



NILFORUSHAN
EQUISPORT EVENTS

2025 MEDIA & SPONSORSHIP OPPORTUNITIES

Julia B
PHOTOGRAPHY

The Nilforushan Equisport Events Mission



NILFORUSHAN
EQUISPORT EVENTS

TO ELEVATE THE LEVEL
AND QUALITY OF
SHOW JUMPING
COMPETITIONS
ON THE WEST COAST
AND BEYOND.



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JOIN US ON OUR MISSION TO BRING
WORLD CLASS EQUESTRIAN
EVENTS TO THE WEST COAST.

We are committed to enhancing equestrian sports 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 OTTBs and young horses and providing scholarships to talented riders. By developing young talent in California, we can broaden the scope of show jumping in our local, regional and national communities.

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

Thank you,

Ali & Francie Nilforushan

Founders of Nilforushan Equisport Events



Nilforushan Equisport Events

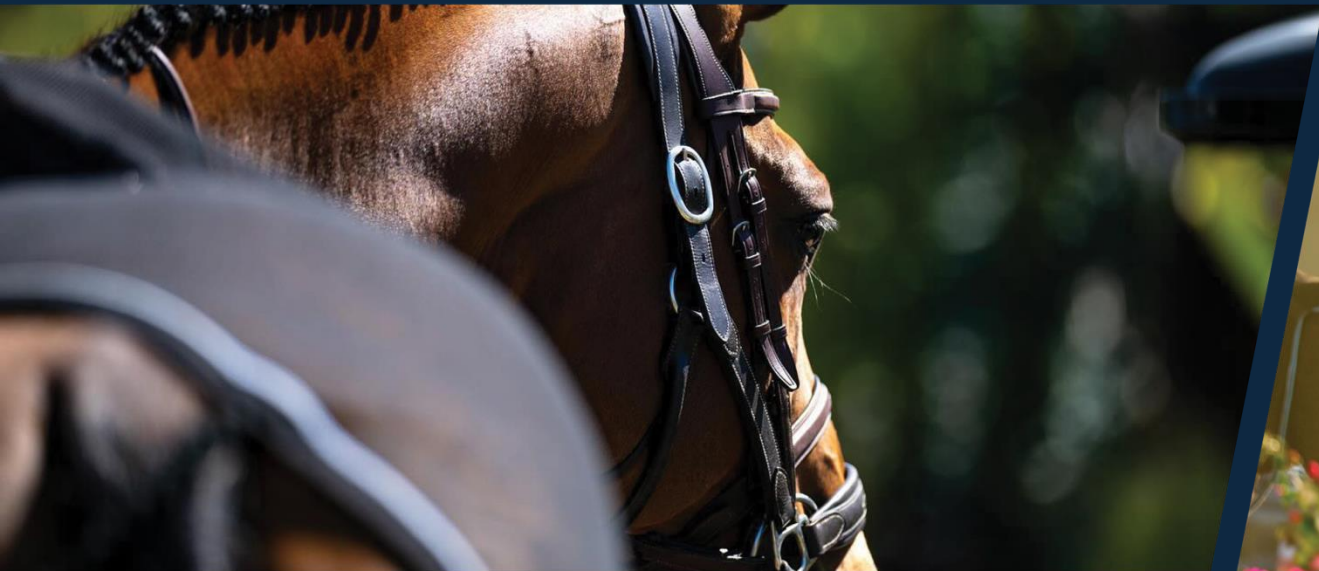
Presents

Temecula Valley National

Temecula, CA
Venue for the 2028 Olympics

The Oaks

San Juan Capistrano, CA
Bringing Back a Classic



Welcome to Galway Downs, Temecula Valley, CA

ONE OF SOUTHERN CALIFORNIA'S MOST DESIRABLE VINEYARD DESTINATIONS

Galway Downs, the venue for equestrian sports during the 2028 Olympic Games, is a premier multi-purpose equestrian facility spanning over 240 acres. Nestled in the beautiful rolling hills of the Temecula Valley Wine Country, it offers vast panoramic views of the majestic surroundings.

