



August 2 - August 10, 2024

SUSSEX COUNTY HORSE SHOW

Sponsorship Media Kit

This historic event enters its 88th year in Sussex County in August, 2024. As a premiere event in Sussex County, this long running competition captures a diverse audience that participates and competes in multiple equine disciplines including Hunters, Equitation, Jumpers, Western, and Pleasure. Divisions include USEF "A" & "C" rating, as well as Thoroughbred, Breeding, Local, 4H, Open Breed, Ranch Riding, and Barrel Racing Classes which generate attendees from the county, state, and surrounding areas throughout the nine day period.

As a non-profit organization, sponsorship is essential to our program and we cannot thank you enough for your consideration. We take pride in serving our community by upholding this long standing tradition and can only do so with your help. Please review our options and see what would best serve you and your business! Most importantly, please let us know how we can help you!



Mini Grand Prix

**88th Annual Sussex
County Horse
Show**

National "A" Rated

**Jumper Stakes
Hunter Derbies**

**Multi-discipline
classes offered
throughout the
week**

SUSSEX COUNTY HORSE SHOW

37 Plains Road, Augusta, NJ
office: 973-948-5500 – ext. 241
www.sussexcountyhorseshow.org

Contact:
Becky Kinney-Nagy
(973) 222-7326
schsponsorship@gmail.com



Horse Show Sponsorship at a Glance

- **Signage:** see page 3
 - *4x6 Custom Main Ring Sign* (\$1000)
 - *Sponsor Provided Vinyl Banner* (\$300)
- **Print & Digital Media Advertising:** see pages 3 & 4
 - *Printed & Digital Horse Show Program*
 - Prices ranging from \$100 to \$700
 - *Digital Options- Scoreboard, Website, Facebook*
 - Prices ranging from \$325 to \$500
- **Part of the competition: Custom Jump Panels:** see page 5
 - Five days of showing (\$1,000)
- **On-site Vendor Space:** see page 5
 - Prices ranging from \$300 to \$1,800
- **Sponsorship Bundle Options:** see pages 6 & 7
 - Packages ranging from \$200 to \$10,000
- **Veterans Trail Day Benefit:** see page 8
 - Packages ranging from \$200 to \$550

Sponsorship Benefits & Perks at a Glance

- Public Address Announcements
- Award & Ribbon Presentation (in person visibility & interaction)
- Direct access into the Horse Show and Fair
- Hospitality and Networking Event
- Visibility of your product or service to your targeted customer



Signage

Main Ring Sign

Considered one of the most visible advertisements, the banner is well positioned throughout the show competition grounds and can contain your logo, attractive images, and content for all attendees to see during the show. We are happy to have our experienced professionals crate your 4x6 sign for you which can be reused year after year! You will work directly with our builder to ensure your banner turns out exactly how you envision it!

***Early birds get extra visibility:** Send in your paperwork and check ASAP for your banner to be hung early! Once your check is received your banner will be designed and hung. It will then be seen by all our Benefit Series Horse Show attendees starting as early as April through October.

4 x 6 Custom Sign - 9 Day Horse Show Display

- o Main Ring \$1,000

Vinyl Banner

We also offer sponsors the opportunity to provide their own vinyl banners to be hung outside of Ring 2 or Ring 3. Limited space available.

Sponsor Provided Banner - 9 Day Horse Show Display

- o Outside Ring 2 or 3 \$300

Printed & Digital Horse Show Program

An effective marketing campaign has proven to work best when print is integrated with other visibility solutions. Research has demonstrated an ability to increase ROI as much as more than 200%.

The Sponsor Program will be available during all nine days of the show and is distributed to exhibitors, trainers, spectators, etc.

Included with the advertising rate is the digital version that is displayed on the Website and Facebook for added business exposure!

- Back Cover – Color – 8.0” w x 10.5” h \$700
- Inside Covers – Color – 8.0” w x 10.5” h \$550
- FULL PAGE AD – Color – 8.0” w x 10.5” h \$450
- 1/2 PAGE AD – Color – 8.0” w x 5.25” h \$225
- 1/4 PAGE AD – Color – 3.875” w x 5.25” h \$150
- Business Card AD – Color – 3.5” w x 2.0” h \$75



Digital Advertising

Digital Scoreboard

The Scoreboard runs continuously throughout the show and displays your business logo and content. Located in the Main Ring with the premiere classes, it is the most active and well attended area during the show. With a State Fair that boasts an attendance of nearly 150,000 – this is an affordable investment for your business advertising dollars that provides continuous visibility.

