



Oakhurst Competition Series 2016 Sponsorship Package

Oakhurst Farm is Eastern Ontario, Canada's premiere Equine Eventing facility. Since opening in 1994, Oakhurst has had riders proudly representing us regionally, provincially and internationally and strives to continue this trend in the future. We take pride in the family atmosphere and team attitude that keeps us in the winning circle.

Owned by Ruth Allum and Mark Nelson, Oakhurst Farm has been holding competitions in the Olympic equine discipline of Eventing for over 20 years. Oakhurst runs several competitions on site every year, attracting competitors from all over Ontario, Quebec and the north-eastern United States. In 2016 Oakhurst is holding several competitions, including the provincial championship Horse Trial (Event) on Sept 3rd/4th. This competition will attract both competitors from across the province of Ontario and Quebec - both new to the sport, up to seasoned competitors who represent Canada at International competitions. A full schedule for the weekend can be seen on the Oakhurst website. We are also pleased to be hosting the Cadora Ontario Silver Provincial Dressage Championships (East) on Sept 11th. For the 3rd consecutive year, Oakhurst will welcome Silver Dressage Competitors from across Eastern Ontario as they compete for provincial titles. Along with these 2 Provincial Championship events, Oakhurst is also hosting 5 additional competitions on site

In 2016, Oakhurst will be hosting the following competitions:

- May 7 - Upper Canada Derby
- May 8 - Equestrian Skills Development Dressage Show
- July 10 - Upper Canada Derby
- July 31 - Oakhurst Horse Trials
- August 13 - Silver Dressage Show
- Sept 3/4 - Ontario Provincial Horse Trials (OHTA) Championships
- Sept 11 - CADORA Silver Provincial Dressage Championships (East)

As a sponsor of the Oakhurst 2016 Competition Series, your company or product will not only be exposed to, and recognized by, an upper middle class audience dedicated to their sport and to supporting their sport, as well as having the satisfaction of knowing that you are supporting the dreams of some very talented competitors from the local region. Your sponsorship will be recognized at all of the events included in the Oakhurst 2016 Competition Series.

Contact **Mark Nelson:** mark@oakhurstfarm.com or **Helen Richardson:** helen@oakhurstfarm.com to discuss your opportunity!



What is an Event?

3-Day Eventing has been an Olympic sport since 1912, and is one of the only Olympic sports where men and women compete against each other. It is the ultimate test of the horse/rider team, and its fitness, accuracy, boldness, agility, power and trust.

There are three phases to Eventing: Dressage, Cross Country and Show Jumping.

Dressage tests the balance, rhythm, suppleness, obedience of the horse, and most importantly, its harmony with the rider. The team is required to ride through an exact sequence of movements before a judge.

Cross Country is the most demanding of the phases, requiring the horse & rider to jump a series of fixed, unfamiliar obstacles, galloping across a course of approx. 5km. Stamina and trust between horse & rider are critical.

Show Jumping

Nothing beats it for judgment, speed and accuracy. One of the most popular equestrian disciplines, showjumping sees highly trained horses jump a set combination of jumps in a stated order.

Each phase of the competitions is scored with penalties for any errors, inaccuracies or issues. The winner is the competitor (horse & rider) who completes all 3 phases with the lowest number of penalties overall.

Why sponsor an equestrian event?

Eventing's unique blend of action and lifestyle captivates enthusiasts from all walks of life. Competitors test their skills, everyday riders are inspired by heroes, spectators enjoy exhilarating sport and atmosphere, volunteers fulfil a vital role at the heart of the events and fans follow the events at home through the internet and social media.

Audiences from urban and non-urban centres enjoy this intense sporting occasion that keeps alive a gone by tradition of life with horses while promoting strong values around 'expertise, success and integrity'.

Spectators enjoy the most spectacular and exhilarating sport from perfectly prepared athletes and their horses.

