIRST IN THE
RING COFFEE**
GIFTCARDS FOR
ON-TIME RIDERS

EDUCATION HOUR
INDUSTRY PROFESSIONALS Q&A

BARN DECORATING CONTEST
ROSE IN MAY - ROSE PINK

BARN DECORATING CONTEST
PUMPKINS & PONIES - HALLOWEEN

CLASSIC SERIES

MOVIE NIGHT
ON THE BIG SCREEN

**FIRST IN THE
RING COFFEE**
GIFTCARDS FOR
ON-TIME RIDERS

COFFEE BAR
COMPLIMENTARY COFFEE
STATION NEAR THE BARN

PAPERWORK PADDOCK
LOCATED NEAR CELEBRATION STATION

PHONE CHARGING STATION
LOCATED IN THE TENT

GAME TABLE
LOCATED IN TENT

\$1,500 ENHANCEMENTS

CLASSIC SERIES

DONUTS & MIMOSAS

RINGSIDE HUNTER DERBY BREAKFAST

ICE CREAM SOCIAL

EVENING PARTY IN THE TENT

TRAINER LUNCH

COMPLIMENTARY TUESDAY LUNCH

CHARCUTERIE

LOCATED IN THE TENT

2EX PROGRAM

YOUNG HORSE DISCOUNTS

\$2,500 ENHANCEMENTS

CLASSIC SERIES

EXHIBITOR PARTY
EVENING PARTY ON WEDNESDAY

GROOM PARKING
VIP PARKING FOR EVERY GROOM



**\$5,000
ENHANCEMENT**

**CLASSIC
SERIES**

ARENA LIVE STREAM
GRAND HUNTER & GRAND PRIX ARENAS

CLASS SPONSORS

ALL SERIES

PLEASE INQUIRE
SPONSORSHIP FROM
\$500-\$40,000

ENHANCEMENTS



ENHANCEMENTS



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er has
the
th

horses, Kenneth's art
e animals and the
n Kenneth explores
his subconscious.
and dynamic
his emotions

ENHANCEMENTS



SPONSOR PROMOTION INFORMATION

BUSINESS NAME (as it should appear in promotions): _____

URL (to link promotional efforts to): _____

SOCIAL HANDLE: _____

LOGO: Please email a copy of your logo and any defined company guidelines for use to sponsors@pasorobleshorsepark.com

VENDOR BOOTH: YES: ☐ NO: ☐ TRAILER/SET-UP SIZE & REQUESTS: _____

SPONSOR CONTACT INFORMATION

NAME: _____ **EMAIL:** _____

BILLING INFORMATION

☐ INVOICE TO **EMAIL** ☐ PAY BY **CHECK** ☐ SHOW BILL ☐ SHOW **SPLITS** ☐ **VENMO**

SPONSORSHIP LEVEL

- ☐ **\$500** CROSS RAIL CREW
- ☐ **\$1,500** VERTICAL SUPPORTER
- ☐ **\$2,500** OXER ALLY
- ☐ **\$5,000** TRIPLE BAR BACKER
- ☐ **\$10,000+** FOUNDERS CIRCLE

ENHANCEMENTS PLEASE RANK YOUR TOP CHOICES 1-3.

YOU MAY MIX & MATCH TO TOTAL YOUR FULL SPONSORSHIP AMOUNT

☐ **SPRING** ☐ **FALL** ☐ **SCHOOLING** ☐ **PATHWAY** ☐ **CLASSIC** ☐ **NO PREFERENCE**

\$500

- ___ SCHOOLING 2EX
- ___ FIRST IN THE RING COFFEE
- ___ MOVIE NIGHT
- ___ EDUCATION HOUR
- ___ COFFEE BAR
- ___ BARN DECORATING
- ___ PAPERWORK PADDOCK
- ___ GAME TABLE
- ___ CHARGING STATION

\$1,500

- ___ PATHWAY 2EX
- ___ CLASSIC 2EX
- ___ FIRST IN THE RING COFFEE
- ___ TRAINER LUNCH
- ___ CHARCUTERIE

\$2,500

- ___ EXHIBITOR PARTY
- ___ GROOM PARKING

INQUIRE

___ **CLASS SPONSOR**

\$5,000

___ LIVESTREAM

TOTAL 2026 SPONSORSHIP VALUE: \$ _____

TOTAL MONETARY VALUE: \$ _____ **TOTAL VALUE OF IN-KIND SUPPORT:** \$ _____

WE WILL DO OUR BEST TO FULFILL ALL NOTED SPONSOR BENEFITS; HOWEVER, PLEASE NOTE THAT SOME ITEMS REQUIRE PRODUCTION TIME AND SPONSORSHIPS SECURED CLOSE TO THE APPLICABLE DATES MAY NOT BE ABLE TO HAVE ALL LOGO PLACEMENTS FULFILLED. BY SIGNING BELOW YOU CONFIRM THE ABOVE INFORMATION IS CORRECT AND YOU COMMIT TO FULFILLING PAYMENT OR DELIVERY OF IN-KIND CONTRIBUTIONS WITHIN 30-DAYS OF THE SIGNATURE DATE UNLESS OTHERWISE ARRANGED.

SPONSOR SIGNATURE

SPONSOR NAME

DATE



PASO ROBLES
HORSE PARK

To become a 2026 Sponsor at Paso Robles Horse Park

CONTACT:

SPONSORS@PASOROBLESHORSEPARK.COM

