

32ND ANNIVERSARY

# *Traders Point*

HUNT CHARITY HORSE SHOW



AUGUST 11-16 2009

## *Sponsorship & Marketing Opportunities*

BENEFITING THE RILEY CHILDREN'S FOUNDATION

[WWW.TRADERSPOINT.ORG](http://WWW.TRADERSPOINT.ORG)



artner with an outstanding event  
*benefiting an extraordinary charity*



Join us by becoming a corporate sponsor at Wild Air Farms — one of the true jewels of the Midwest. This private estate hosts Traders Point Hunt Charity Horse Show, named one of the five best horse shows in the country by *The Chronicle of the Horse*. The 32nd annual Traders Point Hunt Charity Horse Show, benefiting Riley Hospital for Children, will be held from August 11-16th 2009. Riley Hospital serves more than 230,000 patients annually and is ranked 11th in the nation according to *Child Magazine*. We hope you will consider adding your support to this unique Indianapolis area event.

## TWO GRAND PRIX EVENTS

This outstanding show features two Grand Prix events: one on Friday evening and one on Sunday afternoon. The \$30,000 **Marty and Russ Fortune Memorial Grand Prix** featuring world-class horses and riders takes place on Friday evening. On Sunday, the \$60,000 **Indianapolis Grand Prix** features an extraordinary afternoon of show jumping on one of the most beautiful and challenging Grand Prix fields in the country. Typically, the Sunday **Indianapolis Grand Prix** features national and international competitors and hosts prominent elected officials, distinguished members of the community, VIP corporate sponsors, and more than 8,000 spectators.

# SPONSORSHIP OPPORTUNITIES FROM \$2,000 TO \$25,000

*Contact the Horse Show Office for Naming Opportunities  
or Custom Sponsorship Packages.*

## **\$25,000 PRESENTING SPONSORSHIP**

- Four company banners placed at the main entrance and inside the Grand Prix ring during the horse show.
- A two-page, centerfold, two-color advertisement in the Horse Show Program along with recognition on the sponsor's page
- Private Company area within the VIP tent for company client entertaining during the horse show. Area will be decorated by horse show committee with plants and flowers, including centerpieces
- 24 VIP ringside invitations to the \$30,000 Marty and Russ Fortune Grand Prix with complimentary cocktails and hors d'oeuvres.
- 24 VIP ringside invitations to the Sunday \$60,000 Indianapolis Grand Prix featuring lunch, an open bar, and champagne

## **\$12,000\* CUSTOMIZED JUMP PACKAGE**

*\*PRICE MAY BE ADJUSTED BASED UPON MATERIALS OR SPECIAL REQUESTS*

- Grand Prix jump customized with your company name & logo.
- Two Recognition banners with your company name displayed in the Grand Prix Ring during the horse show
- Full-page ad in Horse Show Program along with recognition on the sponsor's page
- Professional photo made of your company representatives standing in front your company jump
- 16 VIP ringside invitations to the \$30,000 Marty and Russ Fortune Grand Prix with complimentary cocktails and hors d'oeuvres.
- 16 VIP ringside invitations to the Sunday \$60,000 Indianapolis Grand Prix featuring lunch, an open bar, and champagne



## \$8,000 PLATINUM SPONSOR

- Full-page ad in Horse Show Program along with recognition on the sponsor's page
- Four Ringside banners in the Grand Prix ring
- 16 VIP ringside invitations to the \$30,000 Marty and Russ Fortune Grand Prix with complimentary cocktails and hors d'oeuvres
- 16 VIP ringside invitations to the Sunday \$60,000 Indianapolis Grand Prix featuring lunch, an open bar, and champagne

## \$5,000 GOLD SPONSOR

- Full-page ad in Horse Show Program along with recognition on the sponsor's page
- Two Ringside banners in the Grand Prix ring
- 16 VIP ringside invitations to the \$30,000 Marty and Russ Fortune Grand Prix with complimentary cocktails and hors d'oeuvres
- 16 VIP ringside invitations to the Sunday \$60,000 Indianapolis Grand Prix featuring lunch, an open bar, and champagne

## \$3,000 SILVER SPONSOR

- Half-page ad in Horse Show Program along with recognition on the sponsor's page
- One Ringside banner in the Grand Prix ring
- 8 VIP invitations to the \$30,000 Marty and Russ Fortune Grand Prix with complimentary cocktails and hors d'oeuvres
- 8 VIP invitations to the Sunday \$60,000 Indianapolis Grand Prix featuring lunch, an open bar, and champagne

## \$2,000 BRONZE SPONSOR

- Quarter-page ad in Horse Show Program along with recognition on the sponsor's page
- 8 VIP invitations to the \$30,000 Marty and Russ Fortune Grand Prix with complimentary cocktails and hors d'oeuvres
- 8 VIP invitations to the Sunday \$60,000 Indianapolis Grand Prix featuring lunch, an open bar, and champagne

### All Sponsorship Levels Receive:

Web page listing on [traderspoint.org](http://traderspoint.org) site with link to Presenting Sponsor's own page



## TARGET AN AFFLUENT AUDIENCE

All participants in the Traders Point Hunt Charity Horse Show are required to be members in good standing of the United States Equestrian Federation (USEF). USEF is the national governing body for all horse sports in the United States. USEF recently surveyed its 70,000 members and uncovered some significant marketing data.

First, the average household income of USEF members is \$237,000. Members have an average net worth of over \$1,340,000. Next, over half of USEF members are married, college graduates, and employed in a professional or managerial position. Finally, 87% own their residence and more than 20% own a second home.

Corporate sponsors can be assured that their message is reaching:

- 1) an affluent group of riders, and
- 2) a large group of family and friends as well as fans who follow equestrian sports.



## COMPETITOR PROFILES

- Average household income is \$237,000
- 63% traded stocks or bonds in the last year
- On average, each competitor owns two or more horses valued at more than \$87,000
- Each competitor spends an average of \$16,000 annually on horse-related products
- Market value of the average competitor's home is \$594,000; many own a second home.
- On average, each competitor owns three vehicles, and 53% own a pick-up truck
- Each competitor competes an average of six times a year
- Each competitor spends an average of 30 nights a year in a hotel
- Each competitor rents a vehicle, on average, four times a year



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