Canadian Equine Demographics

The participants:

- 75% are Female
- 74% of participants in equine sports are professionals or are in management roles
- Well-educated (85% with some post secondary education)
- The national average annual income of horse owners to non-horse owners who earn over 100k per year is 4-1.
- The ratio of equestrians who own other pets (dogs and cats) to the general population is 3 to 1.
- There are 15,000,000 people over the age of 12 who ride a horse on a regular basis.
- The attendance at horse related events yearly is almost 100,000,000
- Internet users – with 88% of those interviewed reporting that they use the Internet on a regular basis. Of the Internet users reported, 80% have access to high-speed Internet, and 47% regularly use the Internet to purchase horse-related products
- There were an estimated 117,000 adults and 225,250 children participating in sport competition in 2010
- The 963,500 horses in Canada in 2010, are resident on 145,000 properties (premises)

The industry:

- The horse industry contributes more than \$19 billion annually to the Canadian economy
- The economic contribution from the horse industry has increased from \$15.8 billion in 2003 to \$19.7 billion in 2010 – primarily driven by an additional \$5 billion in paid employment from the industry.
- There are 79,000 more horse-owner households in 2010 compared to 2003. The pool of horse owners is aging, with an increase in the median age for horse owners to the 50-to-59 year-old age range.
- Sponsors and partners can capitalise on reaching an affluent group who are also investors, savers, tack and feed buyers, luxury item seekers, world travellers, and homeowners.

1 Source: Equine Canada / Hippique Canada, 2010 Canadian Equine Industry Profile Study



Oakhurst Competition Series 2016 Sponsorship Opportunities

PLATINUM LEVEL SPONSORS – *For cash or in-kind contributions of \$5,000 or more*

- Full page ad in event programs, which will be provided to all competitors and spectators
- Recognition with name, logo and brief description of the company or product on the Oakhurst website www.oakhurstfarm.com and Oakhurst Facebook page <https://www.facebook.com/oakhurstequestrian>
- Banner “Gate” Ad – signage on the fences along the driveway of Oakhurst Farm for the season
- Tickets to, signage and official introduction at the Competitors’ and Volunteers party on Saturday Sept 3rd.
- Inclusion of promotional material in competitors’ package at each competition
- Space provided in the Trade Fair section of the property for you to set up a display or sales area for your business for the Ontario Horse Trials Championships weekend



GOLD LEVEL SPONSORS – for cash or in-kind contributions of \$2,500 - \$4,999

- Half page ad in the event programs, which will be provided to all competitors and spectators
- Recognition with name, logo and brief description of the company or product on the Oakhurst website www.oakhurstfarm.com and Oakhurst Facebook page <https://www.facebook.com/oakhurstequestrian>
- 2 tickets to, signage and official introduction at the Competitors' and Volunteers party on Saturday Sept 3rd.
- Inclusion of promotional material in competitors' packages
- Space provided in the Trade Fair section of the property for you to set up a display or sales area for your business for the Ontario Horse Trials Championships weekend



SILVER LEVEL SPONSORS – For cash or in-kind contributions of \$1000 - \$2,499

- Quarter page ad in the event programs, which will be provided to all competitors and spectators
- Recognition with name, logo and brief description of the company or product on the Oakhurst website www.oakhurstfarm.com and Oakhurst Facebook page <https://www.facebook.com/oakhurstequestrian>
- 2 tickets to the Competitors' and Volunteers party on Saturday Sept 3rd.
- Inclusion of promotional material in competitors' packages
- Space provided in the Trade Fair section of the property for you to set up a display or sales area for your business for the Ontario Horse Trials Championships weekend



BRONZE LEVEL SPONSORS – For cash or in-kind contributions of \$500 to \$999

- Listing in the event programs, which will be provided to all competitors and spectators
- Recognition with name, logo and brief description of the company or product on the Oakhurst website www.oakhurstfarm.com and Oakhurst Facebook page <https://www.facebook.com/oakhurstequestrian>
- Competitors' and Volunteers party on Saturday Sept 3rd

To discuss other sponsorship options:

- **Sponsor a Division** - Up to \$1000 in cash or prizes for competitors
- **Buy A Cross-Country Jump** – \$1,500.00 to build & maintain a jump

or come up with your own sponsorship offer, contact
Mark Nelson: mark@oakhurstfarm.com to discuss.

