



DEL MAR
FALL SERIES



SACRAMENTO
INTERNATIONAL

2011

CIRCUIT SPONSORSHIP OPPORTUNITIES



Del Mar Fall Series

Del Mar International | Sept. 28 - Oct. 2

Del Mar Fall Festival I | Oct. 19 - 23

Del Mar Fall Festival II | Oct. 26 - 30

\$50,000 Grand Prix of Del Mar
World Cup Qualifier

\$30,000 Welcome Grand Prix

\$25,000 Child/Adult Jumper Challenge

\$15,000 Open Equitation Challenge

\$3,500 A/O Classic



Sacramento International

Sacramento International Welcome | Nov. 1 - 6

Sacramento International | Nov. 8 - 13

\$75,000 Grand Prix of Sacramento
World Cup Qualifier

\$30,000 Welcome Grand Prix

\$5,000 Ride & Drive Challenge

\$3,500 A/O Classic



CONTACT INFORMATION

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The Del Mar and Sacramento International Horse Show Circuit offers a truly unique sponsorship opportunity. These shows encompass 5 full weeks of hunter/jumper competition at the 'A' level, 5 Star and FEI International levels. This circuit hosts two FEI World Cup qualifying events. Top riders from around the world attend the FEI World Cup qualifiers in Sacramento and Del Mar. Many of these riders are Olympic veterans or are destined for Olympic glory. Thirteen countries were represented at the 2010 Sacramento International FEI World Cup Qualifier. World Cup Qualifiers are held annually throughout the world. The world's best riders compete in 14 Leagues around the globe with only the very finest from each League qualifying for a place in the Final. The Del Mar Fall Festivals I and II feature two \$30,000 Grand Prix at the 1.45m level. A \$15,000 Open Equitation

Challenge, a \$10,000 U.S.H.J.A. Hunter Derby, and a \$25,000 Adult Child Hunter Challenge which draws riders from throughout the western states region. The Sacramento International Welcome Week features the \$10,000 U.S.H.J.A. Hunter Derby. The Sacramento International show series was ranked "The Premier Hunter/Jumper Show" on the West Coast for 2010! Each show in the 5 week series draws large crowds of spectators. On average 3,000-7,000 spectators will attend each of the shows in the series. This type of spectator attendance allows for the Sponsor's message to be delivered to a key equine product consumer audience. Sponsors will have an effective way to promote their products and services to an affluent equine consumer, as well as entertain clients throughout the show series.

Sponsorship Opportunities

Circuit Platinum Sponsor - \$75,000

Platinum level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

- Title Sponsorship of the circuit and (2) Grand Prix events: including the \$75,000 Grand Prix of Sacramento and a \$30,000 Grand Prix at the Del Mar Fall Festival

Hospitality Service

- 20 VIP parking spaces
 - Two reserved tables for 8 each in the Luxury VIP area at each show (can accommodate up to 24)
- Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.
Breakfast, lunch and dinner at the Sacramento International shows.

Hosted Full Bar

Table signage with corporate name and logo

Show Coverage

Your Company will be listed as the Presenting sponsor of the event. All exhibitor information and media packets will have your corporate name and logo front and center. Including premium books and programs

Title sponsorship of the (2) Grand Prix events listed above

The winner of each Grand Prix receives a blanket award with your corporate name and logo

Participation in the awards ceremony

Framed and engraved photo of the winner's presentation

Public announcement of your corporate message

Promotional Aspect

Four 4'x6' signs at each show venue to be displayed prominently throughout the series (including Grand Prix arena) Signage is provided by the circuit (artwork to be provided by sponsor and approved by show management)

Full page color ad in the Show Prize lists and the SIHS Show program (sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series Corporate logo and link on our websites

Live streaming internet for the duration of the shows with regular commercial spots.

Custom built jump tailored to your business, used in all special classes for the duration of the shows. (construction at the expense of the sponsor and must be approved by show management).

Value added to sponsorship \$50,000



Sponsorship Opportunities

Gold Sponsor

\$45,000

Gold level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

- Two \$30,000 Grand Prix

Hospitality Service

- 16 VIP parking spaces

- Two reserved tables for 8 each in the Luxury VIP area at each show

Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.