*Logo must be provided as a JPEG and sized (1920 x 1080)

- 5 Day Display \$325

Website – www.sussexcountyhorseshow.org

A website that demonstrates industry standard click through rates and continuously trends up leading to the beginning and during the show dates. Sponsorship logo and hyperlink to your website on the Sussex County Horse Show website banner.

- Digital Scoreboard & Website Hyperlink Logo Bundle \$500
- Website (with hyperlink) \$300
- Website (no hyperlink) \$250

Social Media Advertising – Facebook & Instagram

With over 6,000 followers, we offer a wide reach for your sponsorship dollars utilizing Social Media which includes postings on Facebook and/or Instagram to position your business in our Online space. Your Business sponsorship will be posted and continually updated with class and/or division information for optimal marketing. We invite you to interact with our followers and speak directly to potential customers.

Public Address Announcement – Horse Show wide installed PA system to announce your sponsorship during the show. Let your business be seen AND heard by all those who attend.

Award & Ribbon Presentation – Be seen at the show to present the Division or Class Award. A great photo opportunity for you and your business! This is your opportunity to present an award and make the presentation for the winner of the class and/or division you sponsor. Your business name is announced during the presentation and appears in the printed and digital program distributed and seen by nearly 5,000 attendees.



Custom Jump Panel

Great advertising for your business which could bring unlimited possibilities for new business. These 2 x 12 custom made jump panels can be provided by you or custom designed and built by us, for an additional cost. Your marketing is on course in the Main Ring as all those in attendance watch the jump by jump action!

There are unlimited possibilities for Custom Jumps and our professional jump designer can discuss the many options and benefits with you and your Marketing team for maximum visibility.

Orders for design must be placed by April!

- Use of sponsor provided jump – \$1,000
- Design, build & use of jump – \$2,500 - \$4,000+
+Price varies based on customization

*Design, build & use of jump included with Platinum Sponsorship level.



Sponsor Vendor Exhibitor On-site

Market your products direct to the participants and attendees during the show with an exhibitor space in the highly trafficked area surrounding the Main Ring during the course of the show. A variety of choices for space size to showcase your product and/or service. Sponsor to provide all booth equipment and provide certificate of insurance with Sussex County Horse Show listed as additional insured.

- **Saturday to Monday (3 days)**
 - Space 12' x 12' \$300.00
 - Space 12' x 24' \$600.00
 - Mobile Trailer \$800.00
- **Tuesday to Saturday (5 days)**
 - Space 12' x 12' \$500.00
 - Space 12' x 20' \$1,000.00
 - Mobile Trailer \$1,200.00
- **Friday to Saturday (9 days)**
 - Space 12' x 12' \$800.00
 - Space 12' x 20' \$1,600.00
 - Mobile Trailer \$1,800.00



Sponsorship Levels

The most all-inclusive way to be a sponsor is to select from our sponsorship levels. We offer a wide variety of sponsorship levels based on your needs with each level giving you a bit more exposure and a few more perks. Keep in mind, you're more than welcome to select a level and select specific add ons. This is just a starting place that we hope can meet you where you are able.

Class Level - \$200

- Ribbon Presentation
- Public Address Announcement
class of choice: first come, first serve



Division Level - \$250

- Horse Show Day Access
- Business Card Color Ad in Program
- Hospitality Event
- Social Media Posting
- Division Award & Ribbon Presentation
- Public Address Announcement

Patron Level - \$500

- Digital Scoreboard Ad
- Horse Show Day Access
- Hospitality Event
- Quarter Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation
- Public Address Announcement

Bronze Level - \$1,200

- 8 Day 4 x 6 Ring Sign Display
- Digital Advertisement
 - Website w/hyperlink
 - Digital Scoreboard Ad
- Weekly Horse Show Access
- Hospitality Event
- Quarter Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation
- Public Address Announcement



Silver Level - \$2,500

- Featured Sponsor for Prime Competition Event
- 8 Day 4 x 6 Ring Sign Display
- Digital Advertisement
 - Website w/hyperlink
 - Digital Scoreboard Ad
- Weekly Horse Show Access
- Hospitality Event
- Half Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation(s)
- Public Address Announcement

Winning with your Silver Sponsorship



GO FOR THE GOLD and build your business!



