



124th
NATIONAL
HORSE
SHOW

December 5 – 9, 2007

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Founded in 1883 at the original Madison Square Garden, the National Horse Show was America's oldest indoor horse show, firmly established as a major fixture on the national and international sports and social event calendars. The National has now become one of America's most prestigious outdoor horse shows, during 2007, as it will for the sixth year be held at Palm Beach Polo Equestrian Club in Wellington, FL and will offer many of the top horses and riders the chance to rein supreme with National Honors.

The National Horse Show Association's primary activity is the annual production of the National Horse Show and all ancillary events. Over its century plus of history, the National Horse Show has provided financial aide to many worthwhile charities. The 124th National Horse Show will feature the prestigious \$100,000 National Grand Prix (Formerly the Grand Prix of New York) and the \$50,000 Rolex/USEF National Show Jumping Championship, CSI-W.

The National Horse Show Association, Ltd. is a tax-exempt nonprofit charitable organization, operation in accordance with Section 501 (c)(3) of the United States Internal Revenue Code. Contributions to the Association are tax-deductible to the extent permitted by law.

WHY IS THE NATIONAL HORSE SHOW IMPORTANT?

Venue

The National Horse Show will be held in Wellington, FL at the Palm Beach Polo Equestrian Club -- the most recognizable equestrian sporting venue in America today. More than 30,000 spectators and exhibitors attended the five-day series of events in 2007.

Olympic Sport

Since equestrian events are one of the oldest modern Olympic sports, their presentation in America's most recognizable equestrian sporting venue, is viewed within the sport as essential.

Tradition

This prestigious show has a long tradition of leadership and innovation. For more than a century, the show has set the standard for competition, introducing international team competition and many other types of exciting spectator lures.

Hospitality

The National Horse Show offers prime corporate hospitality, ringside at Palm Beach Polo Equestrian Club.

Audience

The National Horse Show offers multiple days of exposure to a wide audience of both local and out-of-town spectators, and international visitors. Because people of all ages and walks enjoy the horse show of life, spectators at the National Horse Show represent a cross section of the overall population.

Competition

The National Horse Show is pure athletic competition of the highest order. The horses and riders are the most accomplished the most spectacular, and therefore creating a competition of the highest level.

WHY BECOME A SPONSOR?

Participation in the sponsorship program of the National Horse Show offers excellent advertising and entertainment opportunities at the most recognizable equestrian facility in the United States.

As a National Horse Show sponsor, you will reach a wide audience that includes not only the participants, but also those who attend the show. Your involvement with a sport represented at the Olympics establishes you in the forefront of equestrian event marketing. Event marketing allows a company to break through advertising clutter and form an emotional tie with its target market, here, the affluent group of spectators and competitors that comprise the National Horse Show.

Sponsors of the National Horse Show represent some world's finest organizations. Some of our past and present sponsors include:

Air Canada	Nat Sherman Tobacconist
Anheuser-Busch	Net Jets
Arrigo Dodge	Nordstrom
Asprey	Nutramax Laboratories
Bainbridge Farm	Oster Professional Products
Bainbridge Properties	Palm Beach Post
Bell Atlantic Mobil	Palm Beach Daily News
Blue Star Jets	Pfizer
Brookledge Horse Trans.	Pharmacia & Upjohn
Cargill – Nutrena	Quantum Group
Chesapeake Petroleum	Ralph Lauren
Chopard Watch	Vanessa Symmons Redfern
Coca-Cola	Rolex Watch USA
Dean & Deluca	Sallee Horse Vans, Inc.
Der Dau	Samsung
Enterprise Car Rental	Taittinger
Etienne Aigner	Tara Management
Florida Coast Equipment	Village of Wellington
Frederic Fekkai	Zada Enterprises
Fugazy Travel	
Grand Prix Farms	
Hampton Inn	
Intersat Space Comm.	
IVT Technologies	
Kilkenny Insurance Agency	
KMC Telecom	
Land Rover	
Lazcar International	
Lexus	
Lucent Technologies	
Lufthansa Cargo	
Luitpold Pharmaceuticals	
Merrill Lynch	
Miller Harness Company	