Breakfast, lunch and dinner at the Sacramento International shows.

Hosted Full Bar

Table signage with corporate name and logo

Show Coverage

Title/Presenting sponsorship of two (2) \$30,000 Grand Prix events in which your company can choose between classes offered throughout the five week circuit

The winner of each Grand Prix receives a blanket award with your corporate name and logo

Participation in the awards ceremony

Framed and engraved photo of the winner's presentation

Public announcement of your corporate message

Promotional Aspect

Four 4'x6' signs at each show venue to be displayed prominently throughout the series
(including Grand Prix arena)

Signage is provided by the circuit

(artwork to be provided by sponsor and approved by show management)

Full page color ad in the Show Prize lists and the SIHS Show program
(sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series

Corporate logo and link on our websites

Custom built jump tailored to your business, used in all special classes for the duration of the shows.

(construction at the expense of the sponsor and must be approved by show management).

Live streaming internet for the duration of the shows with regular commercial spots.

Silver Sponsor

\$25,000

Silver level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

- Title Sponsorship of one \$30,000 Grand Prix

Hospitality Service

- 8 VIP parking spaces

- One reserved table for 8 each in the Luxury VIP area at each show

Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.

Breakfast, lunch and dinner at the Sacramento International shows.

Complimentary non-alcoholic drinks (no-host bar)

Table signage with corporate name and logo

Show Coverage

Title sponsorship of (1) \$30,000 Grand Prix

The winner of each Grand Prix receives a blanket award with your corporate name and logo

Participation in the awards ceremony

Framed and engraved photo of the winner's presentation

Public announcement of your corporate message

Promotional Aspect

Two 4'x6' signs at each show venue to be displayed prominently throughout the series
(including Grand Prix arena)

Signage is provided by the circuit

(artwork to be provided by sponsor and approved by show management)

Full page color ad in the Show Prize lists and the SIHS Show program
(sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series

Corporate logo and link on our websites

Live streaming internet for the duration of the show with regular commercial spots.



Sponsorship Opportunities

Bronze Sponsor

\$15,000

Bronze level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

Hospitality Service

- 8 VIP parking spaces

- One reserved table for 8 in the Luxury VIP area at each show

Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.

Breakfast, lunch and dinner at the Sacramento International shows.

Complimentary non-alcoholic drinks (no-host bar)

Table signage with corporate name and logo

Show Coverage

Title sponsorship of a Special Class during the five weeks of the show

A complete list of special classes and their descriptions is available per your request and we would be happy to assist you in finding just that right class to fit your business.

The winner of your class receives a blanket award with your corporate name and logo

Participation in the awards ceremony

Promotional Aspect

One 4'x6' sign at each show venue to be displayed prominently throughout the series

Signage is provided by the circuit

(artwork to be provided by sponsor and approved by show management)

Full page color ad in the Show Prize lists and the SIHS Show program
(sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series

Corporate logo and link on our websites

Live streaming internet for the duration of the shows with regular commercial spots.

Patron Sponsor

\$10,000

Patron level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

Hospitality Service

- One reserved table for 8 in the Luxury VIP area at each show

Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.

Breakfast, lunch and dinner at the Sacramento International shows.

Complimentary non-alcoholic drinks (no-host bar)

Table signage with corporate name and logo

Show Coverage

Title sponsorship of a Special Class during the five weeks of the show

A complete list of special classes and their descriptions is available per your request and we would be happy to assist you in finding just that right class to fit your business.

The winner of your class receives a blanket award with your corporate name and logo

Participation in the awards ceremony

Promotional Aspect

One 4'x6' sign at each show venue to be displayed prominently throughout the series

Signage is provided by the circuit

(artwork to be provided by sponsor and approved by show management)

Half page color ad in the Show Prize lists and the SIHS Show program
(sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series

Corporate logo and link on our websites

Live streaming internet for the duration of the shows with regular commercial spots.



