



# Experience Exciting

Ocala Jockey Club International 3-Day Event, November 14-17, 2019 Florida



## SPONSORSHIP OPPORTUNITIES

# THE EVENT

# TOP CLASS

Top three day eventing competitions around the world attract crowds of spectators and are traditions on their local calendars. For example, the prestigious Badminton Horse Trials held in England each spring, has run since 1949. The Badminton cross-country day attracts up to 250,000 spectators annually and, after the Indianapolis 500, is the second largest sporting event for money made in the world.

The CCI3\* level added to the OJC Event in 2018 adds to the prestige of the Ocala Jockey Club International 3-Day Event. The CCI3\* serves as an important qualifier for the Olympic Games. OJC is the fifth event of this level in the United States and the only one in the Southeast. The first Event was held at OJC in 2016 and is already seen as capable of creating an event of a caliber to equal the best in the world. One of the main reasons is the stunning Ocala Jockey Club farm with its naturally superb footing and terrain, combined with consistently sunny weather in November and horse-friendly Ocala which has one of the largest concentrations of horses in the world.

Three day eventing is a unique extreme sport, described as an equestrian triathlon. Each horse and rider combination competes in three different disciplines: dressage, show jumping and cross country. The highest wow factor is at the cross country competition, which involves miles of galloping and large jumps designed to mimic natural obstacles such as water, ditches, drops in terrain and fallen logs.



The OJC International 3-Day Event was honored with the 2018 Small Market Event of the Year award by the Florida Sports Foundation after just the second running.



"The event is a great showcase of eventing and of Ocala. An event of this caliber is yet another example of why we call Ocala, Marion County, 'The Horse Capital of the World'"

KENT GUINN  
MAYOR OF OCALA

Shannon Brinkman Photo

EXPERIENCE DRAMATIC

# DAY IN THE COUNTRY

- **World Class Competition Experience**
- **Vendor Village** with food trucks, beer garden and unique equestrian-themed vendors
- **VIP hospitality** in the Ocala Jockey Clubhouse for networking and special views
- **Tailgating** along the cross-country course
- Private corporate tents for client entertaining
- **Special events and parties:**
  - Sponsors' Reception
  - Ladies' Day Lunch with acclaimed speakers
  - Hat competition, judged for prizes
  - Competitors' Party
  - Awards Reception
- **Activities** for groups and the whole family
- Demonstrations, autographs, games and prizes
- **Thoroughbred Eventing Champion Award** promotes use of Off-Track Thoroughbreds in second careers



Gentle Carousel | Miniature Therapy Horses



# OCALA JOCKEY CLUB

## THE VENUE



In the rarified hills of North Central Florida sits an equestrian paradise on 950 acres: The Ocala Jockey Club.

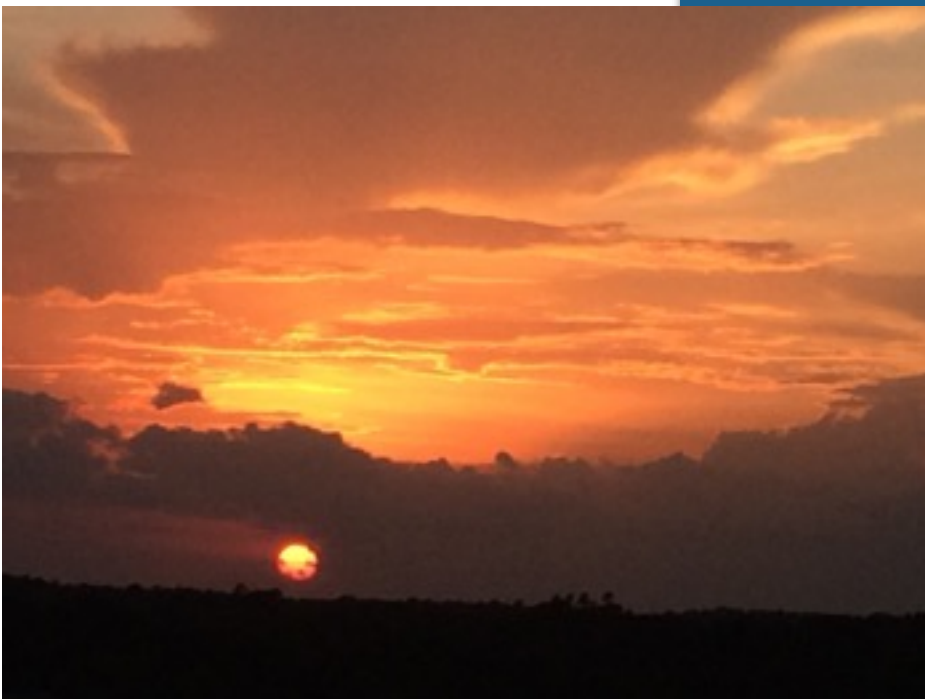
The pastures are unprecedented, sunsets glorious and facilities outstanding. The Ocala Jockey Club, with its rolling hills and old-growth, moss-laden oak trees is a crown jewel in the horse capital of Ocala, Florida.

The Ocala Jockey Club was developed in the early 1980's as a family oriented Thoroughbred horse farm community located on the rich soil and rolling hills of Marion County.