MARKETING CAMPAIGN

The National Horse Show Association marketing campaign focuses primarily on generating national and local exposure of the event with the following objectives:

- Associate our sponsors, advertisers and participants with one of the highest quality horse events in the nation
- Support the activities of our partner charitable causes
- Promote the National as America's premier horse show
- Generate increased event attendance

The USA Equestrian meets these objectives - through its marketing staff and outside public relations firm - by implementing a variety of promotions and a combination of print and electronic media. Marketing activities continue year-round and escalate in the fall as the National approaches. Here is a brief overview of these activities:

PRESS RELEASES

General Releases are distributed year-round, covering topics such as charity fundraising events, NHS Education Program, special tributes, and election of prominent executives to the USA Equestrian Board of Directors. Special Releases are written for prominent equestrian magazines. We distribute Media Alerts to inform media about current events at the National.

PROMOTIONS

A variety of items and events are implemented to promote a successful show. They include: Press Kits, Brochures, Public Service Announcements, Advance Ticket Sales, Complimentary Tickets to Partner Causes, Celebrity Event Participation, Appearances and Presentations, Special Benefit Performances and Charitable Events, The NHS Education Program.

MONITORED MEDIA COVERAGE

The National Horse Show receives extensive media coverage. Print media coverage averages more than 1,000 news clips, generating more than six million print media impressions. Readers from coast to coast will see stories and photos of the show in virtually every major equestrian publication - in addition to the *New York Times* and *Los Angeles Times*, to *People* and *Soap Opera Weekly* magazines.

National television and radio coverage include many interviews and stories that air during prime time on major broadcast networks, plus CNN and E! Entertainment. Since 1996, more than 300 television and radio placements have generated impression in the hundreds of millions nationwide.

NATIONAL HORSE SHOW TV COVERAGE

Pending Sponsorship Support

<u>CABLE NETWORK</u>	<u>PROGRAM LENGTH</u>	<u>DATE</u>	<u>TIME</u>
Fox Sports Net Delivers 50 million homes in the U. S. Market Web Cast Live Video Stream Entire NHS	60-minute show		Pending Sponsor Support

2007 SPONSORSHIP OPPORTUNITIES
The 124th National Horse Show at Palm Beach Polo Equestrian Club
December 5-9, 2007
AMERICA'S PREMIER EQUESTRIAN COMPETITION

For complete information about other corporate and individual sponsorship packages, please contact Elizabeth Hedley or Caren Hunter at Stadium Jumping, Inc. (561) 793-5867/e-mail: eahedley@aol.com or chunter10@aol.com. Please call to confirm that certain sections, classes or coolers are still available for sponsorship.

A variety of Title, Presenting and Participating Sponsorship levels are available, with benefits arranged according to the needs of the sponsor. They may include:

- Prize Money and Titles by Division
- Special Events
- Arena Visibility / Scoreboard Logo
- Trophy Names / Presentation
- Hospitality
- Official Program Advertising
- Television Advertising
- Official Product or Service Designation

National Horse Show Association Limited
Stadium Jumping, Inc.
14440 Pierson Road
Wellington, Florida 33414
(Tel) 561-793-5867 (Fax) 516-753-0394

The National Horse Show Association, Ltd. is organized under Section 501(c)(3) of the Internal Revenue Code of the United States. As a not-for-profit charitable organization, your contributions are tax-deductible to the fullest extent of the law. For additional information, kindly consult your tax advisor or the National Horse Show. Tax receipts will be sent immediately upon receipt of your contribution.

THANK YOU!

SUPPORTING MEDAL SPONSOR \$3,500

This entry level Supporting Sponsorship provides exposure and promotional opportunities in an economical marketing package.

On-Site representation, a much sought-after feature, is included at this level. Banner signage, program advertising and public address announcements provide the repetition necessary for product branding.

ON - SITE MARKETING

- ***Banner Signage (Provided by Sponsor)***

One 3'X 8' Banner Displayed in the Internationale Arena

Two 3'X 8' Banners Displayed in the Stabling/Schooling Areas

- ***Public Address Announcements***

PA announcements each day of the show

PRINT MEDIA

- One Full-Page Four-Color Advertisement published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.

