



NCHJA Annual Horse Show 2024 Sponsor Packet



North Carolina Hunter Jumper Association

The North Carolina Hunter Jumper Association (NCHJA) is committed to giving back to our members and to the community by supporting:

- Four \$1,000 scholarship grants to the winners of the featured Equitation Medal Finals held 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

Our Membership

1,128 NCHJA Members

296
Amateurs

749
Juniors

65
Professional
Trainers

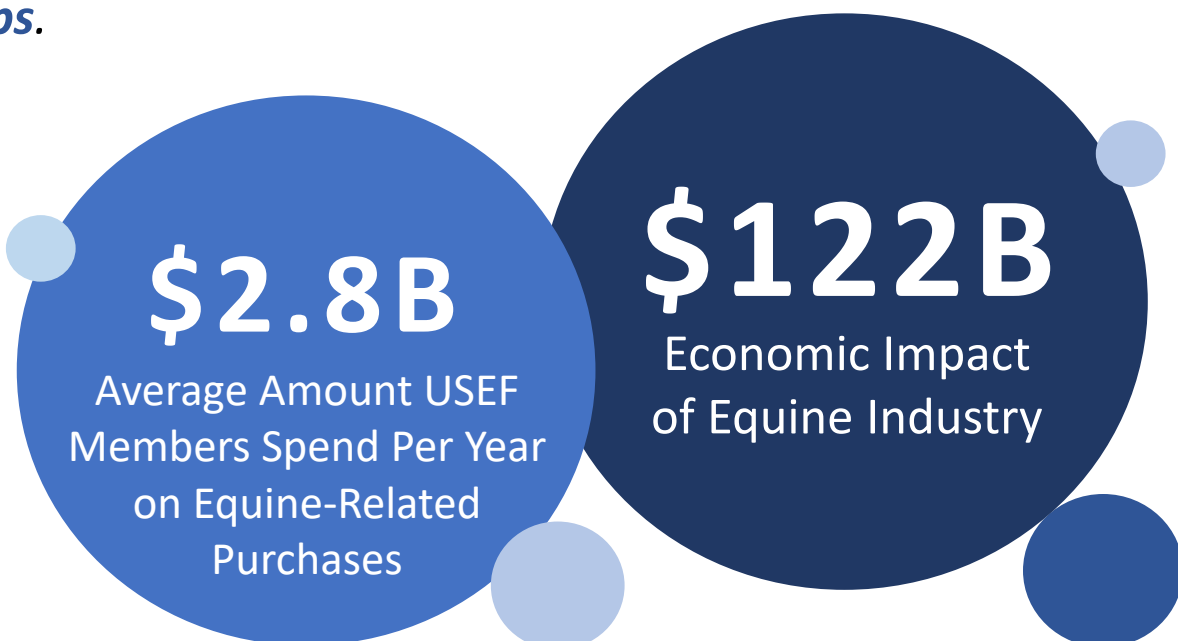
18
Farm
Members

Who We Are

Equestrian competitors, leisure riders, coaches, fans and enthusiasts each share a personal bond with the horse. This commonality defines our membership.