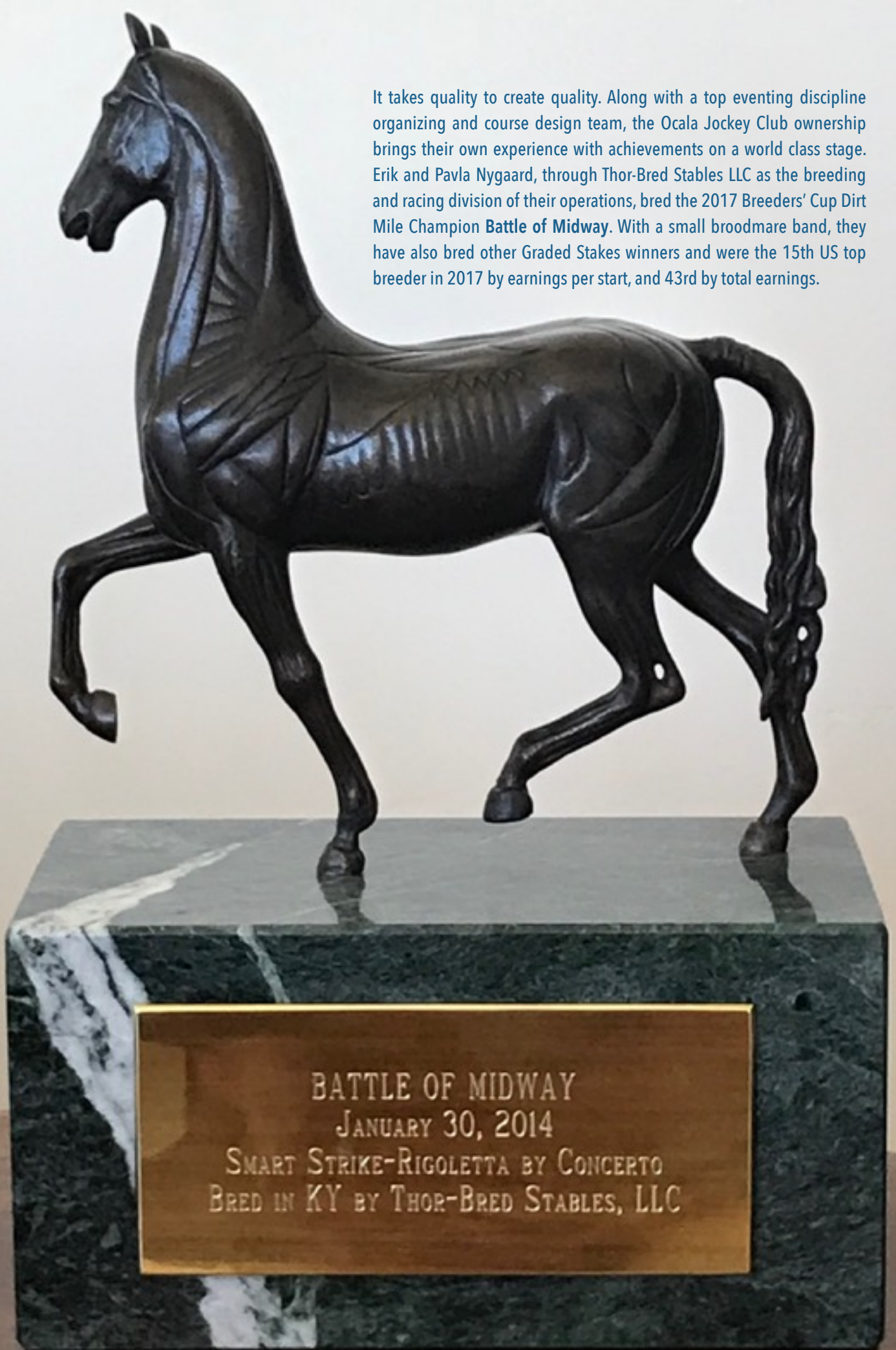
Owners Pavla and Erik Nygaard are building on the Thoroughbred tradition of the farm and recently introduced their new world class Eventing Competition Center to rave reviews.

400 acres of the farm has been developed into a world class Eventing training and competition venue, hosting the Ocala Jockey Club International Event annually since November 2016.

The dramatic cross-country courses, two showcase grass arenas and unique custom jumps were designed and created by top international designers. "Best ever" and "truly first class" reviews by officials, competitors and spectators.



It takes quality to create quality. Along with a top eventing discipline organizing and course design team, the Ocala Jockey Club ownership brings their own experience with achievements on a world class stage. Erik and Pavla Nygaard, through Thor-Bred Stables LLC as the breeding and racing division of their operations, bred the 2017 Breeders' Cup Dirt Mile Champion **Battle of Midway**. With a small broodmare band, they have also bred other Graded Stakes winners and were the 15th US top breeder in 2017 by earnings per start, and 43rd by total earnings.



BATTLE OF MIDWAY  
JANUARY 30, 2014  
SMART STRIKE-RIGOLETTA BY CONCERTO  
BRED IN KY BY THOR-BRED STABLES, LLC

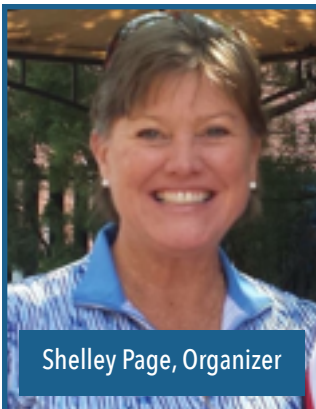


# THE EVENT TEAM

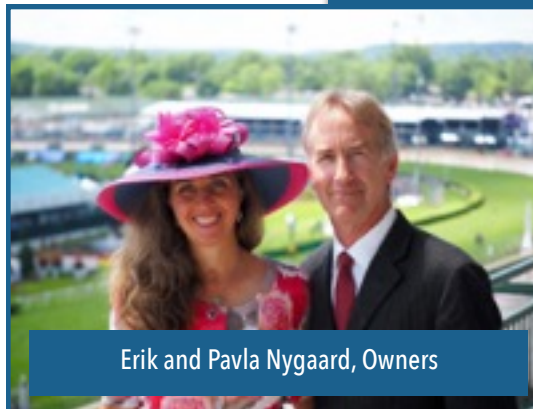
## MANAGEMENT

World class experience takes world class management. The Ocala Jockey Club International 3-Day Event team draws on some of the best in the industry.