NOTE: (Camera ready copy to be provided by sponsor)

NHS PRIVILEGES

- Invitation for 2 to the National Horse Show Welcome Party
- 25 General Admission Tickets, Good Anytime

BRONZE MEDAL SPONSOR \$5,000

The Bronze Medal Sponsorship level builds on the foundational entry level Supporting Sponsorship, with additional branding opportunities and increased sponsor recognition.

ON-SITE MARKETING

- ***Banner Signage (Provided by Sponsor)***
 - Two 3' X 8' Banners in the Internationale Arena
 - Two 3' X 8' Banners in the Stabling/Schooling Areas
 - Two 3' X 8' Banners in High Traffic Areas
- ***Public Address Announcements***
 - PA Announcements each day of the National Horse Show
- ***National Vision Advertisements***
 - Logo on the Scoreboard

PRINT MEDIA

- One Full-Page Four-Color Advertisement published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.

NOTE: (Camera ready copy to be provided by sponsor)

NHS PRIVILEGES

- Invitation for 2 to the National Horse Show Welcome and Private Party
- 100 General Admission Tickets, Good Anytime

SILVER MEDAL SPONSOR \$7,500

This Silver Medal Sponsorship Package, is one that offers cumulative exposure options, found in our Supporting and Bronze Medal Sponsorship Levels. The Silver Medal Sponsorship is combined with additional hospitality privileges and an opportunity for Business to Business marketing.

ON-SITE MARKETING

- ***Banner Signage (Provided by Sponsor)***
 - Internationale Arena: Two 3' X 8' Banners
 - Stabling/Schooling Areas: Two 3' X 8' Banners
 - High Traffic Areas: Two 3' X 8' Banners
- ***Public Address Announcements***
 - PA Announcements each day of the National Horse Show
- ***National Vision Advertisements***
 - Logo on the Scoreboard

PRINT MEDIA

- One Full-Page Four-Color Advertisement published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.
- NOTE: (Camera ready copy to be provided by sponsor)

VIP PRIVILEGES

- Back Row Table for six (6) in the Diamond Horseshoe Club for all performances including Friday Night "Jumping Under the Stars".
- Invitation for 2 to the National Horse Show Welcome and Private Party

DIVISION TITLE SPONSOR

- ***The Silver Medal sponsor shall be the title sponsor of one section of the Hunter Division to ensure additional sponsor recognition.***

GOLD SPONSOR \$10,000

This Gold Medal Sponsorship Package, is one that offers cumulative exposure options, found in our Supporting, Bronze and Silver Medal Sponsorship Levels. The Gold Medal Sponsorship is combined with additional hospitality privileges and an opportunity for Business to Business marketing.

ON-SITE MARKETING

- ***Banner Signage (Provided by Sponsor)***
 - Internationale Arena: Three 3'X 8' Banners
 - Stabling/Schooling Areas: Three 3'X 8' Banners
 - High Traffic Areas: Three 3'X 8' Banners
- ***Public Address Announcements***
 - PA Announcements each day of the National Horse Show
- ***National Vision Advertisements***
 - Logo on the Scoreboard

PRINT MEDIA

- One Full-Page Four-Color Advertisement published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.
NOTE: (Camera ready copy to be provided by sponsor)

VIP PRIVILEGES

- Back Row Table for six (6) in the Diamond Horseshoe Club for all performances including Friday Night "Jumping Under the Stars".
- 2 Invitations (4 people) to the National Horse Show Welcome Party and Private Party

DIVISION TITLE SPONSOR

- *The Gold sponsor shall be given the title to one jumper division package to ensure additional sponsor recognition.*

PLATINUM SPONSOR \$15,000 - \$20,000

(price varies depending upon Division Title)

A most coveted Premium Level Sponsorship of the National Horse Show. This Platinum Sponsor Level has limited availability and includes many of the greatest benefits the National Horse Show has to offer.

ON-SITE MARKETING

- ***Banner Signage (Provided by Sponsor)***

Internationale Arena: Four 3' X 8' Banners

Stabling/Schooling Areas: Three 3' X 8' Banners

High Traffic Areas: Three 3' X 8' Banners

- ***Public Address Announcements***

PA Announcements each day of the National Horse Show

- ***National Vision Advertisements***

Logo on the Scoreboard

PRINT MEDIA

- One Full-Page Four-Color Advertisement published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.