Sponsorship Opportunities

Patron Business Sponsor

\$5,000

Patron Business level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

Show Coverage

Title sponsorship of a Division. One division per show week for a total of five. A complete list of divisions and their descriptions is available per your request and we would be happy to assist you in choosing the appropriate divisions for your corporate needs

Participation in the awards ceremony

Promotional Aspect

One 4'x6' sign at each show venue to be displayed prominently throughout the series

Signage is provided by the circuit
(artwork to be provided by sponsor and approved by show management)

Corporate name and logo in the Show Prize lists and the SIHS Show program
(sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series

Corporate logo and link on our websites

Live streaming internet for the duration of the shows with regular commercial spots.

Business Sponsor

\$2,500

Business level sponsorship offers your company national and international exposure throughout 5 full weeks of show jumping.

Your sponsorship includes the following for the duration of the five week circuit:

Show Coverage

Title sponsorship of a Specific Class during the five weeks of the show. One class per show week for a total of 5. A complete list of special classes and their descriptions is available per your request and we would be happy to assist you in choosing the appropriate classes for your corporate needs.

Participation in the awards ceremony

Promotional Aspect

One 4'x6' sign at each show venue to be displayed prominently throughout the series

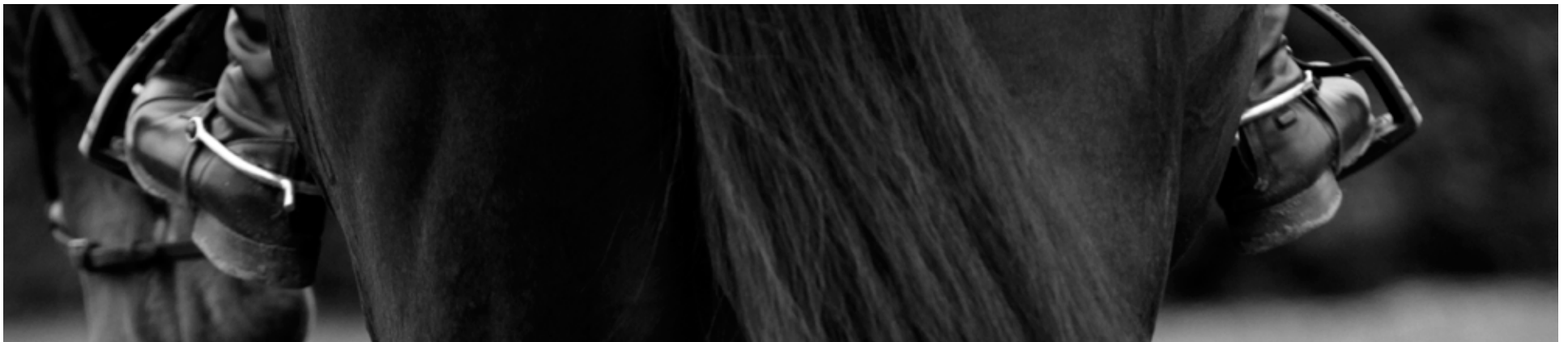
Signage is provided by the circuit
(artwork to be provided by sponsor and approved by show management)

Corporate name and logo in the Show Prize lists and the SIHS Show program
(sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 5 week series

Corporate logo and link on our websites

Live streaming internet for the duration of the shows with regular commercial spots.



Barn Sponsorship Opportunities

Premier Barn Sponsorship

\$10,000

As a Barn Sponsor trainers will have the opportunity to entertain their clients in the luxury VIP area serving breakfast, lunch and dinner for five (5) weeks of the Circuit.

Barn Sponsors will receive priority stabling and receive daily concierge entry service.*

Hospitality Service

One reserved table for 8 in the VIP lounge for the duration of the circuit.

Priority Stabling
Concierge Entry Service

Show Coverage

Title sponsorship, of a selected class.
Class will carry your barn name

Promotional Aspect

(1) 4x6' signs for your barn
Advertising in the Show Prize lists, the SIHS Show program (1/2 page) and on the website which includes live streaming webcast

Premier Supporting Barn Sponsor

\$5,500

As a Premier Supporting Barn Sponsor, trainers will have the opportunity to entertain their clients in the luxury VIP area serving breakfast, lunch and dinner for five (5) weeks of the Circuit. Barn Sponsors will receive priority stabling and receive daily concierge entry service.*

Hospitality Service

Reserved space for 4 in the VIP lounge for the duration of the circuit.