Shelley Page, as the Event Organizer, is highly respected in her role. She has organized a number of high profile events, including the 2018 American Eventing Championships and was the eventing discipline organizer at the 2018 World Equestrian Games at Tryon, North Carolina.



Shelley Page, Organizer



Erik and Pavla Nygaard, Owners



Cindy Oatman, Sponsorships



Alec Lochore, Advisor

The cross country course design and building team is second to none. The designers are Mike Etherington-Smith, the former head of British Eventing and cross country for the Sydney 2000 and Beijing 2008 Olympic Games, and Clayton Fredericks, a Silver Olympic medalist and former Canadian eventing team coach. Tyson Rementer, course builder, is well known for his chainsaw artistry and was the builder at the 2016 Rio Olympics.

Sponsorships and event partner relationships are handled by Cindy Oatman, who previously handled sponsorships for HITS with high profile events such as the \$1M Great American Grand Prix.

Alec Lochore, who acted as Event Manager for the 2012 London Olympics and Technical Director for the 2016 Rio Olympics, served as Event Director for the inaugural 2016 Event and remains a key part of the OJC organizing committee.



Course Design Team: Tyson Rementer, Clayton Fredericks and Mike Etherington-Smith

"The Ocala Jockey Club is one of the up-and-coming premier facilities for eventing in our country as well as the world! The turf as well as the world-class designers make the event special here on the East Coast.

The Clubhouse and the viewing for owners as well as spectators is top notch and something I have not seen at any venue overseas."

**JENNIE BRANNIGAN**

CIC<sub>3</sub>\* WINNER AT THE FORK,  
GREAT MEADOW AND FAIR HILL  
2017 No.1 LADY RIDER OF THE YEAR  
AND No. 3 RIDER OF THE YEAR ON  
THE USEA LEADERBOARD  
\*MARCH 2017

**EXPERIENCE EXCEPTIONAL**



Shannon Brinkman Photo





# OJC CLUBHOUSE

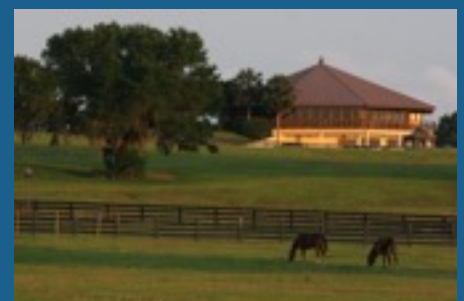
## VIP EXPERIENCE



The center of the equestrian action is the main grass arena designed by acclaimed show jumping designer Richard Jeffery. Dressage and show jumping take place in the arena. Cross-country action crosses just outside the clubhouse, into the clubhouse pond, for superb spectator experience.

The Ocala Jockey Club International 3-Day Event offers a highly unique feature with viewing opportunities from the acclaimed Ocala Jockey Club Restaurant as the premier VIP hospitality area.

The 9700 square foot OJC Clubhouse sits 200 feet above sea level, the second highest point in Central Florida. The rolling hills of the Ocala Jockey Club are reminiscent of England and Virginia, and the views from the Clubhouse allow for simultaneous viewing of 270 degrees of multiple cross-country jumping efforts from a single vantage point!



*"The Ocala Jockey Club is the venue of the future. The cross country potential is limitless and there's no better place to be than Florida in November!"*

LESLIE LAW

OLYMPIC INDIVIDUAL GOLD MEDALIST  
AND MULTIPLE TEAM MEDALIST; MBE



Shannon Brinkman Photo

**EXPERIENCE** ACCLAIMED

eventingnation.com

## Matt Brown & Super Socks BCF Take Ocala Jockey Club CIC3\* Win + Much More

By Jenni Autry on Nov 26, 2016 8:00 pm - 2,107 views



horseydaily.com

## OCALA JOCKEY CLUB HITS THE GROUND RUNNING

Click to Select a Discipline

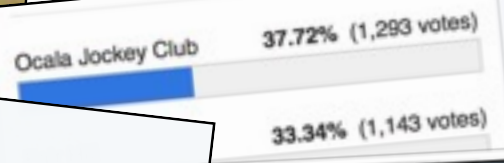
NEWS | EVENTS | SHOWTIMES

### Ocala Jockey Club Hits Ground Running

POSTED ON: 11/27/2016 9:02am  
 BY: Mary Phelps  
 TAGS: Eventing Daily, Image Gallery

SHARE

The inaugural Ocala Jockey Club Three-Day Eventing competition is set for the weekend of November 26-27 in northwest Marion County, Florida. The event, which was live streamed, will feature 116 competitors in three disciplines: CIC3\*, CIC2\* and CIC1\*. The total prize money is \$100,000.



chronoffhorse.com

### Burnett and Halliday-Sharp Close Out Ocala Jockey Club Wins

Reddick, Fla. — Nov. 27 Hannah Sue Burnett admitted her she was full of confidence heading into today's final phase of the Ocala Jockey Club International. Burnett and Halliday-Sharp finished with a score of 100% in the final phase. Lindsay Berreth / Nov 27, 2016 - 10:50 AM

### My Kinda Party Stands Out At Ocala Jockey Club

Kylie Clarkson never had a one-star as a goal until the Ocala Jockey Club International. Kozumplik Murphy suggested she try for one at the event. Lindsay Berreth / Nov 27, 2016 - 8:20 AM

