



## 2024 Sponsorship Opportunities



# White Hollow Farm





## About Us...

Located on 103 acres in beautiful Saratoga County, sits White Hollow Farm, home of the Saratoga Horse Shows. This venue is less than eight miles from downtown Saratoga Springs and twenty-four miles from Albany International Airport.

White Hollow Farm features eight large arenas with state-of-the-art drainage and all-weather performance footing, permanent and tented stabling and multiple-sized turnout paddocks. There's ample room to ride and relax on this beautiful horse friendly property.

Since 1927, the Saratoga Horse Shows have been a highlight of the early summer season in Saratoga Springs. Today, the Southbound Saratoga Management Group hosts ten weeks of nationally recognized United States Equestrian Federation sanctioned Hunter/Jumper events at White Hollow Farm.

The shows offer thousands of participants an opportunity to dine, shop, relax, explore and enjoy Saratoga County. The combination of exciting equestrian sport action and all the region has to offer makes this horse show one of the favorite equestrian events of the year.

The Saratoga Horse Shows offer sponsors and advertisers the unique opportunity to reach an exclusive target market group of people who travel to Saratoga for these events.

As a sponsor, your company will gain exposure to the affluent equestrian demographic, and those who can have an impact on your business. The Saratoga Horse Shows can deliver results to your business through marketing, brand exposure and recognition.

[2] We offer a number of options custom tailored to meet individual marketing needs.



## Why Sponsor?

## Why does your support matter?

Sponsorship provides positive exposure and encourages patronage of your business during the spring, summer and fall months. The Saratoga Horse Shows serve as a fundraiser providing access to higher education. Proceeds support scholarships to help meeting the financial demands of today's students and their families. Your sponsorship helps create opportunities for talented, driven students who otherwise may not have the resources needed to attend college.

Supporting the Saratoga Women In Business (WIB) Show will put you on the forefront of progress in the horse show industry. Completely created by and produced by women, this event is the first of its kind and will support women's health initiatives. Please refer to page 4.



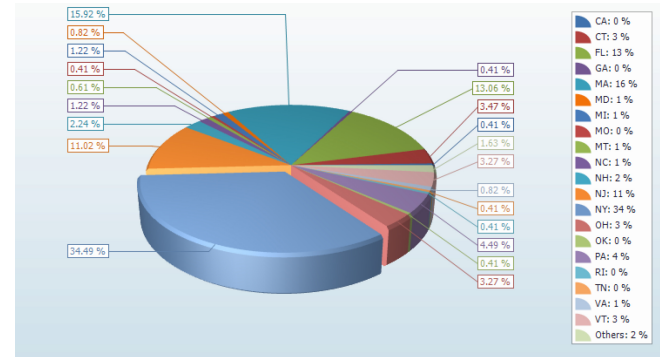
## The Breakdown on Equestrians...

Equestrians and horse enthusiasts constitute a good portion of our spectator/ attendee makeup and represent the ideal market for high-quality products and services. Many factors, including wealth and profession, make this constituent group a perfect target audience for corporations seeking a unique upscale market.

Equine sports enthusiasts possess unique buying and spending power. The average equestrian is between the ages of 34-54. They own multiple vehicles and homes, are dog and cat owners, dine out regularly, spend on average more than 30 nights in a hotel annually, actively trade stocks, bonds, or mutual funds and tend to be philanthropic.

*United States Equestrian Federation (USEF)*

Saratoga Horse Shows Entries by State



*Horse Shows Online*



## Saratoga Women In Business (WIB) Spectacular

The **Saratoga WIB Spectacular** is a five-day equestrian horse show competition, scheduled for July 10-14, 2024. This event, created by women, will be operated by women, benefit women's health and showcase women in business. The show is open to all participants (women and men) and spectators are encouraged to attend. In addition, as a part of the women in business centered theme, there will be activities and partnerships to attract new populations of women and youth. This will not only help broaden the scope of potential new riders, but it will also introduce women and girls to a whole new world of career opportunities and activities for personal growth and development.