NOTE: (Camera ready copy to be provided by sponsor)

VIP PRIVILEGES

- Back Row Table for six (6) in the Diamond Horseshoe Club for all performances including Friday Night "Jumping Under the Stars".
- One Private Corporate Loge (Seating for 36) for one day only week of 124th NHS.
- 4 Invitations (8 people) to the National Horse Show Welcome Party and Private Party

DIVISION TITLE SPONSOR

- *The Platinum sponsor shall be given the title to one division package to ensure additional sponsor recognition.*

OFFICIAL CATEGORY SPONSOR \$25,000

The Official Category Sponsor Level is one of the most popular sponsorship packages chosen by corporate sponsors in the Horse Show Industry. Categories such as Official Airlines of the National, Official Saddler of the National, Official Truck of the National, ...and the list goes on. Add your company's product to the "Official's List".

Official Sponsor shall have the right to use "Official Sponsor of the 124th National Horse Show and Family Festival".

ON-SITE MARKETING

- *Banner Signage (Provided by Sponsor)*

Internationale Arena: Six 3' X 8' Banners

Stabling/Schooling Areas: Four 3' X 8' Banners

High Traffic Areas: Four 3' X 8' Banners

- *Public Address Announcements*

PA Announcements each day of the National Horse Show

- *National Vision Advertisements*

Logo on the Scoreboard

- *Jump Signage (design and construction costs incurred by sponsor)*

Sponsor Jump – Used in all jumper divisions

PRINT MEDIA

- Two Full-Page Four-Color Advertisements published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.

NOTE: (Camera ready copy to be provided by sponsor)

VIP PRIVILEGES

- One Private Corporate Loge (seating for 50) for Corporate Entertainment for all performances.
- Front Row Table for six (6) in the Diamond Horseshoe Club for all performances, including Friday Night "Jumping Under the Stars".

CATEGORY TITLE SPONSOR

- *The Official Category sponsor shall be given the title to one category package to ensure additional sponsor recognition.*

PRESENTING SPONSOR \$50,000+

This top level offers exclusive presenting title benefits. This sponsor would present the 124th National Horse Show and Family Festival, and the name of the sponsor would be included in this title every time this title is referred to in any manner. This premium sponsorship includes Internationale Arena Jump Signage, Entertainment and Hospitality Privileges, and can be adapted to include television coverage for an additional \$50,000.

ON-SITE MARKETING

- *Banner Signage (Provided by Sponsor)*
 - Seven 3'X 8' Banners in the Internationale Arena**
 - Seven 3'X 8' Banners in the Jumper Annex**
 - Six 3'X 8' Banners in High Traffic Areas**
- *Jump Signage (design and construction costs incurred by sponsor)*
 - One Internationale Arena Sponsor Jump — Featured in every session**
- *Public Address Announcements:*
 - PA Announcements Each Day**

PRINT MEDIA

- **Two Full-Page Four-Color Advertisements published in the National Horse Show Prize List, distributed nationally and internationally by Stadium Jumping, Inc.**
- **Logo and Title placement in all event advertising**

NOTE: (one set of camera ready copy to be provided by sponsor)

HOSPITALITY AND ENTERTAINMENT

- Two front row table for six, reserved In the Diamond Horse Shoe Club (food and beverage included)
- One corporate loge, seating for 100, seating, tables, and bar fixture provided (food and beverage provided by sponsor)
- Invitations to VIP parties
- Mailing List Access

ON SITE PRODUCT

- Brochures distributed in Diamond Horse Shoe Club
- 500 General Admission Tickets for give-a-ways
- Sponsor product awards
- International Arena Placement
- 10 x 10 tent display
- Scoreboard logo placement

- Equestrian Club product placement

NATIONAL TITLE SPONSOR \$100,000

The most coveted Sponsorship of the National Horse Show. This Premium Sponsor Level has only one position of availability and includes the greatest benefits. This Sponsor Category offers corporate sponsors exclusivity and official status as well. A category such as Official Airlines of the National, Official Saddler of the National, Official Truck of the National, ...and the list goes on. Let us add your company's product to the "Official's List"!