### 81 Horses Move Forward After Final Phase of Ocala Jockey Club International

Reddick, Fla. - Nov. 27 Sixty-three CCI\* and 18 CCI4\* horses moved forward into the final phase of the Ocala Jockey Club International. Lindsay Berreth / Nov 27, 2016 - 5:23 AM

- #### The Field
- The field consists of 22 horses ridden by 18 riders. Five riders — Burk Law, Joe Meyer, Doug Payne and Ronald Zabala — have ridden all three phases.
  - Of the 17 riders, 15 (89% of the field) have completed all three phases.
  - Of the 22 horses, 10 (46% of the field) have completed all three phases but did not complete the CIC4\* but did not complete.
  - Five horses will be attempting their first CIC3\*. Only two have not yet run an Advanced horse trials.
  - Two horses are paired up with their riders for the first time. Sara Kozumplik-Murphy after previous partner, Leslie Law will take the reins on Charleston VI, and Lexi Scovil.



Horse Capital of the World | www.facebook.com/thefirsthorse

# Hospitality on the Farm

## Ocala Jockey Club

A new International Three-Day event kicks off in Ocala on Thanksgiving weekend, November 24-27. The event features top hospitality for visitors, families and businesses who want to entertain clients. Admission to the event is free and all three days offer activities and shopping in addition to the horse competition. Tailgating VIP hospitality tickets are also available at [www.OJC3DE.com](http://www.OJC3DE.com).

The 556-acre Ocala Jockey Club was developed as a family-oriented thoroughbred horse farm community located on the rich soil of the county. The Clubhouse is the hub for the stunning sunsets, great food, ambience and tranquil views over the farm in all directions. Owners Pavla and Erik Nygaard are building on the thoroughbred tradition of the farm and creating a world-class eventing center for international competitions, training and teaching, the November event is just one of these opportunities.

"It's important for top-level thoroughbreds to continue to train at the Ocala Jockey Club,

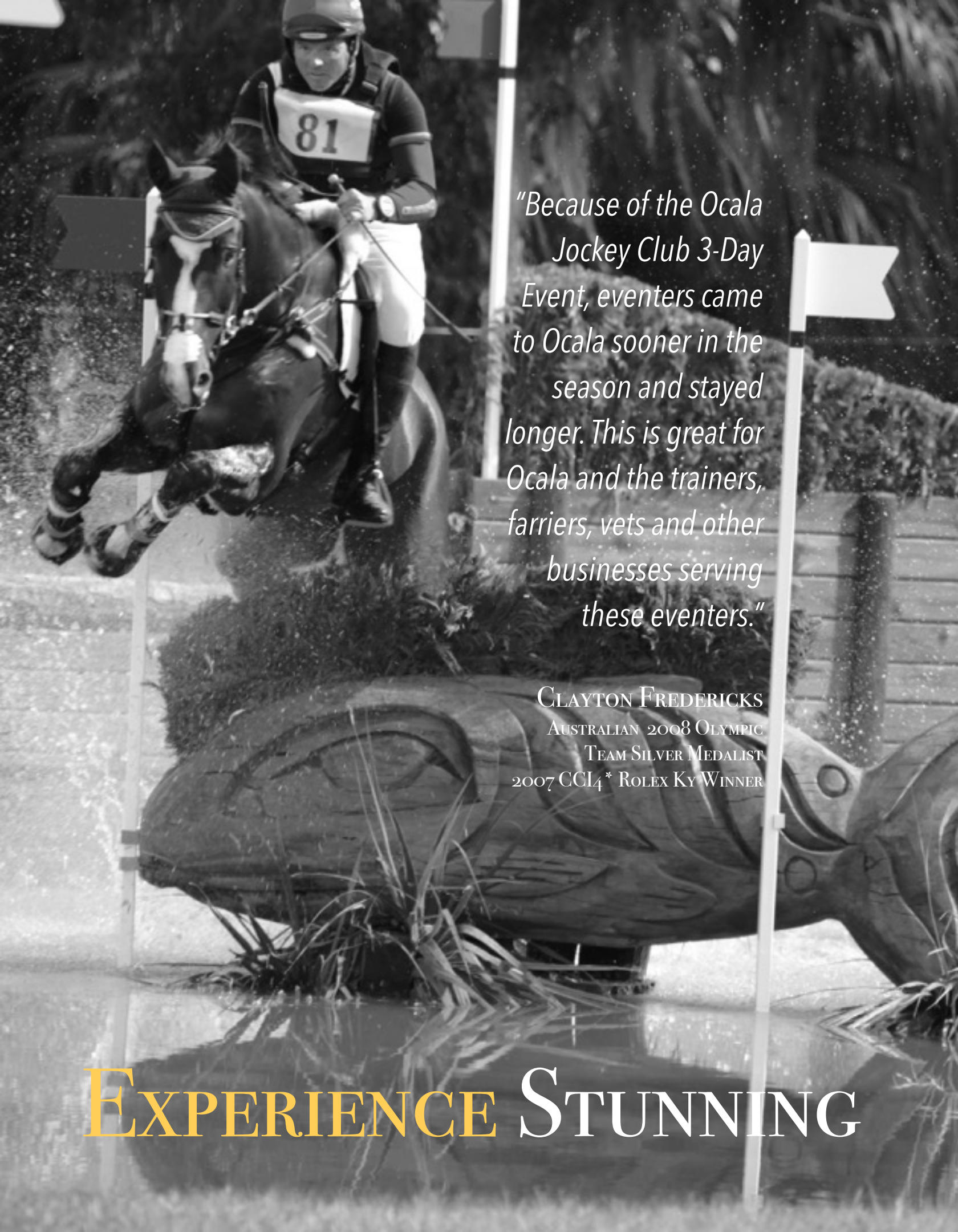


## A longtime thoroughbred center in Ocala hosts one of the top-level eventing competitions in the world

By Carlos E. Medina / Correspondent A longtime thoroughbred center in Ocala, Florida, is hosting one of the top-level eventing competitions in the world.



