



# 2011 DEL MAR FALL SERIES



*Maria Morgan*  
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# 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

The Jump Del Mar Show Circuit offers a truly unique sponsorship opportunity. These shows encompass 3 full weeks of hunter/jumper competition at the 'A' level, 5 Star and FEI International levels. This circuit hosts an FEI World Cup qualifying event.

Top riders from around the world attend the FEI World Cup qualifiers in Del Mar. Many of these riders are Olympic veterans or are destined for Olympic glory. Thirteen countries were represented in past Jump Del Mar FEI World Cup Qualifiers.

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.

Each show in the 3 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.

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## CONTACT INFORMATION

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A rider in a dark helmet and jacket is jumping a brown horse over a grey fence. The horse is in mid-air, clearing the jump. The background is a blurred outdoor setting.

# Platinum Sponsor

**\$45,000**

**Platinum level sponsorship offers your company national and international exposure throughout 3 full weeks of show jumping.**

Your sponsorship includes the following for the duration of the three week series:  
Title/Presenting sponsor of the \$50,000 World Cup Grand Prix of Del Mar

## 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.

Hosted Full Bar

Table signage with corporate name and logo

## Show Coverage

Your Company will be listed as the Title sponsor of the World Cup Grand Prix. 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 \$50,000 Grand Prix of Del Mar listed above

The winner of the 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 the show venue to be displayed prominently throughout the series (including Grand Prix arena)

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

Full page color ad in the Show Prize list

Regular PA announcements with your corporate message throughout the 3 week series

Corporate logo and link on our website

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).



## Gold Sponsor

**\$35,000**

**Gold level sponsorship offers your company national and international exposure throughout 3 full weeks of show jumping.**

Your sponsorship includes the following for the duration of the three week series:

Title Sponsorship of the \$31,000 CSI-W Welcome Grand Prix of Del Mar which is a World Cup Qualifying Class

### **Hospitality Service**

16 VIP parking spaces

Two reserved tables for 8 each in the Luxury VIP area at the show  
Breakfast, lunch, and light evening fare served each day during the Del Mar Fall Series.

Hosted Full Bar

Table signage with corporate name and logo

### **Show Coverage**

Title Sponsorship of the \$31,000 CSI-W Welcome Grand Prix of Del Mar which is a World Cup Qualifying Class

The winner of the 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 the show venue to be displayed prominently throughout the series (including Grand Prix arena)

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

Full page color ad in the Show Prize list (sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 3 week series

Corporate logo and link on our website

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 3 full weeks of show jumping.

Your sponsorship includes the following for the duration of the 3 week series:

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.

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 the 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 the show venue to be displayed prominently throughout the series (including Grand Prix arena)

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

Full page color ad in the Show Prize list (sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 3 week series

Corporate logo and link on our website

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



## Patron Sponsor

**\$10,000**

**Patron level sponsorship offers your company national and international exposure throughout 3 full weeks of show jumping. Your sponsorship includes the following for the duration of the three week series:**

### 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.  
Complimentary non-alcoholic drinks (no-host bar)  
Table signage with corporate name and logo

### Show Coverage

Title sponsorship of a Special Class during the three 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 the 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 list (sponsor to provide artwork)  
Regular PA announcements with your corporate message throughout the 3 week series  
Corporate logo and link on our website  
Live streaming internet for the duration of the shows with regular commercial spots.

## Bronze Sponsor

**\$15,000**

**Bronze level sponsorship offers your company national and international exposure throughout 3 full weeks of show jumping. Your sponsorship includes the following for the duration of the three week series:**

### 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.  
Complimentary non-alcoholic drinks (no-host bar)  
Table signage with corporate name and logo

### Show Coverage

Title sponsorship of a Special Class during the three 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 the 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 list (sponsor to provide artwork)  
Regular PA announcements with your corporate message throughout the 3 week series  
Corporate logo and link on our website  
Live streaming internet for the duration of the shows with regular commercial spots.



## Patron Business Sponsor

**\$4,500**

**Patron Business level sponsorship offers your company national and international exposure throughout 3 full weeks of show jumping.**

Your sponsorship includes the following for the duration of the three week series:

### Show Coverage

Title sponsorship of a Division. One division per show week for a total of three. 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 the 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 list (sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 3 week series

Corporate logo and link on our website

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



## Business Sponsor

**\$2,000**

**Business level sponsorship offers your company national and international exposure throughout 3 full weeks of show jumping.**

Your sponsorship includes the following for the duration of the three week series:

### Show Coverage

Title sponsorship of a Specific Class during the three weeks of the show. One class per show week for a total of 3. 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 the 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 list (sponsor to provide artwork)

Regular PA announcements with your corporate message throughout the 3 week series

Corporate logo and link on our website

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



## Premier Barn Sponsorship

**\$3,500**

As a Barn Sponsor trainers will have the opportunity to entertain their clients in the luxury VIP area serving breakfast, lunch and light evening fare for three 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 series.

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 list (1/2 page) and on the website which includes live streaming webcast

## Premier Supporting Barn Sponsor

**\$2,000**

As a Premier Supporting Barn Sponsor, trainers will have the opportunity to entertain their clients in the luxury VIP area serving breakfast, lunch and light evening fare for three 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 list (1/2 page)

and on the website which includes live streaming webcast

## Patron Barn Sponsor

**\$1,500**

As a Patron Barn Sponsor, trainers will have the opportunity to entertain their clients in the luxury VIP area serving breakfast, lunch and light evening fare for three 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 list (1/2 page) and on the website which includes live streaming webcast



## VIP Table

**1 Week \$1,500**

**3 Week Series \$4,000**

Table for 8 in the VIP area next to the Grand Prix arena for three (3) weeks of the Series. 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.

## Box Seats

**Per Week \$650**

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

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

## Arena Signage

**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 - \$950**

**Ringside 4' x 4' Sign - \$500**

## Print Advertisements

Space is available in our Prize Lists which is direct mailed to riders throughout the continent to over 3,000 households.

**Full Page 8.5" x 11" Color ad - \$1,000**

**Half Page 8.5" x 5.5" Color ad - \$700**

**Full Page 8.5"x11" B/W ad - \$600**

**Half Page 8.5"x 5.5" B/W ad - \$450**

**Don't see a package that fits your needs?**

**Let us customize one specifically for you!**