

2025 SPONSORSHIP OPPORTUNITIES



The Nilforushan Equisport Events Mission



NILFORUSHAN
EQUISPORT EVENTS

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



Julia B
PHOTOGRAPHY

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,

Ali & Francie Nilforushan

Founders of Nilforushan Equisport Events



Nilforushan Equisport Events

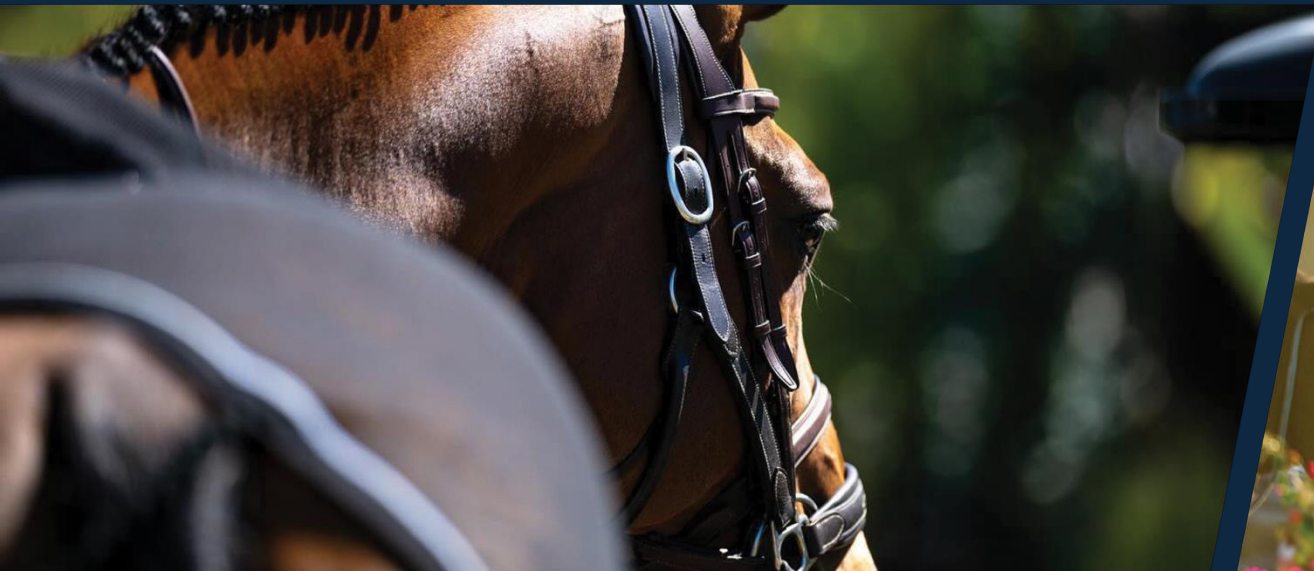
Presents

Temecula Valley National

Temecula, CA
Home of the 2028 Olympics

The Oaks

San Juan Capistrano, CA
Bringing Back a Classic





NILFORUSHAN

EQUISPORT EVENTS

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Welcome to [Galway Downs](#), Temecula Valley, CA

Welcome to Galway Downs, Temecula Valley CA

ONE OF SOUTHERN CALIFORNIA'S MOST DESIRABLE VINEYARD DESTINATIONS

The home of the 2028 Olympic Equestrian Games, Galway Downs is a premier multi-purpose equestrian facility spanning over 240 acres in the beautiful rolling hills of the Temecula Valley Wine Country offering vast panoramic views and 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 AT GALWAY DOWNS

Home of the **2028 Olympics, Galway Downs** offers 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

HEIGHTENED TECHNOLOGY

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





Welcome to **The Oaks** in San Juan Capistrano

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, seamlessly draws visitors from San Diego, Los Angeles and beyond, and our mild weather makes this an ideal travel destination.



