



- THE -
EDMONTON
CLASSIC
- HORSE SHOW -



2021
SPONSORSHIP
PACKAGE

MAY 27-30, 2021
AMBERLEA MEADOWS



SHOW JUMPING 101

THE EDMONTON CLASSIC HORSE SHOW IS ONE OF THE PROVINCE'S OLDEST AND MOST PRESTIGIOUS HORSE SHOWS, DRAWING COMPETITORS FROM ACROSS WESTERN CANADA.

IAN MILLAR, GAIL GREENOUGH, AND OTHER GREATS HAVE COMPETED AT WORLD CUP LEVEL SHOW JUMPING AT THIS EVENT

80% OF COMPETITORS ON AVERAGE ARE WOMEN AND GIRLS, BUT SHOW JUMPING IS THE ONLY OLYMPIC SPORT WHERE MEN AND WOMEN COMPETE HEAD-TO-HEAD.

THE SPORT IS EXHILIRATING, EASY TO UNDERSTAND, AND HORSE SHOWS MAKE FOR A GREAT OPPORTUNITY TO ENTERTAIN CLIENTS, HOST A DINNER OR EVENT, ENJOY A SUNNY AFTERNOON, AND MEET POTENTIAL NEW BUSINESS CONNECTIONS.

OUR SPONSORS ARE INSTRUMENTAL IN SUPPORTING THE LOCAL EQUESTRIAN COMMUNITY IN EDMONTON.



COMPETITOR PROFILE

Equestrian competitors and spectators are among the highest income demographic of any sports audience.

Each horse travelling to the show is accompanied by an average of three people, each of whom is expected to spend an additional \$200 per day on hotels, meals, clothes, accessories and other goods while on the road.

81%

OWN PROPERTY AND 15% OWN A SECOND HOME OR PROPERTY.

59%

HAVE HOUSEHOLD INCOMES OVER \$80,000; 40% HAVE INCOMES OVER \$150,000.

78%

ARE FREQUENT AIR TRAVELERS.

67%

OF THE HEADS OF THE HOUSEHOLD ARE IN EXECUTIVE, MANAGEMENT, OR PROFESSIONAL ROLES.

55%

PURCHASED A NEW CAR IN THE LAST TWO YEARS, AND OWN 2.3 CARS PER FAMILY, ON AVERAGE.

SPONSORSHIP LEVELS

PLATINUM | \$15,000+

YOUR ORGANIZATION WILL RECEIVE:

- ACCESS TO THE SPONSOR LOUNGE
- FULL PAGE COLOUR AD IN PRIZE LIST
- RECOGNITION ON THE SHOW WEBSITE WITH NAME AND LOGO
- RECOGNITION AS A SPONSOR OF THE EDMONTON CLASSIC HORSE SHOW IN ALL MATERIALS AND ON THE SHOW'S "HONOURS BOARD"
- A FEATURE CLASS OR DIVISION NAMED AFTER YOUR ORGANIZATION IN THE GRAND PRIX RING
- PRESENTATION PRIVILEGES
- RING ANNOUNCEMENTS PROFILING YOUR ORGANIZATION
- YOUR ORGANIZATION'S SIGNAGE/BANNER DISPLAYED ON THE GROUNDS OF THE EDMONTON CLASSIC HORSE SHOW
- OPPORTUNITY TO HOST YOUR ORGANIZATION'S RECEPTION/PARTY IN THE MARQUEE TENT DURING YOUR EVENT. A KNOWLEDGEABLE EMCEE IS AVAILABLE UPON REQUEST.
- A PERSONAL HOST TO EXPLAIN THE SPORT, ASSIST YOU IN MAKING PRESENTATIONS IN THE RING, AND TO INTRODUCE YOU TO THE RIDERS.
- PRODUCT PLACEMENT/PROMOTIONAL PRIVILEGES
- ONGOING CORPORATE MESSAGING DELIVERED THROUGHOUT THE EDMONTON CLASSIC HORSE SHOW
- LOGO RECOGNITION IN SUPPORTING MEDIA
- PREFERRED PARKING FOR YOU AND YOUR GUESTS
- A SIGNATURE JUMP THAT WILL DISPLAY YOUR ORGANIZATION'S NAME AND BE USED DURING YOUR EVENT
- YOUR CORPORATE SHIRTS WORN BY THE JUMP CREW (SHIRTS SUPPLIED BY SPONSOR)

SPONSORSHIP LEVELS

GOLD | \$5,000-\$14,999

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- A FEATURE CLASS OR DIVISION NAMED AFTER YOUR ORGANIZATION IN THE GRAND PRIX RING
- PRESENTATION PRIVILEGES
- RING ANNOUNCEMENTS PROFILING YOUR ORGANIZATION
- FENCE SIGNAGE
- OPPORTUNITY TO HOST YOUR ORGANIZATION'S RECEPTION/PARTY IN THE MARQUEE TENT DURING YOUR EVENT. A KNOWLEDGEABLE EMCEE IS AVAILABLE UPON REQUEST.
- A PERSONAL HOST TO EXPLAIN THE SPORT, ASSIST YOU IN MAKING PRESENTATIONS IN THE RING, AND TO INTRODUCE YOU TO THE RIDERS.
- PRODUCT PLACEMENT/PROMOTIONAL PRIVILEGES
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- LOGO RECOGNITION IN SUPPORTING MEDIA
- PREFERRED PARKING FOR YOU AND YOUR GUESTS

SPONSORSHIP LEVELS

SILVER | \$1,000-\$4,999

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- PRESENTATION PRIVILEGES
- RING ANNOUNCEMENTS NAMING YOUR ORGANIZATION
- FENCE SIGNAGE

BRONZE | UP TO \$999

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