



**2023 NCHJA Annual Horse Show
Sponsorship/Advertising Packet**

Greetings,

We are celebrating our 50th Anniversary of the North Carolina Hunter Jumper Association this year! Our GOLDEN Anniversary! We will be hosting our 41st NCHJA Annual Horse Show June 28th - July 2, 2023 at the Carolina Horse Park in Raeford, North Carolina. We are pleased to have this opportunity and hope that our members, exhibitors, sponsors and vendors will join us in our excitement. It is a lovely facility for a horse show and we are looking forward to continuing our tradition of “*southern hospitality*” in a beautiful setting with an exemplary competition!

As always, the hallmark of our Annual Show will be the four equitation medal finals that grant a \$1,000 scholarship to the champion of each final. We also feature three Derbies: a \$10,000 USHJA National Hunter Derby and a \$5,000 USHJA Pony Derby, both of which will be held on the grass derby field, and a \$500 Wee Derby. We are honored to have been selected as a USHJA World Championship Hunter Rider Member Event and to once again host the Platinum Performance/USHJA Green Incentive South Regional Championships.

We hope you will join us in supporting our 50th year as an association and our 41st NCHJA Annual Horse Show!

(On the cover: Bob Savage, NCHJA President, Professional/Trainer/Owner Quiet Meadows Farm.)

NCHJA Annual Horse Show Statistics

- We hosted 400+ horses last year and roughly 450 riders during the nearly week-long show.
- It is estimated that each horse/rider combination has at least five people in accompaniment, which makes the daily average of attendees about 2,000.
- We estimate that approximately 800 people from the community visit the horse show daily, bringing the total daily attendance to a range of 2,800 with the attendance being at its highest on Friday, Saturday and Sunday.
- Of the average 450 riders, approximately 150 of those are under the age of 18 with the majority of the remaining riders falling between the ages of 30-50.
- Most of the horses and riders participating are from North Carolina, South Carolina and Virginia. Other states represented are Maryland, Florida and Georgia.
- The average entry per horse/rider combination is over \$800. This number does not include trailering, transportation, training, lodging, meals, entertainment or shopping.

Marketing/Promotion

- Press Releases
- In-Stride USHJA (magazine)
- Chronicle of the Horse (magazine)
- Local Newspaper Articles
- Industry Magazine Articles
- Promotion through USHJA
- World Champion Hunter Rider
- USHJA Green Incentive South Regional Championships
- Horse Shows Online
- Take2 Thoroughbred League
- Facebook (3 Accounts/ 5,001 Likes and 5,295 Followers)
- Instagram (2 Accounts/1,915 Followers)

Hospitality Events during Horse Show

- Sunrise Morning Hospitality
- Wednesday Welcome Lunch
- Medal Finalist Luncheon (invited guests only — medal finalists)
- Derby Tailgate
- Friday Medal Mixer
- Saturday NCHJA Golden Anniversary Celebration
- Sunday Bubbly Brunch

Giving Back

The NCHJA is committed to giving back to its members and to its communities by annually supporting the following scholarship opportunities:

- Four \$1,000 scholarship grants are awarded to the winners of the featured Equitation Medal Finals hosted each year at the NCHJA Annual Horse Show.
- Support of a scholarship endowment at the NC State College of Veterinary Medicine.
- Support of the Norah Morris Scholarship Endowment which was established by NCHJA in 2006 in memory of an NCHJA junior rider/member and awards two scholarships each year for academic pursuits. The scholarship is open to all and the recipients are not required or expected to be NCHJA members or equestrians.

At the close of each NCHJA Annual Show, the NCHJA Board of Directors selects a charity to support with a portion of the proceeds from the Annual Horse Show. Some of those beneficiaries have been:

- Misty Meadows Mitey Riders - Therapeutic Riding for Children
- Horses That Heal - Therapeutic Riding for Veterans
- Make-A-Wish Foundation
- Horse and Buddy - Therapeutic Riding Program
- Meals on Wheels
- Sandhills Horse Rescue
- Corral - Program for At-Risk Adolescent Girls



NCHJA Membership Numbers

- 1,127 Members
- 296 Amateurs
- 749 Juniors
- 65 Professional Trainers
- 18 Farm Memberships

United States Equestrian Federation Demographics

The average member spends \$16,000 per year on equine-related purchases. This adds up to over \$2.8 billion per year! US Equestrian members want to make sure their horses are happy, healthy and performing at the top of their game.