Gold Level - \$5,000

- Featured Sponsor for Prime Competition Event
- 8 Day 4 x 6 Ring Sign Display & Spotlight Featured
- Digital Advertisement
 - Website w/hyperlink
 - Digital Scoreboard Ad
- Weekly Horse Show Access
- Hospitality Event
- Half Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation(s)
- Public Address Announcement

Platinum Level - \$10,000+

- Custom Jump Panel
- 8 Day Vendor Space 12' x 12'
- Featured Sponsor for Prime Competition Event
- 8 Day 4 x 6 Ring Sign Display & Spotlight Featured
- Digital Advertisement
 - Website w/hyperlink
 - Digital Scoreboard Ad
- Weekly Horse Show Access
- Hospitality Event
- Full Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation(s)
- Public Address Announcement

Platinum

....puts your business in the Competition





Veterans Trail Day Benefit

We're proud to be a non-profit and supporting our veterans has always been important to our committee. Please consider being a sponsor for our Veterans Trail Day Benefit. We will be donating 80% of our benefit sponsors as well as 60% of our entry fees from exhibitors to Spring Reins of Life: a local charity which provides equine therapy for military veterans & their families, at risk youth, and bereaved children. Consider supporting the Sussex County Horse Show and our veterans with our available packages below.

Benefit Class Level - \$200

- Business Card Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation
- Public Address Announcement



Benefit Trail Level - \$350

- Digital Scoreboard Ad
- Hospitality Event
- Quarter Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation
- Public Address Announcement

SPRING REINS *of* Life
HORSES, HUMANS & HEALING

Benefit Donor Level - \$550

- Digital Advertisement
 - Website (no hyperlink)
 - Digital Scoreboard Ad
- Hospitality Event
- Quarter Page Color Ad in Program
- Social Media Posting
- Division Award & Ribbon Presentation
- Public Address Announcement





SUSSEX COUNTY HORSE SHOW - August 2 - August 10, 2024

Sussex County Horse Show 2024 Sponsorship Agreement Form

Please return this form completed and signed.

_____ Platinum Sponsor	\$10,000	_____ Division Sponsor	\$250
_____ Gold Sponsor	\$5,000	_____ Class Sponsor	\$200
_____ Silver Sponsor	\$2,500	_____ Veterans Trail Day Benefit (circle below)	
_____ Bronze Sponsor	\$1,200	\$200	\$350
_____ Patron Sponsor	\$500	Other \$ _____	\$550

Preferred Class / Division: _____

I expect to be present and would like to present ribbons/prizes for my sponsored class.

***Business/Organization** (Specify exactly how your name should appear for sponsorship) _____

***Contact Name** _____

***Mailing Address** _____

***Phone:** _____

***Email** _____

_____	_____	\$ _____
*Sponsor Signature	Date	*Sponsorship Amount

SCFHS Authorized Representative _____ **Date** _____

Mail to: NJSF/SCFHS
Attn: HS Sponsorship
PO Box 2456
Branchville, NJ 07826

For more information please contact:
Becky Kinney-Nagy (973) 222-7326
schsponsorship@gmail.com



Sussex County Horse Show 2024 Advertising Agreement Form

Please return this form completed and signed.

_____ Back Cover Color	\$700	_____ 1/2 Page Color Ad	\$225
_____ Inside Cover Color	\$550	_____ 1/4 Page Color Ad	\$150
_____ Full Page Color Ad	\$450	_____ Business Card Color Ad	\$75

Email ads & logos to SCHSponsorship@gmail.com ASAP for printing
Logo must be provided as a JPEG and sized (1920 x 1080)

Comments: _____

***Business/Organization** (Specify exactly how your name should appear in any listing)

***Contact Name**

***Mailing Address**

***Email** _____ ***Phone:** _____

***Advertiser Signature** _____ **Date** _____ ***Total Amount** \$ _____

SCFHS Authorized Representative _____ **Date** _____

Mail to: NJSF/SCFHS
Attn: HS Sponsorship
PO Box 2456
Branchville, NJ 07826

For more information please contact:
Becky Kinney-Nagy (973) 222-7326
schsponsorship@gmail.com