... sizes and shapes of farms in Ocala in 2005," said Pavla Nygaard, who owns the farm with husband, Erik.



*"Because of the Ocala  
Jockey Club 3-Day  
Event, eventers came  
to Ocala sooner in the  
season and stayed  
longer. This is great for  
Ocala and the trainers,  
farriers, vets and other  
businesses serving  
these eventers."*

CLAYTON FREDERICKS  
AUSTRALIAN 2008 OLYMPIC  
TEAM SILVER MEDALIST  
2007 CCI4 \* ROLEX KY WINNER

**EXPERIENCE** STUNNING

EXPERIENCE  
BEAUTY  
OF THE  
HORSE  
AND THE  
OCALA  
JOCKEY  
CLUB  
FARM



"The OJC event has been a huge success and I am very pleased to be a part of it. I think the event can only get better each year, and with the atmosphere and the undulations in the course, it has the feel of European event. I'm sure this will quickly become one of the best events in the USA."

LIZ HALLIDAY-SHARP  
2018 OCALA JOCKEY CLUB  
3-DAY EVENT CIC<sub>3</sub>\* WINNER



EXPERIENCE WORLD CLASS

# THE MISSION & THE MARKET

- Provide exposure to the Ocala Jockey Club and Marion County by running a top-tier, destination 3-Day Event experience of interest to local and out-of-area equestrian enthusiasts.
- Create a reason for a multi-day visit to Ocala to demographics with interest in Central Florida.
- Provide visitors with a positive taste for living in Ocala for the equestrian winter season or year-round
- Present a stepping stone for Ocala to the world stage of equestrian sports and 3-day eventing, attracting world class riders to the OJC 3-Day Event as a qualifier for the 2020 Olympic Games
- Attract and engage Ocala business and general audience with the equestrian industry, a significant segment of Marion County's economic impact
- Attract equestrian sport competitors' interest to own and value off-track Thoroughbreds, a benefit to Marion County and America's Thoroughbred farms, trainers and owners

## AUDIENCE REACH

**6,300+**

Live Attendees

**80,000+**

Social Media Post Reach

**150,000+**

Earned media exposure in  
printed and online media

**15,000+**

Event Website Views

**70,000+**

Livestream Viewers

**2000+**

Room Nights

## EQUESTRIAN DEMOGRAPHICS: \*as per US Equestrian Federation

### AFFLUENT


- Average income is \$185,000
- 38% net worth > \$500,000
- 22% own two or more homes
- 40% live on a farm; 66% of those are 10 acres or more
- Average home \$594,000

### ACTIVE

- 30 nights per year in a hotel
- 43% take more than 16 airline trips per year
- 97.3% hold >1 credit card
- Own three vehicles
- 53% own a pick-up truck

### DECISION-MAKERS

- 80% make purchase decisions
- 63% have traded stocks, bonds or mutual funds in the last year
- 85% are women
- 66% have college degrees



The OJC event has provided \$15,000 or more each year in prize funds to participating Thoroughbreds, to attract the use of off-track Thoroughbreds in second careers. Thoroughbred blood provides bravery and stamina needed for cross-country. Off-Track Thoroughbreds need second careers and great owners. It's win-win for both sides.

It has worked. 27% of the inaugural OJC Event were Thoroughbreds. Average was just 6.5% in two other Ocala 3-Day events.

LYNN SYMANSKY &  
DONNER

OFF-TRACK THOROUGHBRED  
TRAVELING ALTERNATE PAIR FOR THE  
2016 RIO OLYMPICS U.S. EVENTING TEAM  
14TH INDIVIDUAL PAIR IN 2018 WORLD EQUESTRIAN GAMES  
WINNER OF THE 2016 OJC CIC3\* TOP PLACED THOROUGHBRED AWARD

**EXPERIENCE** IMPACT



# 10 REASONS TO SPONSOR

## 1. Stand Out from the Crowd

Visibility and presence at a prestigious event positions you and your business as an established and trusted authority in its industry, in ways that advertising alone does not accomplish. For example, a photo of an Olympic athlete going over sponsor signage on a cross-country jump allows for memorable branding opportunities long past the event.

## 2. Reach Your Target Market

Whether you are marketing to riders, trainers, horse owners, local businesses or residents, out-of-town visitors or those who may one day make the Ocala area their home, they will be at the November Event. They will be seeing event marketing and publicity in the months before the event, providing ample opportunity for you to be promoted.

## 3. Entertain Clients and Other Groups

VIP experiences and Private Hospitality tent options on the cross-country courses give you and your business an experience of a lifetime to share with your clients, staff, family, school, or non-profit group. If a client forges new business relationships at the event, they will have you to thank for introducing them.

## 4. Generate Leads

A customer list is one of the most valuable assets for any business. Adding leads to that list is crucial to grow a business. People are happy to share their business cards or email addresses in exchange for a sample or chance to win a prize. Some of these leads may become your best customers in time as you invite and nurture these new relationships.

## 5. Network and Build Relationships

The event provides for like-minded individuals to assemble in a casual atmosphere. Horse owners and business decision-makers are in VIP areas, on the course and in the vendor village. Olympic stars are mingling in the crowds in between rides. Vendors forge relationships with other vendors. Spectators meet new friends and suppliers.