PRODUCTS

AVERAGE ANNUAL EXPENDITURE

Horse Feed	\$371 million
Trailers	\$337 million
English Tack and Saddlery	\$145 million
Fencing	\$144 million
Stable Supplies	\$132 million
Equine Medicines and Drugs	\$115 million
Equestrian Apparel	\$73 million
Vitamin and Mineral Supplements	\$47 million
Blankets and Sheets	\$36 million
Horse Health Care Products	\$36 million
Grooming Products and Equipment	\$30 million
Hoof Treatment	\$26 million
Dewormers	\$20 million
Fly Control	\$15 million
Helmets	\$10 million
Leather Care Products	\$7 million

SPONSORSHIP OPPORTUNITIES FOR CLASSES OR DIVISIONS

The NCHJA is happy to provide lots of options for sponsorships. Please let us know how you would like to support our annual horse show.

\$10,000 Level

Class Sponsorship Available

USHJA National Derby

\$10,000 Sponsorship Benefits

(Naming rights to USHJA National Derby; Full page advertisement in Prize List; Winner's Circle banner placement for USHJA National Derby; Ability to hang multiple banners on property in prime locations, including a jump, if appropriate (banners to be provided by sponsor); Awards presentation opportunity; Name in Prize List, Name in any press releases and printed materials featuring the USHJA National Derby; Name/Logo on Jump Crew t-shirts worn all week; Multiple mentions on social media; Name on scoreboard scroll; Announcements during show; Link on NCHJA website to point to sponsor website; Option for Vendor Tent (no power); Option for reserved table for 8 in ringside hospitality tent)

\$5,000 Level

Class Sponsorships Available

USHJA Pony Derby

NCHJA Jumper Classic

\$5,000 Sponsorship Benefits

(Naming rights to USHJA Pony Derby or NCHJA Jumper Classic; Full page advertisement in Prize List; Winner's Circle banner placement for USHJA Pony Derby or NCHJA Jumper Classic; Ability to hang multiple banners on property in prime locations, including a jump, if appropriate (banners to be provided by sponsor); Awards presentation opportunity; Name in Prize List, Name in any press releases and printed materials featuring the USHJA Pony Derby or NCHJA Jumper Classic; Name/Logo on Jump Crew t-shirts worn all week; Multiple mentions on social media; Name on scoreboard scroll; Announcements during show; Link on NCHJA website to point to sponsor website; Option for shared reserved table for 4 in ringside hospitality tent)

\$2,500 Level

Division Sponsorship Available

High Performance Hunter Division

\$2,500 Sponsorship Benefits

(Half page advertisement in Prize List, Ability to hang multiple banners on property in prime locations (banners to be provided by sponsor), Awards presentation opportunity, Name in Prize List, Multiple mentions on social media; Name on scoreboard scroll; Announcements during show)

\$1,500 Level

Division Sponsorships Available

3'6" Green Hunter	3'9" Green Hunter
High Performance Conformation Hunter	Amateur Owner Hunter 3'3" (18-35 years of age)
Amateur Owner Hunter 3'3" (36 and older riders)	Amateur Owner Hunter 3'6" (18-35 years of age)
Amateur Owner Hunter 3'6" (36 and older riders)	Small Junior Hunter 3'3" (15 and under riders)
Small Junior Hunter 3'3" (16-17 years of age)	Large Junior Hunter 3'3" (15 and under riders)
Large Junior Hunter 3'3" (16-17 years of age)	Small Junior Hunter 3'6" (15 and under riders)
Small Junior Hunter 3'6" (16-17 years of age)	Large Junior Hunter 3'6" (15 years and under riders)
Large Junior Hunter 3'6" (16-17 years of age)	Small Pony Hunter
Medium Pony Hunter	Large Pony Hunter

Class Sponsorships Available

Adult Hunter Classic
Children's Hunter Classic

\$1,500 Sponsorship Benefits

(Quarter page advertisement in Prize List, Ability to hang multiple banners on property in prime locations (banners to be provided by sponsor), Awards presentation opportunity, Name in Prize List, Multiple mentions on social media; Name on scoreboard scroll; Announcements during show)

