

# Flexible, Affordable & Effective Marketing & Sponsorship Opportunities



## Why should you invest in Equine Affaire?

For a small investment in Equine Affaire, you can enjoy the advantages of exhibiting in a premium location within North America's premiere equine exposition and equestrian gathering, prime ad location within the event program distributed for free to adult attendees, extensive signage and announcements throughout the event, inclusion of your company name/logo on equineaffaire.com, and recognition of your company in dozens of

print media ads and more than 600,000 flyers and direct mail pieces. You'll also enjoy special "perks" at the event...and outshine your competition while making a very favorable impression on tens of thousands of horse-people. All sponsorship dollars go directly into advertising exposure for your company and financial support of Equine Affaire's extensive educational program and special events.

*Sponsorship of Equine Affaire is much more than a wise investment for your company— it's an opportunity to support an event with a strong commitment to serving the needs of horsepeople and the horse industry.*



### Loyal Attendees:

80% of the attendees have attended a previous Equine Affaire. 46% have attended more than 4 years.



### Direct Contact:

Direct mail brochures are mailed to more than 600,000 horse owners and enthusiasts.



### Social Media Posts

created more than 2.2 million impressions last year and more than 55,000 avid followers on Facebook.



### International Draw:

Equine Affaire attracts exhibitors and attendees from all 50 states, Canada, and many other countries around the world.



### 564,000 page views

last year on  
equineaffaire.com



### Widespread Exposure:

Advertisements containing sponsor logos are placed in dozens of horse publications with an estimated combined annual circulation of 1.2 million.



### On Site:

Sponsors enjoy prime booth location within the trade show, hundreds of thousands of impressions with banners and signage displayed throughout the presentation venues, program ads, promotional announcements, and more!



### In the Press:

Press releases are distributed to more than 600 national, regional, and local horse publications and more than 200 local media outlets for each event – many of which attend and cover the event.

For more information, contact:

**Hannah Stickles** | [hstickles@equineaffaire.com](mailto:hstickles@equineaffaire.com)

(740) 845-0085 ext. 123 | 2720 St. Route 56 SW, London, OH 43140

## Sponsorship Levels

Marketing Partner (\$1,500 Investment)	Event Sponsor (\$3,000 Investment)	Clinician or Specialty Pavilion Title Sponsor (\$5,000 Investment)	Official Product, Demo Ring, Seminar Stage or Shopping Bag Sponsor (\$8,000 Investment)	Secondary Clinic Arena Title Sponsor (\$9,000 Investment)	Fantasia or Major Clinic Arena Sponsor (\$10,000 Investment)
---	---------------------------------------	---	---	--	---

### Pre-Event Marketing Exposure

Clinic & Seminar Schedule recognition	---	---	Logo	Logo	Logo	Logo
Direct mail piece recognition**	Name	Name	Logo Ad & Logo	1/8 Page Color Ad & Logo	1/8 Page Color Ad & Logo	1/4 Page Color
Event flyer recognition	Name	Name	Logo	Logo	Logo	Logo
E-flyer sent on behalf of sponsor to Equine Affaire's attendee list	---	---	---	One	One	Two
Full-page magazine advertising campaign	---	---	Logo	Logo	Logo	Logo
Press release recognition	---	---	Name	Name	Name	Name
Web site & Social Media recognition	Logo	Logo	Logo	Logo	Logo	Logo
Social Media 'Thank You' post	---	---	One	One	One	Two
E-flyer recognition	---	---	Logo	Logo	Logo	Logo

### At-Event Amenities

Clinic & Seminar Schedule recognition	---	---	Logo	Logo	Logo	Logo
Number of Company banners prominently displayed	Two	Two	Three	Four	Five	Six
Number of Special event tickets	---	Two	Two	Four	Four	Six
Exhibit space in Sponsors' Row	---	10 x 10 Booth	10 x 10 Booth	10 x 20 Booth	10 x 20 Booth	10 x 20 Booth
Program ad recognition*	1/4 Page Color and web page link	1/4 Page Color and web page link	1/2 Page Color and web page link	Full Page Color and web page link, video	Full Page Color and web page link, video	Full Page Color and web page link, video
Program recognition	Logo	Logo	Logo	Logo	Logo	Logo
Promotional announcements	Two	Two	Three	Four	Five	Six
VIP sponsor parking & four day parking pass	---	One	One	Two	Two	Three
Web site recognition	Logo	Logo	Logo	Logo	Logo	Logo

### Post-Event Marketing Exposure

Web site recognition	Logo	Logo	Logo	Logo	Logo	Logo
Social Media recognition	Logo	Logo	Logo	Logo	Logo	Logo

\* Ad sizes and dimensions subject to change should the event program format be revised

\*\* This benefit is not available on sponsorships involving full or partial trade out for products or services