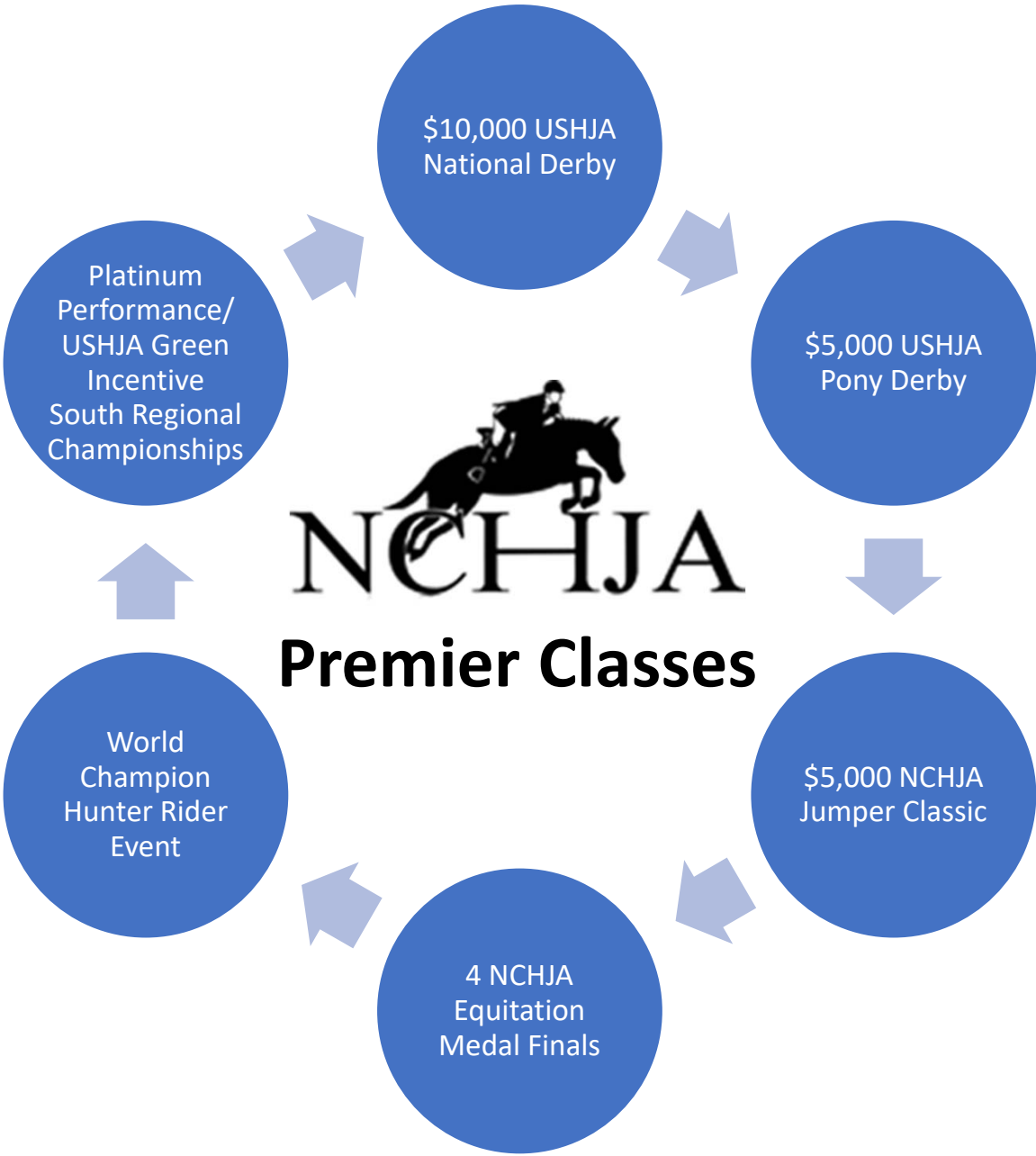
According to the United States Equestrian Federation, the average member spends **\$16,000** per year on equine-related purchases. This adds up to over **\$2.8 billion** per year!

As a large, economically diverse industry, the U.S. horse industry contributes significantly to the American economy. According to the American Horse Council Foundation's 2017 National Economic Impact Study, the horse industry contributes approximately **\$50 billion** in direct economic impact to the U.S. economy, and has a direct employment impact of **988,394 jobs**. Additionally, the horse industry's contribution ripples out into other sectors of the economy. Adding these ripple effects results in an estimate of the total contribution of the horse industry to the U.S. economy of **\$122 billion**, and a total employment impact of **1.7 million jobs**.



NCHJA Annual Horse Show

The 42nd NCHJA Annual Horse Show will be held June 26th-30th, 2024 at the Carolina Horse Park in Raeford, North Carolina. The hallmark of the show will be the **Premier Classes** featured at our horse show.



Our Competitors

The NCHJA Annual Horse Show attracts some of the top competitors from up and down the east coast, many of whom attend because of the **Premier Classes** offered at our show.

- ✓ In 2023 the show hosted over **400 horses** and roughly 450 riders during the week-long competition.
- ✓ Of the estimated 450 riders competing, approximately 150 are under the age of 18, with the majority of the riders between **30 and 50 years of age**.
- ✓ Each horse/rider combination has at least five people in accompaniment, making the daily average attendees about 2,000. In addition, it is estimated that approximately 800 people from the community visit the horse show daily, bringing the **daily attendance range to 2,800 people**.
- ✓ The average entry fee per horse/rider combination is over \$800. This figure does not include the **tourism dollars** our competitors and their families spend in our local community on lodging, fuel, meals, entertainment, or shopping.