The jewel of Southern California wine country, Temecula welcomes nearly **3 million visitors each year**. The picturesque Temecula Valley is a year-round getaway and vacation destination for food and wine lovers, as well as outdoor adventure seekers. With natural gifts of climate and geography, the Temecula Valley is conveniently located approximately 60 minutes from San Diego, Orange County and Palm Springs and 90 minutes from Los Angeles. Truly a boutique destination, Temecula promises a wide variety of things to experience, enhanced by the sunny, relaxed spirit synonymous with Southern California.



TEMECULA VALLEY NATIONAL

Home of the **2028 Olympics**, Galway Downs has everything for the competitive rider and passionate spectators including:

- STUNNING SCENERY
- 4 JUMPER ARENAS
- 4 HUNTER ARENAS
- OPEN HACKING TRAILS
- ONSITE HOUSING
- AMAZING VIP EXPERIENCE
- EXCLUSIVE SHOPPING
- MEDSPA
- STATE OF THE ART TECHNOLOGY

With all eyes on 2028, we continue to invest in the property, venue, experiences and community.



Welcome to The Oaks, San Juan Capistrano

A PLACE LIKE NO OTHER BRINGS US THE REVIVAL OF A CLASSIC SHOW

Nestled in the heart of a Southern California town, surrounded by rolling hills, scenic riding trails and a legacy of diverse equestrian cultures, stands a haven where tradition meets triumph. The Oaks seamlessly blends the equestrian richness of the past with the vibrancy of the present and invites visitors to experience something truly special.

Anchored by the iconic Mission San Juan Capistrano and Los Rios District, California's oldest neighborhood since 1794, San Juan Capistrano is conveniently located near world-class resorts, shopping, restaurants and pristine California beaches. A charming train depot actively draws visitors from San Diego, Los Angeles and beyond, while the mild weather makes it an ideal travel destination.



THE OAKS

2025 will present an entirely new show experience in San Juan Capistrano in the relaunch of a classic showground with:

8 NEWLY RENOVATED COMPETITION ARENAS (3 OF WHICH ARE RATED THE WORLD'S BEST GRASS ARENAS)

NEW EBB & FLOW SILICA SAND THAT EMBRACES CUTTING-EDGE FOOTING TECHNOLOGY FOR OPTIMAL EQUESTRIAN CONDITIONS

NEW STALLS

NEW VENDOR ROW

NEW VIP AREA

A WHOLE NEW EXPERIENCE

Join us in shaping The Oaks' enduring legacy on the West Coast for future generations to come.



19 WEEKS WITH 10 SERIES AND SO MANY RECOGNIZED CLASSES

The Oaks Premier 1 April 2 - 6

\$2,500 USHJA National Hunter Derby – Open
 \$2,500 USHJA National Hunter Derby – JR/AM
 \$75,000 National Grand Prix

The Oaks Premier 2 April 9 - 13

\$5,000 USHJA National Hunter Derby – Open
 \$1,500 USHJA Pony Derby
 \$10,000 Open Equitation Challenge
 \$75,000 National Grand Prix

Temecula Valley National Premier 1 April 16 - 20

\$5000 USHJA National Hunter Derby
 \$5,000 Ride, Bat & Bounce

Temecula Valley National Premier 2 April 23 - 27

\$5,000 USHJA National Hunter Derby – Open
 \$5,000 USHJA National Hunter Derby – JR/AM
 \$15,000 USHJA International Hunter Derby
 \$1,500 USHJA Pony Derby

The Oaks Capistrano Cup 1 May 7 - 11

\$2,500 USHJA National Hunter Derby – Open
 \$2,500 USHJA National Hunter Derby – JR/AM
 \$5,000 Ride & Bike 1.20m
 \$75,000 National Grand Prix

The Oaks Capistrano Cup 2 WCHR May 14 - 18

\$7,500 USHJA National Hunter Derby
 \$15,000 USHJA International Hunter Derby
 \$50,000 National Grand Prix

Temecula Valley National 1 FEI May 21 - 25

\$5000 USHJA National Hunter Derby
 \$15,000 FEI 3* 1.35m Jump Off
 \$117,000 FEI 3* 1.50m Grand Prix

Temecula Valley National 2 May 28 – June 1

\$10,000 USHJA National Hunter Derby

Temecula Valley National 3 June 4 – 8

\$7,500 USHJA National Hunter Derby

19 WEEKS WITH 10 SERIES AND SO MANY RECOGNIZED CLASSES

The Oaks Summer Tour 1 June 11 – 15

WCHR

- \$10,000 USHJA National Hunter Derby
- \$15,000 USHJA International Hunter Derby
- \$7,500 SW Regional USHJA Pony Derby Championship