## 6. Build Credibility and Goodwill

Show your target market you care about an event they care about. For all the technology, social media and other efficient but impersonal ways of doing business in today's world, people still like doing business with people and businesses they know, like and trust personally. They will appreciate your being at the event and getting to know you.

## 7. Showcase Product and Service Trials

Do you have a product or service you would like your target market to try? You may wish to showcase an item in the competitor, VIP or spectator gift bag. A discount on your services or a special offer only available to event attendees may be advertised in the event program or in a special pre-event promotion.

## 8. Make Sales and Get New Business

New sales and beneficial business partnerships come from exposure and relationships formed before, during and after the event with attendees, competitors, fellow sponsors, vendors, event suppliers and live-streaming viewers. Creative activation of your sponsorship is an important part of ensuring return on your investment.

## 9. Get Behind Community and Causes

A destination event such as this allows for the growth and exposure of the communities this event serves: 1) Sport of Eventing, 2) Ocala equestrian and business communities, and 3) Thoroughbred racing community, via the event's focus on second careers for off-track Thoroughbreds. When these communities grow, those serving them benefit as well.

## 10. Get Valued and Recognized

Be recognized for your sponsorship and your contribution to a young but dearly beloved event. Sponsors of all levels will be recognized in sponsor recognition pages in the event program, the event website and on-site sponsor boards. Extra recognition opportunities will go with options such as award presentations or sponsorships of specific event areas.



*"The Ocala Jockey Club 3-Day was our first eventing sponsorship. We saw tremendous interest during and after the November Event and had a great time meeting attendees, competitors, current Ram truck owners and many future Ram customers. Phillips, the local dealer, actually sold 6 vehicles from the event. I am hooked on eventing!"*

**AARON CHILDRESS**  
RAM TRUCKS AREA MANAGER OF THE  
SOUTHEAST BUSINESS CENTER

Olympian Boyd  
Martin on Santos  
in CCI2\*  
at 2016 Ocala  
Jockey Club  
International  
3-Day Event

WORLD EQUESTRIAN CENTER SOUTH



GOLDEN OCALA  
GOLF & EQUESTRIAN CLUB



WORLD  
EQUESTRIAN CENT  
AT GOLDEN OCALA

Membership.GoldenOcala.com

**EXPERIENCE WINNING**

# CORPORATE PACKAGES

## **CUSTOM SPONSOR PACKAGE: \$50,000+**

The possibilities for customized sponsorships are quite unlimited. If your company or organization has specific needs, a marketing campaign rollout, activation strategies and other ideas that would benefit from close alignment with a prestigious event like the Ocala Jockey Club, contact us to discuss ways that the OJC International 3-Day Event may become a strategic tool for you. A package can combine ideas such as:

- Title and naming rights sponsorship opportunities (division, area, event, venue)
- Presenting opportunities (award, event section)
- Association rights with a prestigious event
- Corporate hospitality
- Marketing benefits: networking, advertising, signage, vendor space, live streaming, entertainment
- Promotional item or product placement

## **PRESENTING SPONSOR PACKAGE: \$25,000**

This package combines title opportunities for specific event segments with corporate hospitality, networking, advertising, signage and vendor booth benefits

- **ALL benefits of Platinum Corporate Sponsor Package, PLUS:**
- Placement of sponsor show jump in main arena
- Cross-Country sign placement on premium jump
- Participation in award presentation
- Title sponsorship of one (1) event section, such as:
  - o Party
  - o Competition division
  - o Off-Track Thoroughbred Incentives
  - o Visitor Information Center
  - o Parking Area
  - o Kid Zone
- Special recognition and marketing benefits:
  - o Website banner advertisement
  - o E-Newsletter banner advertisement
  - o Live-streaming advertisement
  - o Social media recognition

## **PLATINUM CORPORATE PACKAGE: \$15,000**

This package combines corporate hospitality, networking, advertising, signage and vendor space benefits

- Reserved table for eight (8) all-day in the VIP hospitality area during all competitions
- Tickets for eight (8) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for eight (8) to Saturday night Competitors' Party
- Tickets for eight (8) to the Winners' Celebration on Sunday afternoon
- Four (4) VIP Parking Passes
- Eight (8) Official Event Programs
- One (1) golf-cart for use during event, with Sponsor name and logo
- One (1) full-page color advertisement in event program
- Two (1) 3'x8' sign placements along main Ocala Jockey Club driveway
- One (1) 3'x8' sign placement in the main arena
- One (1) sign on Cross-Country obstacle, of up to 3'x8', depending on obstacle chosen
- Logo and link on sponsor recognition page of event website
- Logo and link on E-Newsletters
- Recognition with logo on sponsor recognition board at Ocala Jockey Club main entrance during event
- Recognition with logo on photo opportunity board at event
- Logo on event T-shirt
- 250 promotional item placement in gift bags
- Daily PA Announcements
- 10'x10' Vendor Tent Space in Vendor Village
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Forty (40) General Admission Tickets for guests

\*\*\* All signs, sponsor jumps, vendor tent, advertisements, graphic design and other sponsorship activation costs provided by sponsor

# CORPORATE PACKAGES

## **GOLD CORPORATE PACKAGE: \$10,000**

This package combines corporate hospitality, networking, advertising, signage and vendor space benefits