ON-SITE MARKETING

- ***Jump Signage (design and construction costs incurred by sponsor)***

Sponsor Jump – Used in all jumper divisions that are held in the Internationale Arena

- ***Banner Signage (Provided by Sponsor)***

Internationale Arena: Eight 3' X 8' Banners

Scoreboard Signage: Side Panels

Stabling/Schooling Areas: Eight 3' X 8' Banners

High Traffic Areas: Six 3' X 8' Banners

- ***National Vision Advertisements***

Logo on the Scoreboard

- ***Public Address Announcements***

PA Announcements each day of the National Horse Show

PRINT MEDIA

- Two Full-Page Four-Color Advertisements published in the National Horse Show Program, distributed to 30,000 spectators and competitors in attendance at the National Horse Show.

NOTE: (Camera ready copy to be provided by sponsor)

VIP PRIVILEGES

- One Private Corporate Sponsor Chalet (seating for 100) for Corporate Entertainment for all performances.
(Food and beverage would be supplied by the Sponsor)
- Two (2) Front Row Tables for six (6) in the Diamond Horseshoe Club for all performances.
- 12 Invitations to any special events hosted by the National Horse Show

OFFICIAL CATEGORY

- ***The National Title Sponsor shall be given category exclusivity of the National Horse Show to ensure additional sponsor recognition.***

GRAND PRIX TITLE SPONSOR

- *The National Title Sponsor shall be given the presenting position to the most prestigious competition of the National Horse Show to ensure additional sponsor recognition.*

ABOUT EQUESTRIAN SPORTS

A TRADITIONAL OLYMPIC SPORT, DATING FROM THE EARLY 1900'S

The National Horse Show predates the international governing body for equestrian sports, as well as the national equestrian federation for the United States.

GROWTH AND MODERNIZATION ARE CONTINUING

Membership in the American federation has grown by 30% since 1986, and the number of recognized competitions in the United States has reached an all-time high of 2,600. Membership in the United States Equestrian Federation has grown to more than 80,000. At the 1996 Olympic Games in Atlanta, the 30,000 seat equestrian arena was sold out for all 13 days of competition.

HORSES ARE POPULAR WITH EVERYONE

A beautiful and mythic creature, horses have a natural magnetism for people of all ages and in all walks of life. In the hunter and show jumping sports industry, men and women compete as absolute equals: the horse being the universal equalizer. These horses and riders are the most accomplished, the best of the best, and therefore appealing to mass audiences. Affluence is undoubtedly a factor in horse ownership, but not necessary for the enjoyment of horse sports.

WHAT IS SHOW JUMPING?

The equestrian sport is unique in its beauty and grace. The combination of rider and horse - of concentration and power - provides emotion and excitement that no other sport offers. Woman is equal to man in the execution. The horse has the muscles; the rider has the control.

The Olympic sport of Grand Prix Show Jumping is best described as a cross between the excitement of Thoroughbred racing and the sheer daring of the downhill slalom. The jumpers hit racehorse speeds between fences up to 6' in height and better than 5' deep! The rules of the game are simple: jump an obstacle course of fences set on a twisting, turning course without dropping a rail or falling off and within the time allowed to come back for the jump-off round – the sport's version of sudden death overtime. In the jump off, speed and carefulness are of the essence. The horse with fastest time and the fewest jumping faults is declared the winner.

Show Jumping spans history, speaks all languages and transcends age and gender with a contagious spirit. It is family oriented. It instills dedication, courage, confidence and commitment. There is no sport equal to this unity between horse and rider.

This remarkable sport has gathered rapid momentum over the past decade and has become an immensely popular and highly visible spectator sport. Its international peers consider the United States as one of the world's greatest show jumping powers.

WHO IS THE EQUESTRIAN AUDIENCE?

The equestrian audience is a rider, owner, trainer, groom or spectator.