The Oaks Summer Tour 2 June 18 - 22

- \$7,500 USHJA National Hunter Derby
- \$25,000 CPHA Green Pony Finals
- CPHA Green Hunter Incentive Finals

The Oaks Summer Tour 3 June 25 - 29

- \$5,000 USHJA National Hunter Derby

The Oaks National July 16 - 20

WCHR

- \$15,000 SW Regional USHJA Green Incentive Championship
- \$20,000 SW Regional National Derby Championship
- CPHA Foundation Equitation Championships

The Oaks International July 23 - 27

- \$2,500 USHJA National Hunter Derby – Open
- \$2,500 USHJA National Hunter Derby – JR/AM

19 WEEKS WITH 10 SERIES AND SO MANY RECOGNIZED CLASSES

The Oaks Finale 1 Sept 10 - 14

\$7,500 USHJA National Hunter Derby
\$10,000 Young Hunter Classic

The Oaks Finale 2 Sept 17 - 21

\$5,000 USHJA National Hunter Derby
USHJA Jump Seat Finals

Temecula Valley Fall 1 Oct 1 - 5

\$2,500 USHJA National Hunter Derby – Open
\$2,500 USHJA National Hunter Derby – JR/AM

Temecula Valley Fall 2 Oct 8 - 12

\$10,000 USHJA National Hunter Derby

Temecula Valley Fall 3 Oct 15 - 19

\$5,000 USHJA National Hunter Derby
Show Jumping Hall of Fame Finals



WHY PARTNER WITH US

A UNIQUE LIFESTYLE MARKET

NEE brings an innovative style to equestrian event management offering prize-money classes, affordable showing options and engaging entertainment beyond competition, including social events, game nights and first-class VIP experiences.

Our audiences come to compete and watch, but they stay to enjoy the entertainment, wellness options, happy hours, dinners and, of course, shopping.



A UNIQUE LIFESTYLE AUDIENCE

Our nationally-rated horse shows attract **800-1000 horses per week**, with a corresponding **3,500-4,000 people** directly tied to the horse show on the grounds each day.

The overall attendance at NEE events, including spectators, is expected to exceed **220,000 visitors annually**.

Annual off-site spending by horse show attendees exceeds **\$52 million***

Equestrian competitors and spectators form a highly desirable market for premium products and services. This demographic is characterized by its members' substantial education, significant disposable income and time availability to fully engage in their equestrian pursuits. Beyond their financial capacity, this group presents an ideal target audience for upscale brands due to additional factors such as age and profession. These individuals also have the luxury to pursue their passion for equestrian activities. This unique combination of attributes positions them as a discerning and engaged consumer base. Moreover, considerations like age and profession further enhance their appeal to brands aiming for an affluent and sophisticated market. Therefore, businesses catering to this niche can strategically tailor their offerings to align with the preferences and lifestyle.



*Source: "Tourism Economics 2021"

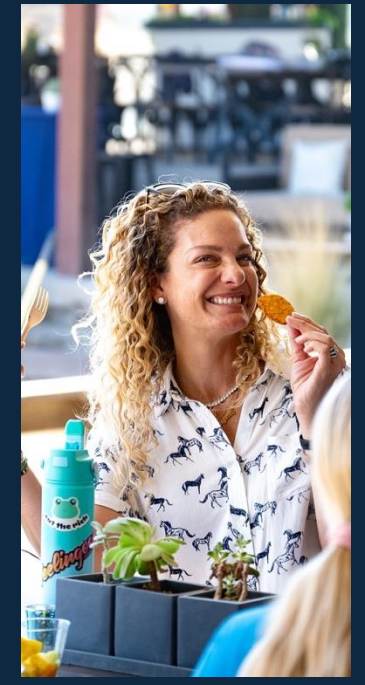
OUR AUDIENCE

DEMOGRAPHICS

- 85% are women
- 63% are married
- A majority are between 34-54 years of age
- 66% have a college degree or higher level of education
- 80% make or directly influence purchasing decisions at work
- 28% have a net worth over \$2 MILLION
- 40% of equestrians in Southern California have income above \$700,000

