NILFORUSHAN EQUISPORT EVENTS PRESENTS

EQUESTRIAN TOUR

2024 SPONSORSHIP OPPORTUNITIES jump-nee.com | info@jump-nee.com



BRINGING SHOWJUMPING TO DEL MAR ONE OF SOUTHERN CALIFORNIA'S MOST PICTURESQUE COASTAL VILLAGES Del Mar is home to stunning beaches, a variety of luxury resorts, and acclaimed restaurants. This area is known for having a peaceful ambiance and small town feel, but with an upscale taste. Del Mar is widely known for its involvement in the horse racing industry, and has been a destination for riders, owners, and spectators for many years. We are beyond thrilled to host the Seaside Equestrian Tour at the historic Del Mar Fairgrounds, which was built in 1936.





5,000 SEAT STADIUM.
2 JUMPER ARENAS.
2 HUNTER ARENAS.
RACETRACK OPEN FOR FLATTING.

FOR 2024, WE HAVE PARTNERED WITH

MAXAMAZE TO TRANSFORM THE DEL MAR ARENA



ARENA FULLY WRAPPED WITH LED BOARDS FOR SPONSORED LOGOS + BRANDING



JOIN US ON OUR MISSION TO BRING

WORLD CLASS EQUESTRIAN EVENTS TO THE WEST COAST.

We are committed to enhancing the equestrian sport on the west coast by providing a modern and innovative show experience that is competitive and entertaining. Our goal is to produce world class events of the highest quality that will make California a top show jumping destination for riders and spectators.

In support of our mission, we also strongly believe in providing opportunities and developing talent in our sport by offering low cost incentives for OTTB's, young horses, and offering scholarships to talented riders. By developing young talent in our sport in California, we can broaden the scope of showjumping in our local, regional and national communities.

Our dream is to turn showjumping events into a sport that spectators want to come watch - we attract local residents to a number of entertainment experiences including world class performances, famous musicians, and fine dining through our VIP and happy hours.

Thank you,

Founders of Nilforushan Equisport Events

Ali & Francie Wilfornshan





STATISTICS REFLECTING THE

EQUESTRIAN INDUSTRY IN THE US.

AVERAGE INCOME OF \$185K AVERAGE NET WORTH \$995K AVERAGE OF 2 MILLION AMERICAN HORSE OWNERS TOTAL OF 7.1 MILLION INVOLVED IN THE INDUSTRY



58% OWN 3 OR MORE **VEHICLES**

15%

\$122 B

TOTAL YEARLY ECONOMIC IMPACT WITHIN THE US **EQ INDUSTRY**

50%

OWNERS HAVE AN INCOME OF

1.6 MILLION

HOUSEHOLDS IN THE USA OWN HORSES

OF HORSE

HORSES LIVE IN THE USA

7 MILLION JOBS CREATED WITHIN THE INDUSTRY



TAKE A LOOK AT OUR

EXAMPLE SPONSORSHIP PACKAGES.

PLATINUM

\$100,000 PER YEAR

- One Saturday night feature class per year with full LED wrap signage
- Logo displayed on LED throughout the week
- One feature class per week with full signage and awards
- One sponsored happy hour per week (6)
- Custom branded jump in GP arena at sponsor expense
- Logo included on video board
- Opportunity for sponsor-provided commercial on live stream and jumbotron
- Opportunity for branded rider gifts during sponsored classes
- PA announcements
- 3 total dedicated social media posts
- Logo placed on press releases
- Prominent logo on jump-nee.com
- Full-page full-color ad in the prize list
- Opportunity to take over our social media stories for a day
- Dedicated email blast to NEE database
- Sponsor spotlight in one PR
- Official naming and/or title sponsorship opportunities within the show
- One table in the Seaside Social Club / 6 seats

GOID

\$75,000 PER YEAR

- One feature class per week with full signage
- Plus awards presentation
- Three sponsored happy hours
- Custom branded jump in GP arena at sponsor expense
- · Logo included on video board
- Opportunity for sponsor-provided commercial on live stream and jumbotron
- Opportunity for branded rider gifts during sponsored classes
- PA announcements
- 2 total dedicated social media posts
- Logo placed on press releases
- Prominent logo on jump-nee.com
- Full-page full-color ad in the prize list
- Sponsor spotlight in one PR
- 4 passes for Seaside Social Club

EXAMPLE SPONSORSHIP PACKAGES.

SILVER

\$50,000 PER YEAR

- One feature class per week with full signage plus awards presentation
- Two sponsored happy hours
- Custom branded jump in Jumper 1 and in GP during assigned feature class at sponsor expense
- Logo included on video board
- Opportunity for sponsor-provided commercial on live stream and jumbotron
- Opportunity for branded rider gifts during sponsored classes
- PA announcements
- 1 total dedicated social media post
- Logo placed on press releases
- Prominent logo on jump-nee.com
- Half-page full-color ad in the prize list
- Sponsor spotlight in one PR
- 2 passes for Seaside Social Club

BRON7

\$25,000

- One feature class per week
- Logo displayed on LED throughout the week
- One sponsored happy hours
- Custom branded jump in Jumper 1 and in GP during assigned feature class at sponsor expense
- · Logo included on video board
- PA announcements
- 1 total dedicated social media post
- Logo placed on press releases
- prominent logo on jump-nee.com
- Half-page full-color ad in the prize list
- Sponsor spotlight in one PR

TAKE A LOOK AT OUR

EXAMPLE SPONSORSHIP PACKAGES.

VENDORS

PACKAGE OPTIONS

\$500 in prizes per week

Vendor in prime location plus vendor fee

\$1000 in prizes per week

Vendor receives a sponsored class, PA, GP Sign (at vendor's expense), logo on website, logo on live stream, half page PL, logo in Prize List and press releases. No vendor fee.

\$2000 in prizes per week

Full page ad in Prize List, one sponsored class per week, PA, GP Sign (at vendor's expense), logo on website, live stream, Press Releases, Prize List, Press Release sponsor spotlight, and social media spotlight. No vendor fee.

HAPPY HOUR

\$5,000 PER PARTY

- One happy hour
- Product/brand exclusivity during the party
- Mentioned in social media posts about the happy hour
- Opportunity to provide merch



WE ALSO OFFER INDIVIDUALIZED

CUSTOM SPONSORSHIP PACKAGES.

CUSTOM PACKAGES

CUSTOM + INDIVIDUALIZED PRICING

SPECIFIC SPONSORSHIP TO REFLECT YOUR GOALS

We offer a custom tailored sponsorship package that directly reflects the goals of your company. The previous examples offer an idea of what each package may cost, but please reach out to us to develop a custom package that fits your company's needs.

JUMP PLACEMENT IN GP RING / \$10,000

Opportunity to purchase custom jumps through our partnered custom jump company

JUMP PLACEMENT IN SECONDARY RING / \$5,000

Opportunity to purchase custom jumps through our partnered custom jump company





SEASIDE EQUESTRIAN TOUR 2024



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