- Reserved space for six (6) all-day in the VIP hospitality area during all competitions
- Tickets for six (6) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for six (6) to Saturday night Competitors' Party
- Tickets for eight (6) to the Winners' Celebration on Sunday afternoon
- Three (3) VIP Parking Passes
- Six (6) Official Event Programs
- One (1) golf-cart for use during event, with Sponsor name and logo
- One (1) full-page color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- One (1) 3'x8' sign placement in the main arena
- One (1) sign on Cross-Country obstacle, of up to 2'x4", depending on obstacle chosen
- Logo and link on sponsor recognition page of event website
- Logo and link on E-Newsletters
- Recognition with logo on sponsor recognition board at Ocala Jockey Club main entrance during event
- Recognition with logo on photo opportunity board at event
- Logo on event T-shirt
- 250 promotional item placement in gift bags
- Daily PA Announcements
- 10'x10' Vendor Tent Space in Vendor Village
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Thirty (30) General Admission Tickets for your guests

## **SILVER CORPORATE PACKAGE: \$7,500**

This package combines corporate hospitality, networking, advertising, signage and vendor space benefits

- Reserved space for four (4) all-day in the VIP hospitality area during all competitions
- Tickets for four (4) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for four (4) to Saturday night Competitors' Party
- Tickets for four (4) to the Winners' Celebration on Sunday afternoon
- Two (2) VIP Parking Passes
- Four (4) Official Event Programs
- One (1) Full-page color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- One (1) 3'x8' sign placement in the main arena
- Logo on sponsor recognition page of event website
- Logo on E-Newsletters
- Sponsor name recognition on sponsor recognition board at Ocala Jockey Club main entrance during event
- Sponsor name recognition on photo opportunity board at event
- Logo on sponsor recognition page in event program
- 250 promotional item placement in gift bags
- Daily PA Announcements
- 10'x10' Vendor Tent Space in Vendor Village
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Twenty (20) General Admission Tickets for your guests

\*\*\* All signs, sponsor jumps, vendor tent, advertisements, graphic design and other sponsorship activation costs provided by sponsor.

## **SEGMENT SPONSOR: \$5,000**

This package combines sponsorship of specific event segment with corporate hospitality, networking, advertising, signage and vendor space benefits

- Space for two (2) for Saturday and Sunday in the VIP hospitality area during all competitions
- Tickets for two (2) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for two (2) to Saturday night Competitors' Party
- Tickets for two (2) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- Two (2) Official Event Programs
- One (1) page color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Sponsor logo and name on sponsor recognition page of event website
- Sponsor name on sponsor recognition page in event program
- Sponsor Name on E-Newsletters
- Sponsor Name Recognition on sponsor recognition board at Ocala Jockey Club main entrance during event
- Sponsor Name Recognition on photo opportunity board at event
- 250 promotional item placement in gift bags
- Daily PA Announcements
- Sponsorship of one (1) Competition Segment:
  - o \_\_\_\_\_ Visitor Information Area
  - o \_\_\_\_\_ Breakfast and Coffee in Stabling Area for One Day
  - o \_\_\_\_\_ Kid Zone
  - o \_\_\_\_\_ Volunteer T-Shirts
  - o \_\_\_\_\_ Livestream
  - o \_\_\_\_\_ One (1) Wine & Cheese Reception
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Ten (10) General Admission Tickets for your guests

## **BRONZE CORPORATE PACKAGE: \$3,500**

This package combines corporate hospitality, networking, advertising and signage

- Space for two (2) Saturday and Sunday in the VIP hospitality area during all competitions
- Tickets for two (2) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for two (2) to Saturday Competitors' Party
- Tickets for two (2) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- Two (2) Official Event Programs
- Half-page (1/2) color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Sponsor name on website recognition page
- Sponsor name on program recognition page
- Sponsor Name on E-Newsletters
- Sponsor name recognition on sponsor board at Ocala Jockey Club main entrance during event
- Sponsor name recognition on photo opportunity board at event
- Daily PA Announcements
- Ten (10) General Admission Tickets for your guests

## **CUSTOMIZED OPTIONS AT ANY BUDGET**

We are thrilled to craft customized options to fit any budget and sponsor needs. Choose benefits such as:

- VIP Hospitality
- Corporate Entertainment (private tent along the cross-country course)
- Signage placement on cross-country course jumps, roadway fencing, arena fencing, etc.
- Digital promotional opportunities on website, e-newsletters, social media, etc.
- Onsite recognition on photo opportunity boards
- Event program recognition and advertising
- Customized pre-event publicity
- Product placement onsite
- Naming rights to events, locations, etc.
- Livestream commercial placement
- Product placement in participant gift bags
- General Admission for guests
- And much more, as per sponsor request.

\*\*\* All signs, sponsor jumps, vendor tent, advertisements, graphic design and other sponsorship activation costs provided by sponsor.

# PROMOTIONAL OPPORTUNITIES

## EVENT PROGRAM ADVERTISING RATES:

\*\*\* Print-ready design to be provided by advertiser. 25% off rates to approved non-profit organizations, event vendors or sponsors.

- \_\_\_\_\_ Full page: \$1,250
- \_\_\_\_\_ 2/3 page: \$1,000
- \_\_\_\_\_ Half page: \$750
- \_\_\_\_\_ 1/3 page: \$600
- \_\_\_\_\_ 1/4 page: \$450
- \_\_\_\_\_ Inside cover: \$1750
- \_\_\_\_\_ Back cover: \$1,950

## ONSITE PROMOTIONAL OPPORTUNITIES:

- \_\_\_\_\_ Livestream repeating commercial: \$2,500
- \_\_\_\_\_ Logo on Volunteer T-Shirt : \$1,000
- \_\_\_\_\_ Literature or product in competitor gift bag: \$750
- \_\_\_\_\_ Literature or product in attendee gift bag: \$1250
- \_\_\_\_\_ Literature or product in VIP gift bag: \$750
- \_\_\_\_\_ PA Announcements during event: \$500

## SIGNAGE PLACEMENT OPPORTUNITIES:

\*\*\* Signs and materials supplied by advertiser or charged extra.