2,800

Average Daily Attendance



30-50 Years

Average Age of Riders Competing

Our Premier Classes

Our **Premier Classes** make the NCHJA Annual Horse Show unique.

USHJA National Derby	Held on the grass Derby Field, the two-round format has a minimum of two judges that utilize the open numerical system to score competitors in the Classic Hunter Round (first round) on performance, hunter pace, jumping style, quality and substance, and movement. In addition, the base score in the Handy Hunter Round (second round) reflects brilliance of pace and handiness. In each round, after the judges' base score is given, one point will be added for each high-option fence jumped up to a maximum of four.
Platinum Performance/ USHJA Green Incentive South Regional Championships	The USHJA Green Hunter Incentive Program designates six regional championships held across the country.
USHJA Pony Derby	Held on the grass Derby Field, the USHJA Pony Hunter Derby offers Juniors the opportunity to compete ponies in a series modeled after the International and National Hunter Derby programs. Each USHJA Pony Hunter Derby will feature two rounds—a Classic Hunter style course (first round) and a Handy Hunter course (second round). Fence heights will be adjusted by pony size. The class is judged by a minimum of two judges who provide a single score for each round. The score from each round will be added together for an overall score.

<p>NCHJA Jumper Classic</p>	<p>Open to all jumper competitors, this class will compete over two rounds at 1.25 meters in height.</p>
<p>World Champion Hunter Rider Event</p>	<p>The USHJA World Championship Hunter Rider Program was founded to recognize and celebrate the hunter rider. Since the inaugural World Championship Hunter Rider Professional Finals in 1995, the WCHR program has expanded to include coveted year-end awards for Professionals, Developing Professionals, Amateur Owners, Amateur Adults, Juniors, Children’s and Pony riders. Only select horse shows across the country are selected to host these events.</p>
<p>NCHJA Equitation Medal Classes</p>	<p>The NCHJA will host four equitation medal finals classes. Riders compete all year earning points in their designated class to qualify for the finals. Only the top 15 riders in each class are invited to participate.</p>

Premier Class Sponsorships

\$10,000 Level

USHJA National Derby

Platinum Performance/USHJA Green Hunter Incentive South Regional Championship 3'-3'3"

\$10,000 Sponsorship Benefits

- ✓ Naming rights to the Premier Classes
- ✓ Full page advertisement in Prize List
- ✓ Winner's Circle banner placement
- ✓ 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 any press releases and printed materials featuring the class
- ✓ 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

USHJA Pony Derby

NCHJA Jumper Classic

**Platinum Performance/USHJA Green Hunter Incentive
South Regional Championship 3'6"-3'9"**

\$5,000 Sponsorship Benefits

- ✓ Naming rights to the Premier Classes
- ✓ Full page advertisement in Prize List
- ✓ Winner's Circle banner placement
- ✓ 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 any press releases and printed materials featuring the class
- ✓ 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

Division/Class Sponsorships

\$1,050 Level

\$1,050 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Name in any press releases and printed materials featuring the class
- ✓ Multiple mentions on social media
- ✓ Announcements during show

High Performance Hunter Division

\$1,000 Level

\$1,000 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Name in any press releases and printed materials featuring the class
- ✓ Multiple mentions on social media
- ✓ Announcements during show

NCHJA Pony Medal Scholarship	1.40m Junior/Amateur Jumper Classic
NCHJA Children's Medal Scholarship	1.30m Junior/Amateur Jumper Classic
Bryan Jones Medal Scholarship	1.20m Junior/Amateur Jumper Classic
EJ Haun Medal Scholarship	1.10m Junior/Amateur Jumper Classic
Wee Derby	1.0m Junior/Amateur Jumper Classic
A/O Hunter Classic	Junior Hunter Classic

\$800 Level

\$800 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Name in any press releases and printed materials featuring the class
- ✓ Multiple mentions on social media
- ✓ Announcements during show

Green Working Hunter 3'9" Division

Small Junior Hunter 3'6" Division

Green Working Hunter 3'6" Division

Small Junior Hunter 3'3" Division

A/O Hunter Older 3'6" Division

Large Junior Hunter 3'6" Division

A/O Hunter Younger 3'6" Division

Large Junior Hunter 3'3" Division

A/O Hunter Older 3'3" Division

Small Pony Hunter Division

A/O Hunter Younger 3'3" Division

Medium Pony Hunter Division

Large Pony Hunter Division

\$500 Level

\$500 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Name in any press releases and printed materials featuring the class
- ✓ Multiple mentions on social media
- ✓ Announcements during show