\$1,000 Level

Division Sponsorships Available

Green Conformation Hunter
3'3" Performance Hunter
3'6" Performance Hunter
Small/Medium Green Pony Hunter
Large Green Pony Hunter

Class Sponsorships Available

Pony Hunter Classic	Junior Hunter Classic
Amateur Owner Hunter Classic	Low Child/Adult Jumper Classic
High Child/Adult Jumper Classic	Low Junior/Amateur Jumper Classic
Medium Junior/Amateur Jumper Classic	High Junior/Amateur Jumper Classic

\$1,000 Sponsorship Benefits

(Ability to hang banner on property (banner to be provided by sponsor), Awards presentation opportunity, Name in Prize List, Multiple mentions on social media; Name on scoreboard scroll; Announcements during show)

\$500 Level

Division Sponsorships Available

3' Green Hunter	Children's Pony
3'3" Green Hunter	Adult Hunter (18-35 years of age)
Children's Hunter (14 and under riders)	Adult Hunter (36-49 years of age)
Children's Hunter (15-17 years of age)	Adult Hunter (50 and older riders)

Class Sponsorships Available

Low Adult Hunter Classic
Low Childrens Hunter Classic
Wee Derby
Grooms Class

\$500 Sponsorship Benefits

(Awards presentation opportunity; name in Prize List; Name on scoreboard scroll; Announcements during show)

\$400 Level

Class Sponsorships Available

1.25M Jumpers (2 opportunities)
1.3M Jumpers (2 opportunities)
High Junior/Amateur Jumper (2 opportunities)

\$400 Sponsorship Benefits

(Awards presentation opportunity; name in Prize List; Name on scoreboard scroll)

\$300 Level

Class Sponsorships Available

Low Child/Adult Jumpers (2 opportunities)
High Child/Adult Jumpers (2 opportunities)
Low Junior/Amateur Jumpers (2 opportunities)
Medium Junior/Amateur Jumpers (2 opportunities)

\$300 Sponsorship Benefits

(Awards presentation opportunity; name in Prize List)

\$250 Level

Division Sponsorships Available

Short Stirrup Hunter
Long Stirrup Hunter
Low Adult Hunter
Low Children's Hunter
Baby Green Hunter

Championship Sponsorships Available

High Performance Hunter Division	High Performance Conformation Hunter
3' Green Hunter	3'3" Green Hunter
3'6" Green Hunter	3'9" Green Hunter
Amateur Owner Hunter 3'3" (18-35 years of age)	Amateur Owner Hunter 3'6" (18-35 years of age)
Amateur Owner Hunter 3'3" (36 and older riders)	Amateur Owner Hunter 3'6" (36 and older riders)
Small Junior Hunter 3'3" (15 and under riders)	Large Junior Hunter 3'3" (15 and under riders)
Small Junior Hunter 3'3" (16-17 years of age)	Large Junior Hunter 3'3" (16-17 years of age)
Small Junior Hunter 3'6" (15 and under riders)	Large Junior Hunter 3'6" (15 and under riders)
Small Junior Hunter 3'6" (16-17 years of age)	Large Junior Hunter 3'6" (16-17 years of age)
Small Pony Hunter	Medium Pony Hunter
Large Pony Hunter	Children's Pony
Children's Hunter (14 years and under riders)	Children's Hunter (15-17 years of age)
Adult Hunter (18-35 years of age)	Adult Hunter (36-49 years of age)
Adult Hunter (50 and older riders)	Low Child/Adult Jumper
High Child/Adult Jumper	Low Junior/Amateur Jumper
Medium Junior/Amateur Jumper	High Junior/Amateur Jumper

\$250 Sponsorship Benefits

(Name in Prize List, Awards presentation opportunity)

\$150 Level

Division Sponsorships Available

Hunter Breeding	Pony Hunter Breeding
Take2 Thoroughbred	Beginner Crossrails
Walk/Trot Opportunity Hunter (Two sections available)	Walk/Trot/Canter Opportunity Hunter (Two sections available)
USHJA Hunter 2'	USHJA Hunter 2'3"
USHJA Hunter 2'6" (Two sections available)	USHJA Hunter 2'9" (Two sections available)
USHJA Hunter 3'	Young Hunter for horses 5 years of age and younger
Young Hunter for horses 6 years of age and younger	Young Hunter for horses 7 years of age and younger