- \_\_\_\_\_ Sign placement on cross-country jump: \$1,000
- \_\_\_\_\_ Sign placement on show jump: \$1,500
- \_\_\_\_\_ Sign placement on arena fence: \$500 each
- \_\_\_\_\_ Sign placement on roadway fence: \$350 each

## WEBSITE AND ONLINE PROMOTIONAL RATES:

- \_\_\_\_\_ Product or Company Showcase: \$975  
(includes linked logo, 100 word description through to event)
- \_\_\_\_\_ Banner ad on event website: \$850
- \_\_\_\_\_ Linked logo only: \$450
- \_\_\_\_\_ Banner ad on E-blast: \$500
- \_\_\_\_\_ Facebook post: \$450

## NAMING AND SHOWCASE OPPORTUNITIES:

Each sponsored area will feature "Presented By" signage:

- \_\_\_\_\_ VIP Area Breakfast: \$2000 (per day)
- \_\_\_\_\_ Competitor Area Coffee/Breakfast: \$1,250 (per day)
- \_\_\_\_\_ VIP Area Lunch : \$3000 (per day)
- \_\_\_\_\_ VIP Area Afternoon Wine & Cheese: \$750 (per day)

# PRIVATE ENTERTAINMENT OPTIONS

## \_\_\_\_\_ PRIVATE CORPORATE PACKAGE: \$5,000

This sponsorship package price includes:

- Space for private tent up to 20 x 60 tent in a premium cross-country course location\*\*\*
- Tickets for eight (8) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for eight (8) to the Winners' Celebration
- 20 (20) VIP Parking Passes
- 20 (20) Official Event Programs
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Signage placement around private tent space
- Sponsor name on website recognition page
- Sponsor name on event program recognition page
- 40 (40) General Admission passes for all event days

## \_\_\_\_\_ TAILGATING: \$150 Weekend

## \_\_\_\_\_ TAILGATING: \$95 Saturday only

## \_\_\_\_\_ TAILGATING: \$65 Sunday only

Price includes:

- One (1) 12'x12' space on Saturday and Sunday in assigned area along the cross-country course\*\*\*
- Two (2) Official Event Programs
- Parking Pass for general parking
- Four (4) General Admission passes for all event days

\*\*\* Tent, food and beverages extra, or supplied by client.

# VIP HOSPITALITY

## ALL-STAR EXPERIENCE: \$1,275

This package combines exclusive hospitality, parties, networking and special access. Per person price includes:

- Reserved seat for prime viewing space for one (1) in the VIP hospitality area for all days of competition
- Ticket for one (1) to all parties and extra events
- One (1) VIP Parking Pass
- One (1) Official Event Program
- Event Concierge
- Exclusive Ocala Jockey Club Farm Tour
- Exclusive "Backstage" Stabling Area Tour
- Exclusive Photo Opportunity with Event Stars
- 8'x10' Print of Photo with Event Stars
- One (1) golf-cart for use during event, with Sponsor name and logo
- Exclusive event gift bag
- Four (4) General Admission passes for all event days

\_\_\_ Package for four (4): \$4,000

\_\_\_ Package for eight (8): \$7,750

## VIP EXPERIENCE: \$825

This package combines hospitality and networking for all competition and parties. Per person price includes:

- Ticket for one (1) in the VIP hospitality area for all days of competition
- Tickets for one (1) to all parties and extra events
- One (1) VIP Parking Pass
- One (1) Official Event Program
- Event gift bag
- Four (4) General Admission passes for all event days

\_\_\_ Package for four: \$3,250

\_\_\_ Package for eight: \$6,000

## WELCOME EXPERIENCE: \$250

This package combines hospitality and networking for the dressage competition days. Per person price includes:

- Ticket for one (1) to Wednesday night Sponsor and Competitor Welcome Reception
- Ticket for one (1) to VIP hospitality area for Thursday and Friday dressage competitions
- One (1) VIP Parking Pass
- One (1) Official Event Program
- One (1) General Admission pass for full event

\_\_\_ Package for four: \$950

\_\_\_ Package for eight: \$1,750

## FINALE EXPERIENCE: \$350

This package combines hospitality and networking for cross-country and show-jumping days. Per person price includes:

- Ticket for one (1) to VIP hospitality area for Sunday show-jumping
- Ticket for one (1) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- One (1) Official Event Program
- One (1) General Admission pass for full event

\_\_\_ Package for four: \$1,250

\_\_\_ Package for eight: \$2,250

## Events Included in VIP and All-Star Packages:

- Wednesday night Sponsor and Competitor Welcome Reception
- Friday Ladies' Luncheon
- Saturday night Competitors' Party
- Winners' Celebration on Sunday afternoon

# Experience Special

Ocala Jockey Club International 3-Day Event, November 14-17, 2019

**Cindy Oatman, Sponsorships, Direct Line: (352) 878-4052**

Shelley Page, Event Organizer, Tel: (352) 266-3970

Pavla Nygaard, Ocala Jockey Club President, Tel: (858) 764-4275

## Ocala Jockey Club

8720 W. Highway 318, Reddick FL 32686

Main: (352) 591-1212, Fax: (888) 271-0467

Email: [sponsorships@ocalajc.com](mailto:sponsorships@ocalajc.com)

Event website: [www.OJC3de.com](http://www.OJC3de.com)

Venue website: [www.OcalaJC.com](http://www.OcalaJC.com)