Priority Stabling
Concierge Entry Service**

Show Coverage

Title sponsorship of a selected class which will in turn carry your barn name

Promotional Aspect

Advertising in the Show Prize lists, the SIHS Show program (1/2 page) and on the website which includes live streaming webcast

Patron Barn Sponsor

\$5,500

As a Patron Barn Sponsor, trainers will have the opportunity to entertain their clients in the luxury VIP area serving breakfast, lunch and dinner for five (5) weeks of the Circuit. Barn Sponsors will receive priority stabling and receive daily concierge entry service.*

Hospitality Service

Arena side box seat for 8 for the duration of the circuit.

Priority Stabling
Concierge Entry Service**

Show Coverage

Title sponsorship of a selected class which will in turn carry your barn name

Promotional Aspect

Advertising in the Show Prize lists, the SIHS Show program (1/2 page) and on the website which includes live streaming webcast

** Concierge Entry Service

At the end of the day the Show Office will contact you to do organize and complete your entries for the following day. Express check out service.



Other Sponsorship Opportunities

VIP Vendor Sponsor

\$3,500

A Vendor Sponsor will have the opportunity to showcase their product for five (5) weeks of the Circuit.

Hospitality Service

Two seats in the VIP Area for five (5) weeks.

A Vendor Sponsor will have the opportunity to showcase their product during the circuit.

Show Coverage

Title sponsorship, of a selected class.

Opportunity to present product to a major evening class at each venue.

Promotional Aspect

(1) 4x6' signs for your business on bicycle rack strategically placed advertising in the Show Prize lists, the SIHS Show program (1/2 page) and presence on the website and live streaming webcast.

Vendor Sponsor

\$2,000

Show Coverage

Title sponsorship, of a selected class.

Opportunity to present product to a major evening class during the circuit at each venue.

Promotional Aspect

4x6' signs for your business on bicycle rack strategically placed advertising in the Show Prize lists, the SIHS Show program (1/2 page) and presence on the website and live streaming webcast.



More Opportunities



VIP Table Circuit \$8,500

Table for 8 in the VIP area next to the Grand Prix arena for five (5) weeks of

the Circuit. The VIP area in Del Mar overlooks the Grand Prix arena, includes sofas, a big screen TV, the best view of the performances, and personal assistance by our accommodating staff.

Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.

Breakfast, lunch and dinner will be served by wait service for the duration of the Sacramento International shows.

Box Seats Circuit \$3,500

Box seats include seating for 8, ring side in the Grand Prix ring at both venues.

Each Saturday Evening performance in Del Mar will include appetizers and wine for all Box seats.

Boxes do not include food and beverage at the Sacramento International Shows.

Arena Signage (Both Venues All Week)

Coroplast signs will be displayed in and around the Grand Prix Arenas for the entire

Show circuit at each location. The Grand Prix arena is the showcase arena for all of the night performances and most of the special classes. Signage provided and approved by the show management (artwork provided by sponsor). We also have a design team available to assist you in the creation of your own original signage.

RINGSIDE 4' X 8' SIGN - \$1,800

RINGSIDE 4' X 4' SIGN - \$1,500

Print Advertisements (Both Prize Lists and SIHS Program)

Space is available in our Prize Lists which is direct mailed to riders throughout

the continent to over 3,000 households, and in our Sacramento International Show Program which is available to all riders and general admission throughout the duration of the event.

FULL PAGE 8.5" X 11" COLOR AD - \$1,800

HALF PAGE 8.5" X 5.5" COLOR AD - \$1,200

FULL PAGE 8.5" X 11" B/W AD - \$1000

HALF PAGE 8.5" X 5.5" B/W AD - \$850

**Don't see a package that fits your needs?
Let us customize one specifically for you!**