Equestrian Sports Participant Demographics (Source: The United States Equestrian Federation) Profile of 70,000 Members and On-site Audiences

Industry statistics indicate that females comprise of majority (85%) of USEF participants. The average age is 39 years. Other factors include the following:

Estimated consumer expenditures by AHSA membership each year: \$2 billion

- 40% report an individual income in excess of \$150,000 per year.
- 80% have a minimum four-year college degree.
- The average home value is \$412,000.
- 81% own their primary residence outright.
- 15% own a second home.
- 43% travel on airlines more than 16 times per year.
- 78% are members of a frequent flyer program.
- 97% hold one or more credit cards.
- 55% of the automobiles owned were purchased last year.
- Average number of equestrian events participated in each year: 14.
- Average number of horses owned: 5.

GENERAL US POPULATION/EQUESTRIAN DEMOGRAPHICS

The number of people over the age of 12 in the United States who ride a horse at least once every year: 27,000,000.

The number of people over the age of 12 in the United States who ride a horse on a regular basis: 14,580,000

The number of horses owned in the United States: 6,900,000.

Total attendance at sanctioned horse-related events: 88,000,000.

The number of horse owners in the United States: 2,200,000.

The average annual income of individuals who subscribe to English style of riding equestrian magazines: \$105,900.

The percentage of equestrian sports enthusiast who regularly purchase goods and apparel through mail order catalogues: 60.2%.

The ratio of horse owners whose annual income exceeds \$100,000 to non-horse owners who earn more than \$100,000 per year: 4 to 1.

The ratio of equestrian sports enthusiasts who own other pets (primarily dogs and cats) to the general population: 3 to 1.

WHY SPONSOR SHOW JUMPING?

Grand Prix equestrian show jumping is one of the fastest growing sports in the world both in terms of number of participants and event viewer ship. The Wall Street Journal (July 2001) said that English equestrian sports in the United States are growing at the rate at which NASCAR racing was beginning to explode five years ago. For example, Equestrian membership has risen each of the last four years with a 300% increase in the young rider group (16 to 21) alone, with over 3.6 million people participating in horse showing in the US.

Show Jumping is engaging, high profile and fast-paced. It reaches an affluent, upwardly mobile market segment that is passionately loyal to products and services that support their equestrian interests.

- ✧ FOX Sports Net and Outdoor Life Television Programming
Commercial Inventory Available
Ratings comparable to those of Golf, Tennis and Figure Skating
- ✧ National and International Media Recognition and Impressions
- ✧ Prize List, Souvenir Programs and Newsprint Advertising
- ✧ Web Site Links
- ✧ Extensive Promotional Package
- ✧ Public Relations Support
- ✧ Turn Key Operation
- ✧ Cross-Promotions
- ✧ Corporate Entertainment
- ✧ Special Event Functions
- ✧ Trophy Recognition & Award Presentations
- ✧ On-Site Signage and Display
- ✧ VIP Treatment

We have incorporated the key elements of the sport of Show Jumping into a sponsorship program that provides a highly competitive vehicle for effective corporate marketing.

WHY TARGET MARKETING IN SHOW JUMPING?

Current involvement of Fortune 500 and blue-chip companies demonstrates the ability of show jumping sponsorships to deliver results. These companies have found that repeated, highly visible impressions of their trademark in this affluent environment establish priceless product identity and consumer loyalty.

- ✓ Gain exposure with an important market group
- ✓ Associate with the best events the sport has to offer
- ✓ Affiliate with the prestige, affluence, experience and tradition of show jumping

Show Jumping events are where the world's top riders, horses aficionados, spectators and celebrities gather for world-class competition and entertainment.

SPONSORSHIP IN SHOW JUMPING PROVIDES:

- ⇒ **Media Management** – Effective media and television exposure. Solid television and press coverage through the schedule of events.
- ⇒ **Depth** – The communication of sponsor message to target demographics.
- ⇒ **Relationship Enhancement** – On-site facilities for personal contact with customers, business associates, investors and employees.
- ⇒ **Direct Financial Benefit** – Generation of revenue through promotions. As a sponsor you will be able to utilize Show Jumping and its related events as a vehicle for promotional and advertising activity.

In addition to these benefits, sponsors are able to champion patriotism through direct tie-in programs that help develop American athletes for International competitions; Olympic and Pan American Games, World Cup finals and other International Championships. Helping American athletes reach new heights and capture global glory in this high-spirited sport is a growing sponsorship choice of the nation's corporate champions.

Reach A Targeted Audience That Only Show Jumping Offers!