

American Horsewoman's Challenge

Market to an engaged, active and affluent audience

The American Horsewoman's Challenge is an event for women, about women and honoring women. It reaches a market that is socially engaged, passionately committed and willing to spend. We invite you to take advantage of this great marketing opportunity and connect with loyal customers who are the true household purchase decision-makers.

The Target Audience

2 million – horse owners in the United States

Woman -- 85% of those involved in horse ownership and activities are woman

Age 35 - 64 -- more than two-thirds of horsewomen are "middle-age"

Horse owners – 95% + of equestrian competition spectators own a horse

\$40K - \$120K Income – 65% of those attending events like this have "above average" incomes

Shoppers – 80% of those attending similar events made more than \$200 in purchases. On average horse owners spend \$7,200 per year on horse-related products.

Social Market

Facebook and other social marketing outlets are critical in building an "engaged" fan base. 5.2 million Facebook members in the United States "Like" horses and 1.9 million "Like" riding horses. In addition, 59% of women on Facebook are 35-64 and 606,000 of them "Like" riding horses.

The Marketing Opportunity

Six to ten-month advertising and public relations campaign – print, online, broadcast and event

National and regional media exposure – competitor and event coverage via RFD-TV, online radio, national equine publications and regional horse pubs and local newspapers.

Year-round social media presence – 50 competitor blog sites and more than 300 visitors per day to the Challenge website. More than 4,900 Facebook fans and a monthly reach of more than 11,000 (and growing).

52,000 fans following the Finals – in the seats, viewing the webcast and through social media.

Direct customer engagement – show support of your female customers and equestrian target audience. More than 94% of active Challenge fans and followers are women!

Sponsorships

TITLE SPONSOR: \$30,000

\$6,000 Grand Champion Prize Payout and Trophy

\$3,000 Reserve Champion Prize Payout and Trophy

\$2,000 Third Place Winner Prize Payout and Trophy

Balance towards 10 - 6-month marketing initiative to include:

- "Presented by" rights to American Horsewoman's Challenge (AHC)
- Logo & "presented by" in pre-event advertising
- Logo with link on AHC web pages (first position)

- Logo with company write-up and link on website sponsor page
- Four arena banners (premium position)
- Use of AHC logo in your advertising and on website (“presented by”)
- One exclusive Facebook post per month. One “boosted.” Your choice education link or sales promotion.
- Monthly banner ad in Remuda Club e-newsletter
- Two Remuda Club member giveaways (sponsor supplied)
- Logo on contestant numbers
- Corporate representative presents to winners
- Full page back cover ad on program
- 10x30 booth
- Exclusive signage in concourse area
- Six announcer mentions during the event
- Logo to appear on staff and competitor shirts
- Gift in participant bag (sponsor supplied)
- Audience sampling and/or prize
- Two 30-second commercials each day of webcast (six total)
- Four box seats for all events, four preferred reserved seating tickets, six general admission tickets

Alternative advertising, sales promotion or in-kind services negotiable

(1 available)

OPENING CEREMONIES: \$15,000

Be part of the exciting opening ceremonies featuring world class equestrian entertainment, music and the parade of competitors.

- Naming rights to Opening Ceremonies event
- Logo with link on AHC web pages
- Logo with company write-up and link on website sponsor page
- Two arena banners or flags during ceremonies (company supplied)
- Use of AHC logo in your advertising and on website
- Two exclusive Facebook posts starting three months before Finals. One “boosted.”
- Logo included in pre-event opening ceremonies advertising
- Feature in Opening Ceremonies press release
- Inclusion in Remuda Club e-newsletter
- One Remuda Club member giveaway (sponsor supplied)
- Corporate representative recognized during ceremonies
- Half page ad in program
- Three announcer mentions during competition day of the event
- One 30-second commercial each day of webcast (three total)
- Four box seats to Opening Ceremonies. Up to 20 general admission tickets to Opening Ceremonies for local women’s or youth charity of your choice.

Exclusive sponsorship or alternative benefit package negotiable

(3 Available)

DIAMOND: \$10,000

Be the sponsor of your choice of the Liberty, Dressage or Ranch & Trail Classes.
\$1,000 Event Class Champion Prize Payout and Trophy

Balance towards 10 - 6-month marketing initiative to include:

- Naming rights to preliminary round of competition
- Logo with link on AHC web pages (premium position)
- Logo with company write-up and link on website sponsor page
- Two arena banners (railings)
- Use of AHC logo in your advertising and on website ("sponsor of")
- One exclusive Facebook post per month. One "boosted." Your choice education link or sales promotion.
- Logo included in pre-event advertising
- Monthly banner ad in Remuda Club e-newsletter
- One Remuda Club member giveaway (sponsor supplied)
- Corporate representative presents to Class winner
- Full page ad in program
- 10x20 booth
- Discount on additional 10 feet of booth space
- Three announcer mentions during the event
- One 30-second commercial each day of webcast (three total)
- Gift in participant bag (sponsor supplied)
- Audience sampling and/or prize
- Six preferred seating tickets ; Six general admission

Alternative advertising, sales promotion or in-kind services negotiable

(3 Available)

GOLD: \$5,000

Support the Challenge and enhance the competitor payout.