THE OAKS

The Oaks proudly presents

- Eight competition arenas.
- Three of which showcase the world's best grass venues, recently recognized at the prestigious Longines FEI Nations Cup™ of the United States.
- A new ebb & flow silica sand arena will propel the park to premier national status, embracing cutting-edge footing technology for optimal equestrian conditions.
- Ongoing improvements to fields, arenas, and public amenities are underway

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



A TOTAL OF 19 WEEKS, 10 SERIES IN 2025

The Oaks

11 A-Rated Shows, 5 Series

Spring Classic 1 4/2-4/6

Spring Classic 2 4/9-4/13

SJC International 5/7-5/11

Surf & Turf Classic 5/14-5/18

June Classic 1 6/11-6/15

June Classic 2 6/18-6/22

June Classic 3 6/25-6/29

Racing Festival 7/16-7/20*

Summer Festival 7/23-7/27

Fall Tournament 9/10-9/14

International Jumping Festival 9/17-9/21

Temecula Valley National

8 A-Rated Shows, 3 Series

Temecula Valley National Premier 1 4/16 - 4/20

Temecula Valley National Premier 2 4/23 - 4/27

Temecula Valley National 1 5/21 - 5/25

Temecula Valley National 2 5/28 - 6/1

Temecula Valley National 3 6/4 - 6/8

Temecula Valley National Fall 1 10/01 - 10/05

Temecula Valley National Fall 2 10/08 - 10/12

Temecula Valley National Fall 3 10/15 - 10/19



WHY PARTNER WITH US

A DIVISION OF EQUINE NETWORK

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 DIVISION OF EQUINE NETWORK



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 the availability of time 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"*

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DEMOGRAPHICS

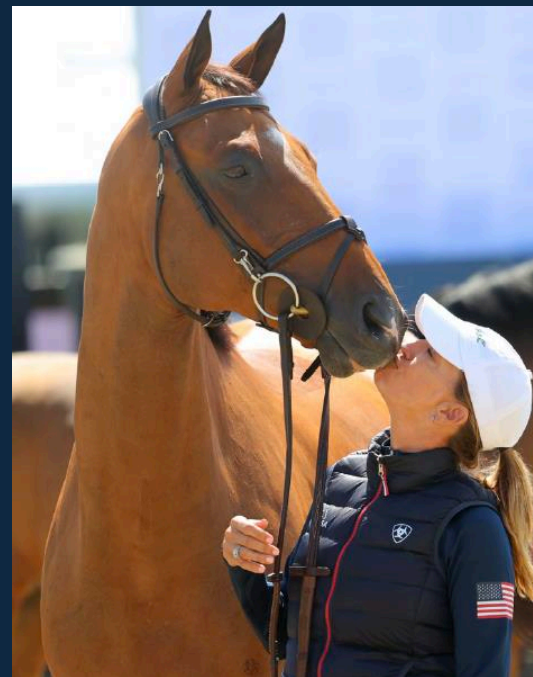
- 85% are women
- 63% are married
- A majority are between 34-54 years of age
- 66% have a college degree or better
- 80% make or directly influence purchasing decisions at work
- 28% have a net worth over \$2 MILLION
- 40% of equestrians in Southern California have income above \$700,000

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

A DIVISION OF EQUINE NETWORK

OUR AUDIENCE



OUR MEDIA REACH

Media Distribution:

63,242

Average Reach
per show press release

Total earned media articles
over 100

20+ media outlets including
Practical Horseman
Coverage and Equestrian+
Live Stream Opportunities

SOCIAL:

Facebook:

304,747 Followers

32,747 Average Reach per post
Posts reach viewers in **63**
countries

Instagram:

61,200 Followers

667,596 total impressions in
2024 incl.
43.4k reels, 28.8k posts

LIVESTREAM:

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

WEB:

288,847
Yearly jump-nee.com
pageviews

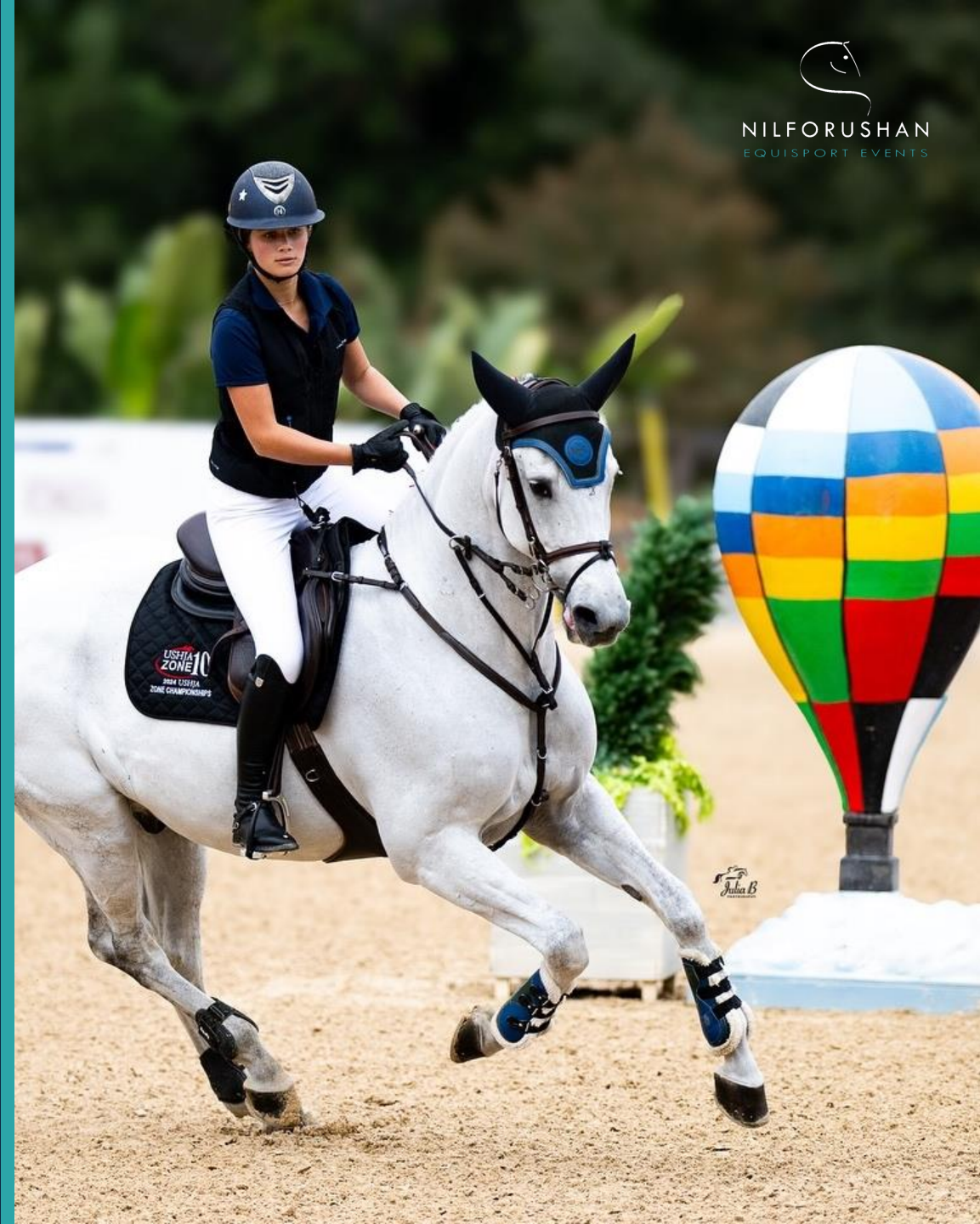
94,625
Total annual sessions

SPONSORSHIP PACKAGES

SPECIFIC SPONSORSHIP TO REFLECT YOUR GOALS

While we have example packages outlined by price point on the following pages, we prefer to work with you to create a custom-tailored sponsorship package that directly reflects the goals of your company and brand.

The following 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.



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



SPONSORSHIP PACKAGES

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



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 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

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 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

SPONSORSHIP PACKAGE EXAMPLES

PLATINUM | \$250,000 PER YEAR

- Three sponsored Grand Prix's 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 (8)
- 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
- One dedicated social media posts per week
- 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 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
- Plus awards presentation
- Three sponsored happy hours per year
- 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
- 5 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
- One table in the VIP Club / 8 seats

Let's talk.

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