Green Working Hunter 3'3" Division

Children's Hunter Older Division

Green Working Hunter 3'0" Division

Children's Hunter Younger Division

Performance Hunter 3'6" Division

Children's Hunter Classic

Performance Hunter 3'3" Division

Adult Amateur Hunter Older Division

Small/Medium Green Pony Hunter Division

Adult Amateur Hunter Younger Division

Large Green Pony Hunter Division

Adult Hunter Classic

Pony Hunter Classic

Groom's Class

\$400 Level

\$400 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Name in any press releases and printed materials featuring the class
- ✓ Multiple mentions on social media
- ✓ Announcements during show

**1.30M Jumper Class
(2 opportunities)**

**1.40m Junior/Amateur Jumper Class
(2 opportunities)**

**1.25M Jumper Class
(2 opportunities)**

\$300 Level

\$300 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Name in any press releases and printed materials featuring the class
- ✓ Multiple mentions on social media
- ✓ Announcements during show

**1.30m Junior/Amateur Jumper Class
(2 opportunities)**

**1.10m Junior/Amateur Jumper Class
(2 opportunities)**

**1.20m Junior/Amateur Jumper Class
(2 opportunities)**

**1.0m Junior/Amateur Jumper Class
(2 opportunities)**

\$250 Level

\$250 Sponsorship Benefits

- ✓ Awards presentation opportunity
- ✓ Multiple mentions on social media
- ✓ Announcements during show

High Performance Hunter Champion	A/O Hunter Older 3'6" Champion
Green Working Hunter 3'9" Champion	A/O Hunter Younger 3'6" Champion
Green Working Hunter 3'6" Champion	A/O Hunter Older 3'3" Champion
Green Working Hunter 3'3" Champion	A/O Hunter Younger 3'3" Champion
Green Working Hunter 3'0" Champion	Small Junior Hunter 3'6" Champion
Performance Hunter 3'6" Champion	Large Junior Hunter 3'6" Champion
Performance Hunter 3'3" Champion	Small Junior Hunter 3'3" Champion
Small Pony Hunter Champion	Large Junior Hunter 3'3" Champion
Medium Pony Hunter Champion	Children's Hunter Older Champion
Large Pony Hunter Champion	Children's Hunter Younger Champion
Small/Med Green Pony Hunter Champion	Children's Pony Hunter Division
Large Green Pony Hunter Champion	Children's Pony Hunter Champion
Adult Amateur Older Champion	Low Adult Hunter Division
Adult Amateur Younger Champion	Low Adult Hunter Champion
Short Stirrup Hunter Division	Low Children's Hunter Division
Short Stirrup Hunter Champion	Low Children's Hunter Champion
Long Stirrup Hunter Division	Baby Green Hunter Division
Long Stirrup Hunter Champion	Baby Green Hunter Champion
1.40m Junior/Am. Jumper Champion	1.10m Junior/Am. Jumper Champion
1.30m Junior/Am. Jumper Champion	1.0m Junior/Am. Jumper Champion
1.20m Junior/Am. Jumper Champion	