Championship Sponsorships Available

Best Young Horse (Hunter Breeding)

Best Young Pony (Pony Hunter Breeding)

\$150 Sponsorship Benefits

(Name in Prize List, Awards presentation opportunity)

\$100 Level

Division Sponsorships Available

NCHJA Special Hunter

Beginner Crossrails

Walk/Trot Opportunity Hunter (Two sections available)

Walk/Trot/Canter Opportunity Hunter (Two sections available)

Championship Sponsorships Available

NCHJA Special Hunter

USHJA Hunter 2'

USHJA Hunter 2'3"

USHJA Hunter 2'6" (Two sections available)

USHJA Hunter 2'9" (Two sections available)

USHJA Hunter 3'

Young Hunter for horses 5 years of age and younger

Young Hunter for horses 6 years of age and younger

Young Hunter for horses 7 years of age and younger

Other Opportunities

Best Child Rider on Pony

Best Child Rider on Horse

\$100 Sponsorship Benefits

(Name in Prize List)

\$50 Level

Class Sponsorships Available

There are opportunities to sponsor a jumper, equitation or medal class. With your donation, we'll be happy to assign a class to you.

\$50 Sponsorship Benefits

(Name in Prize List)

OTHER SPONSORSHIP OPPORTUNITIES

Hospitality Events

NCHJA Golden Anniversary Celebration (Saturday) - \$2,500

NCHJA Medal Finalist Luncheon (Thursday) - \$1,500

Welcome Lunch (Wednesday) - \$1,000

Medal Mixer (Friday) - \$1,000

Derby Tailgate Drinks - \$750

Sunday Bubbly Brunch - \$500

Daily Sunrise Morning Hospitality - \$500

Other Sponsorships Available

Temporary Stabling Sponsorship - \$2,000 (12 opportunities)

Scoreboard Sponsorship - \$4,000 (2 opportunities)

Creature Comfort Ringside Hospitality - \$150 (per day)



2023 NCHJA ANNUAL HORSE SHOW SPONSORSHIP AGREEMENT

4441 Six Forks Road, Suite 106-167, Raleigh, NC 27609

info@nchja.com

Sponsor Name: _____
(As it is to appear in sponsorship recognition.)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Sponsorship Amount: _____

Sponsorship Funds to be applied in the following areas:

☐ Payment is enclosed ☐ Bill me (payments must be received by May 1, 2023)

The undersigned understands that NCHJA has the right to transfer funds to other sponsorship categories, if necessary. For example, if sponsorship is for a division that is not held, the sponsorship funds can be shifted to a division that is held.

Signature _____ Date: _____

NCHJA Contact Name: _____

Sponsor should supply any promotional materials, information, prizes for our Annual Horse Show by June 1, 2023. Please be sure to provide a logo, website or any other resources that could help promote your business during our Annual Horse Show to _____ by June 1, 2023.

Thank you for your support!



2023 NCHJA ANNUAL HORSE SHOW PRIZE LIST ADVERTISEMENT

4441 Six Forks Road, Suite 106-167, Raleigh, NC 27609

info@nchja.com

Date: _____

Name of Business: _____

Contact Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Ad Size: _____

Camera Ready Artwork: _____

NCHJA Contact Name: _____

Advertising:

(Prize List is full size and full color processing, approximately 1200 printed, digital version available on web-site, social media and as requested.)

Inside and Back Covers \$1,000

Full Page \$800

Half Page \$400

Quarter Page \$200

(Need camera ready artwork and as soon as possible, can help with artwork if necessary for a small charge.)

Email artwork and questions to: nchjaannualshow@gmail.com



2023 NCHJA ANNUAL HORSE SHOW BANNER AGREEMENT

4441 Six Forks Road, Suite 106-167, Raleigh, NC 27609

info@nchja.com

Sponsor Name: _____
(As it is to appear on banner.)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

New Banner: \$175.00

Renew Existing Banner: \$125.00

You will be invoiced via email if Banner Sponsor is not accompanied by a check and mailed to address above and made payable to NCHJA.

Thank you for your support!