\$1,000 Bonus Prize Money

Balance towards 10 - 6-month marketing initiative to include:

- Logo with link on AHC homepage (premium position)
- Logo with company write-up and link on website sponsor page
- Two arena banners (railings, sponsor provided)
- Use of AHC logo in your advertising and on website ("sponsor of")
- One exclusive Facebook post. Your choice education link or sales promotion
- One Remuda Club member giveaway (sponsor supplied)
- Half-page ad in program
- 10x10 booth
- Discount on additional 10 feet of booth space
- Audience sampling and/or prize
- One announcer mention each day of the event
- Two preferred seating tickets ; Four general admission

Alternative advertising, sales promotion or in-kind services negotiable

(4 available)

SUPPORTING: \$2,500 (cash only)

3-month marketing initiative to include:

- Logo with link on AHC homepage
- Logo and link on website sponsor page
- Two Facebook posts
- One arena banner (railings, sponsor provided)
- 10 x 10 Booth
- One announcer mention each day of the event
- Use of AHC logo in your advertising and on website (“supporting sponsor of”)

(5 available)

Exhibitor

Booth (cash only)

10'x 10' In-line Booth **\$400**

10'x 10' Corner Booth **\$500**

10 x 20' Booth **\$625**

10'x 30' Booth **\$725**

20'x 20' Booth **\$925**

- Use of AHC logo in your advertising and on website (“Exhibitor”)
- See Exhibitor Package for details

Buckles and Prizes

Awards for Top Ten preliminary finishers

PRIZE BUCKLE: \$600 each (8 available)

- One announcer mention each day of the event
- Mention in program

PRIZE PAYOUT: \$500 each (8 available)

- One announcer mention each day of the event
- Mention in program

PRIZE BUCKLE AND PAYOUT: \$1000 (8 available)

- One announcer mention each day of the event
- Mention in program

Advertising

ARENA BANNER: \$150 each

- Posted along arena rails
- Daily PA announcement
- Maximum size 3 ft x 8 ft

PROGRAM AD

Back Cover \$1,000

Inside Cover \$700

Full Page \$450

Half Page \$300

Quarter Page \$170

Eighth Page \$100

Color ad rates used for reference

:60 RADIO COMMERCIAL \$120 each (5 spots available)

- Live or recorded spot on Horse Radio Network webcasts
- Pre-event and during event

PUBLIC ADDRESS ANNOUNCEMENT: \$50 each

Mention your company message and web link up to twice during a competition day

STAFF & COMPETITOR SHIRT: \$500 (4 positions)

Be seen on every competitor during the competition and during media photos and interviews with your logo printed on competitor and staff shirts

VOLUNTEER T-SHIRTS:

Have your own walking billboard with your logo printed on volunteer t-shirts

Lead Position: \$400 (1 position)

Supporting Position: \$250 (up to 8 positions)

Product Giveaways and Gift Bag

PRODUCT SAMPLING: \$400 (8 available)

- Include a sample of your product in competitor gift bags and for audience giveaway
- Up to 200 samples provided by company
- Includes company / product announcement and description

FAN DRAWING: \$200 (4 available)

- Provide product gift package or prize for random audience drawing during the event
- Entry at Exhibitor booth
- Includes company / product announcement and description

Webcast and Highlight Show

WEBCAST

Exclusive Sponsor: \$10,000

Large Banner Ad: \$450

Small Banner Ad: \$250

:30 commercial \$600

Be part of the three-day webcast event. Exclusive Sponsorship provides free access to webcast.

TELEVISION HIGHLIGHT SHOW:

Exclusive Sponsor \$30,000

:30 commercial \$350 ea. (minimum 2 spots)

Be the exclusive sponsor of the American Horsewoman's Challenge highlight show on RFD-TV or run your 30-sec commercial message(s). 200K households. European distribution available at additional cost.

Custom Marketing Packages

CUSTOM MARKETING PACKAGES: By Special Arrangement

Suggest a marketing package that best fits your business and marketing strategy.

Join us in honoring America's horsewomen!

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