\$150 Level

\$150 Sponsorship Benefits

- ✓ Multiple mentions on social media
- ✓ Announcements during show

Low Adult Hunter Challenge

Low Children's Hunter Challenge

Take2 Thoroughbred Hunter Division

USHJA Hunter 3' Section 1 Division

USHJA Hunter 3' Section 2 Division

USHJA Hunter 2'9" Section 1 Division

USHJA Hunter 2'9" Section 2 Division

USHJA Hunter 2'6" Section 1 Division

USHJA Hunter 2'6" Section 2 Division

USHJA Hunter 2'3" Division

USHJA Hunter 2' Division

Best Young Horse

Young Hunter 5 & Under Division

Young Hunter 6 & Under Division

Young Hunter 7 & Under Division

Beginner Crossrails Hunter Division

Wall/Trot Opp. Hunter Section 1 Division

Wall/Trot Opp. Hunter Section 2 Division

Wall/Trot/Canter Opp. Hunter Sec. 1 Division

Wall/Trot/Canter Opp. Hunter Sec. 2 Division

NCHJA Special Hunter Division

Hunter Breeding Horse Division

Hunter Breeding Pony Division

Best Young Pony

\$100 Level

\$100 Sponsorship Benefits

- ✓ Multiple mentions on social media
- ✓ Announcements during show

Take2 Thoroughbred Hunter Champion

USHJA Hunter 3' Section 1 Champion

USHJA Hunter 3' Section 2 Champion

USHJA Hunter 2'9" Section 1 Champion

USHJA Hunter 2'9" Section 2 Champion

USHJA Hunter 2'6" Section 1 Champion

USHJA Hunter 2'6" Section 2 Champion

USHJA Hunter 2'3" Champion

USHJA Hunter 2' Champion

**Wall/Trot/Canter Opp. Hunter Sec. 1
Champion**

Young Hunter 5 & Under Champion

Young Hunter 6 & Under Champion

Young Hunter 7 & Under Champion

Beginner Crossrails Hunter Champion

Wall/Trot Opp. Hunter Section 1 Champion

Wall/Trot Opp. Hunter Section 2 Champion

Best Child Rider on a Horse

Best Child Rider on a Pony

NCHJA Special Hunter Champion

**Wall/Trot/Canter Opp. Hunter Sec. 2
Champion**

\$50 Level

\$50 Sponsorship Benefits

- ✓ Announcements during show

Leadline

Jumper Class (23 opportunities)

Pony Jumper Class (3 opportunities)

Open Hunter Class (14 opportunities)

Equitation/Medal Class

Other Sponsorships

Hospitality Events

NCHJA Anniversary Celebration (Saturday)	\$2500
Welcome Lunch (Wednesday)	\$1500
NCHJA Medal Finalist Luncheon (Thursday)	\$1500
Medal Mixer (Friday)	\$1000
Derby Tailgate (Thursday)	\$1000
Sunday Bubbly Brunch	\$750
Daily Sunrise Morning Hospitality (6 opportunities)	\$500
Golf Cart Parade	\$500
Creature Comfort Ringside Hospitality (5 opportunities)	\$150

Other Opportunities

Scoreboard Sponsorship (2 opportunities)	\$4000
Back Numbers	\$800

Banners

New Banner	\$175
Banner Renewal	\$125

Prize List Advertising

Prize List is full size (8.5"x11") and full color processing, approximately 1200 printed, digital version available on web-site, social media, and as requested. Need camera ready artwork as soon as possible, can help with artwork, if necessary, for a small charge.

Inside and Back Covers	\$1000
Full Page	\$800
Half Page	\$400
Quarter Page	\$200

Questions?

If you are interested in becoming a sponsor but have questions, or would like to speak to someone about a special sponsorship opportunity, please feel free to contact us:

NCHJAannualshow@gmail.com

If you are interested in becoming a sponsor of the NCHJA "C" Show Finals scheduled for September 28-29, 2024, please contact:

NCHJAcfinals@gmail.com



2024 NCHJA ANNUAL HORSE SHOW SPONSORSHIP AGREEMENT

3546 Youngs Road, Southern Pines, NC 28387

NCHJAnnualshow@gmail.com

Sponsor Name: _____

(As it is to appear in sponsorship recognition.)

Contact Name: _____

Street Address _____

City/State/Zip Code _____

Telephone _____

Email _____

Website _____

Social Media Tags _____

- **Sponsorships:**

Sponsorship Amount: _____

Sponsorship Funds to be applied in the following areas (indicate division/class/hospitality): _____

- **Prize List Advertising:**

Prize List is full size (8.5"x11") and full color processing, approximately 1200 printed, digital version available on web-site, social media, and as requested. Need camera ready artwork as soon as possible, can help with artwork, if necessary, for a small charge.

Inside and Back Covers - \$1,000

Half Page - \$400

Full Page - \$800

Quarter Page - \$200

- **Banner:**

New Banner - \$175

Banner Renewal - \$125

Add On: Banner Displayed at NCHJA C Finals - \$75

PAYMENT:

Total Amount Due _____

Payment is enclosed

Bill me

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: _____

All sponsorships must be paid by May 15, 2024. Sponsor should also supply any promotional materials, information, and prizes for our Annual Horse Show by May 15, 2024. *Thank you for your support!*