**Women in the workforce** are an integral part of the business and agriculture ecosystem, enhancing every aspect of our local and national economy. While the culture around women working may seem accepted and simple, in fact, women in the workforce still face many struggles stemming from lingering inequality, especially in professions that have been traditionally a male workforce. Women at this event will be working in positions that have solely been held by men.

**Sponsors** of this event will have an opportunity to be a part of a once in a lifetime opportunity and reap the benefits of access to an important, growing, and lucrative population of customers and supporters. This target market of consumers tends to be diverse in age and has above average disposable income. All aspects of this show outlined here within are available for sponsorship and can be individually customized to meet each supporters needs. There are numerous advertising opportunities as well to promote products, businesses and industries.



As a **women co-owned business** itself, Southbound Saratoga Management LLC, producer of the Saratoga WIB Spectacular, recognizes that diversity in the equine business and the many other industries that support the horse business is a valuable asset. The Saratoga Women's Spectacular horse show event is a chance to not only provide a venue to showcase the hundreds of women in the horse business, but also spread awareness for the opportunities that exist for women to work in and own businesses that serve the equine, agriculture, and other industries.

### Event Highlights

Job Fair and Training activities - Trade and Vendor Village - Daily women-produced collaboration activities and entertainment

Podcasts and Zoom opportunities to showcase Women in Business - Women in Business meet and greet opportunities

# 2024 Calendar of Events

April							2024						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5	6						
7	8	9	10	11	12	13							
14	15	16	17	18	19	20							
21	22	23	24	25	26	27							
28	29	30											

May							2024						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4						
5	6	7	8	9	10	11							
12	13	14	15	16	17	18							
19	20	21	22	23	24	25							
26	27	28	29	30	31								

June							2024						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30													

July							2024						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6							
7	8	9	10	11	12	13							
14	15	16	17	18	19	20							
21	22	23	24	25	26	27							
28	29	30	31										

August							2024						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							
4	5	6	7	8	9	10							
11	12	13	14	15	16	17							
18	19	20	21	22	23	24							
25	26	27	28	29	30	31							

September							2024						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7							
8	9	10	11	12	13	14							
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							
29	30												

DATE	EVENT
4/28	WHF Saratoga Spring I
5/2-5/5	Saratoga Spring I
5/9-5/12	Saratoga Spring II
5/16-5/19	Saratoga Spring III
6/9	WHF Saratoga Spring II
6/12-6/16	Saratoga Classic I (WCHR)
6/19-6/23	Saratoga Classic II (USHJA Int'l Hunter Derby Regional Champ)
7/7	WHF Saratoga Summer I
7/10-7/14	Saratoga WIB Spectacular (WCHR, USHJA Green Inc Regional Champ)
7/18-7/21	Saratoga Summer Celebration
7/28	WHF Saratoga Summer II
8/8-8/11	Saratoga Summer Special
8/14-8/18	Saratoga Summer
9/1	WHF Saratoga End of Summer
9/15	WHF Saratoga Fall I
9/28-9/29	WHF Saratoga Fall Finale



White Hollow Farm Show Dates

White Hollow Farm Schooling Show Dates

All shows except for Saratoga Classic I and II will include USHJA Outreach. Check website for additional dates.

# Sponsorships Levels



Blue Ribbon (\$10,000+)

Red Ribbon (\$5,000+)

Yellow Ribbon (\$2,500+)

White Ribbon (\$1,000+)

Pink Ribbon (\$500+)

Friends of Saratoga (Up to \$500)



# Advantages of Sponsorships

All sponsorships are custom tailored to meet individual needs. Sponsor benefits can include the following:

- Individual class or Division “Presented By” rights
- Naming rights
- Table for 6-8 in the Sponsor Observation Tent
- Distribution of marketing materials and individualized marketing strategies
- Full page color advertisement in the show Prize List and Program
- Vinyl Banner advertisement
- Arena wrapping
- Video Commercial Promotion
- Jump advertisement
- Public service announcements
- Scoreboard advertising and/or recognition
- Trophy/Awards presentation and keepsake photo
- Branding on show management app (push notifications, texts, logo images, etc.)
- Website Promotion
- Social Media Promotion
- E-blasts
- Press releases
- Permanent naming opportunities
- Gift of appreciation