PURCHASING HABITS

- 40% own a farm; 66% of those are ten acres or more
- 63% have traded stocks, bonds or mutual funds in the last year
- The market value of the average home is \$594,000
- 22% own two or more homes
- They own/lease three vehicles per household; 53% own a pick-up truck
- The average value of all horses owned per household is \$87,000
- 94% own a pet besides a horse or pony
- 43% take more than 16 airline trips a year
- 86% are likely to buy products from companies sponsoring events



OUR MEDIA REACH



18,600 Followers
3,197,740 Total Impressions delivered in 2024
Over 700,000 Reach in 2024

276,300 Followers
1,695,239 Total Impressions delivered in 2024
Over 900,000 Reach in 2024



288,847 Views
94,625 Total annual sessions



71,000 Opted-in Emails
28,400 Newsletter Subscribers



1,081,789 Livestream Views
+80k Unique Viewers

Over 75,000 Videos watched on Equestrian+
Over 4,000 Downloads
per Podcast Episode

SPONSORSHIP PACKAGES

CUSTOM SPONSORSHIPS TO REFLECT YOUR GOALS

The following packages examples offer an idea of what each sponsorship level may include and the associated cost. That said, we would like to collaborate with you on the right custom package to reach your KPIs including:

- Build brand awareness and affinity
- Drive interest, traffic and engagement
- Promote new products and services
- Reach target consumers on a unique and engaging way



SPONSORSHIP PACKAGE EXAMPLES

PLATINUM | \$250,000 PER YEAR

- Three sponsored Grand Prixes per year with full LED wrap of sponsor's logo only
- Logo displayed on LED throughout the week
- One feature class per week with full signage and awards
- One sponsored happy hour per week (up to 8)
- Custom branded jump in GP arena for the season (Custom jumps are \$6k-\$10k)
- Opportunity for sponsor-provided commercial on live stream and jumbotron
- Opportunity for branded rider gifts during sponsored classes
- PA announcements
- One dedicated social media post per week on NEE, PH & E+ platforms
- Opportunity to take over our social media stories for a day
- Prominent logo on jump-nee.com & all press releases
- Full-page full-color ad in the prize list
- Dedicated email blast to Equine Network's Confirmed English Audience
- Sponsor spotlight in two press releases
- Official naming and/or title sponsorship opportunities within the show
- One table in the VIP Club / 8 seats

GOLD | \$150,000 PER YEAR

- One sponsored Grand Prix per year with full LED wrap of the sponsor's logo only
- One feature class per week with full signage
- Awards presentation
- Three sponsored happy hours per year
- Custom branded jump in GP arena for the season (Custom jumps are \$6k-\$10k)
- 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
- Five total dedicated social media posts
- Logo placed in press releases
- Prominent logo on jump-nee.com
- Full-page full-color ad in the prize list
- Sponsor spotlight in one press release
- One table in the VIP Club / 8 seats

SPONSORSHIP PACKAGE EXAMPLES

SILVER

\$50,000 – \$30,000 PER SERIES

- One feature class per week with full signage plus awards presentation
- Two sponsored happy hours
- Custom branded jump in Jumper 1 and in GP arenas during assigned feature class
- 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
- One 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 press release
- Two passes for Seaside Social Club

BRONZE

\$50,000 – \$30,000 PER SERIES

- 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 arenas during assigned feature class
- Logo included on video board
- PA announcements
- One 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 press release

SPONSORSHIP JUMPS

OWN A JUMP IN GP RING / \$15,000

Opportunity to purchase custom jumps through our partnered custom jump company with placement in the Grand Prix Arena. Your jump will be seen by not only competitors and spectators, but may also reach those viewing the live stream, our social feeds and the event coverage on Equestrian+ and Practical Horseman.

OWN A JUMP IN SECONDARY RING / \$5,000

Opportunity to purchase custom jumps through our partnered custom jump company that will appear in one of our secondary show rings. These rings have incredible traffic and spectators with all the friends and family cheering on. These rings will also be streamed on Equestrian+



SPONSORSHIP PACKAGE EXAMPLES

VENDORS

PACKAGE OPTIONS

\$1000 in prizes per week

Vendor in prime location plus vendor fee

\$2000 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.

\$4000 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 WEDNESDAY OR THURSDAY

\$10,000 PER PARTY FRIDAY OR SATURDAY

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



Let's talk about what the right sponsorship
is for you and your brand.

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