# Sponsorship Options

Hunter and Jumper Divisions, Equitation Classes, and/or Special Events may also be sponsored on a weekly basis:

Hunter Divisions	Cost per Week
UNRATED .....	\$300-\$500
C RATED .....	\$500-\$1,500
AA PREMIER RATED .....	\$1,000-\$2,500
<b>Jumper Divisions</b>	
TRAINING/LOW METER .....	\$300-\$500
YOUNG JUMPER .....	\$500-\$750
METER 1.15-1.40 JUMPER .....	\$1,500-\$3,000
JR.-A/O JUMPER .....	\$1,000-\$7,000
CHILDREN'S-ADULT JUMPER .....	\$500-\$3,000
<b>Equitation</b>	
INDIVIDUAL CLASSES .....	\$150
MEDAL CLASSES .....	\$250-\$350
<b>Special Events</b>	
BEST RIDER AWARDS .....	\$200
GRAND CHAMPION AWARDS .....	\$500
HUNTER CLASSICS .....	\$500-\$1,500
HUNTER DERBIES .....	\$1,500-\$15,000
JUMPER CLASSICS .....	\$1,000-\$10,000
GRAND PRIX .....	\$30,000/\$25,000



US Olympic Medalist, McLain Ward in the Saratoga Grand Prix

## Grand Prix or Derby Sponsor **\$25,000/\$10,000**

Includes official sponsorship of \$25,000 Grand Prix or \$10,000 USHJA International Hunter Derby and a full custom marketing package. Please contact us.

## Title Sponsor **\$50,000**

As the title sponsor your company will be co-branded with the show. This sponsor will receive premium visibility on all event promotions, prior to, during, and following the event.

For more information, or if you wish to sponsor a series (Spring, Classic, or Summer) please contact us.

## Buy a Board

\$500/\$1000

To promote sportsmanship and encourage the next generation to participate in philanthropy, the Buy a Board Campaign was launched. You, your family or company will be permanently displayed on a board encompassing the pony ring, known as the Friendship Arena.



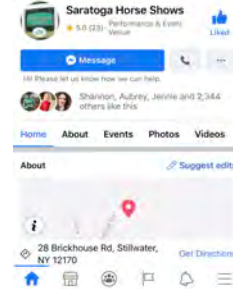
## Naming Opportunities

Contact us for pricing

White Hollow Farm offers a rare opportunity to permanently showcase your family or company name



## Social Media and Mobile App Promotion



## Prize List Ads, E-Mail and Web Marketing



# A La Carte Marketing

Pick and choose the type of marketing that would be suit your company's needs.

Prices are on a weekly basis unless otherwise specified. Options include:

---

<b>Vinyl Banner</b> .....	Existing Banner: \$300/\$1,000 for all shows New Banner: \$550/\$1,250 for all shows	<b>Arena Wrapping Advertisement</b> .....	\$3,000 - \$5,000
<b>Jump Advertising</b> .....	Pricing Varies	<b>Public Service Announcements</b> .....	\$150
<b>Equipment Advertising</b> .....	\$2,500-\$5,000 for all shows	<b>E-Blasts</b> .....	\$500 - \$2,500
<b>Digital Scoreboard Logo Advertisement</b> .....	\$250/\$500 for all shows	<b>Social Media Posts</b> .....	\$500 - \$1,000
<b>Scoreboard Video Advertisement</b> .....	\$1,500/\$5,000 for all shows	<b>Show Management App Advertisement</b> ....	\$500
<b>Prize List Advertisement</b> .....	\$350 - \$1,500	<b>Website Advertisement</b> .....	\$500 - \$2,500

---

View Video/Scoreboard Advertising at [www.saratogahorseshows.com/advertising](http://www.saratogahorseshows.com/advertising)





# Scoreboard, Banner and Jump Advertising





For questions about sponsorship, advertising or marketing please contact Adele Einhorn (518) 441-3959 or  
Patrick Rodes (940) 367-1217 - [saratogahorseshows@gmail.com](mailto:saratogahorseshows@gmail.com)



[www.saratogahorseshows.com](http://www.saratogahorseshows.com)