



Stellar Riding
HORSE SHOWS

STELLAR RIDING
2361 Rutland Road
Davidsonville, MD 21035
443-333-9116
www.stellarriding.com



SPRING/SUMMER SCHOOLING SERIES

2018 Sponsorship Opportunities

In our second year of operation, Stellar Riding Horse Shows is ready to take off! Hitch a ride and help us bring the light and fun back to horse showing in the Maryland area.



ABOUT STELLAR RIDING HORSE SHOWS

Stellar Riding Horse Shows began spring of 2017 as a slightly sarcastic suggestion, and we have yet to look back. Realizing we, too often, were discussing the lack of viable show options for beginner riders and green horses, our goal is to capitalize on the open space and bring love and appreciation back to the basics.

After an extremely successful first season and over 200 exhibitors, bigger and better is on the agenda with even more focus on safety, efficiency, and rider experience. Thanks to the growing competitive edge in local competition and SRHS adding many more show dates, we are projected to see over twice the number of exhibitors in 2018! With a combined total of over 45 years in the equine industry and 10 years in show management, we strive to provide our next generation of riders and horses with a safe, fun, and relaxed environment to learn and grow in healthy competition.

WHY SPONSOR?

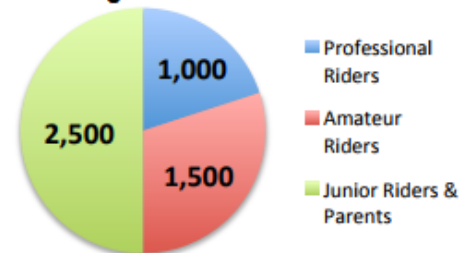
By sponsoring Stellar Riding Horse Shows, you'll reach the highly affluent equestrian demographic, those who can directly impact your business with major spending power. With an incredible concentration of equestrians at the Spring and Summer events, SRHS can deliver results for your business through brand exposure and recognition, only available by sponsoring.

Who is the target audience?

According to United States Equestrian Federation (USEF) for 2017:

- Majority of equestrians are between ages of 34-54 years of age
- 66% have college degree or better
- 56% are employed full-time
- Average net worth of \$955,000
- 80% make or directly influence purchasing decisions at work
- Average annual income of \$185,000
- 40% live on a farm; 66% of those are ten acres or more
- 63% have traded stocks, bonds, or mutual funds in the last year
- The market value of the average home is \$600,000
- 22% own 2 or more homes
- On average, per year, they spend 30 nights in a hotel and rent vehicles four times
- Most have been active in equestrian sports for 22 years and compete 6 or more times each year
- On average, they compete at least six times a year
- On average, they own two or more horses, with a quarter owning five or more
- The average value of all horses owned per household is \$87,000

Average Horse Show in DMV Area



Product	Avg. Annual Expense
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

ADVERTISING OPPORTUNITIES

2361 Rutland Road | Davidsonville, MD 21035
Office: 240-328-8908 | Email: stellarhorseshow@gmail.com

Print advertisement is offered in our prize list, available on our website and at each show. All ads are black and white and priced by ad size.

	Specs	Per Show	4-Show Package
1/4 page ad	3.375" x 4.375" vertical 7" x 2.125" horizontal	\$20	\$60
1/2 page ad	3.375" x 9" vertical 7" x 4.375" horizontal	\$25	\$80
full page ad	7" x 9"	\$40	\$140

Acceptable File Formats:

Preferred: PDF Press Quality with embedded fonts (no subset fonts) and high-resolution images (300 dpi or higher)

Also accepted: TIF, JPEG, or EPS files

- TIF or JPEG files must be to ad size and at least 600 dpi or higher
- EPS files must have all type converted to outline

Unacceptable File Formats:

- Ads with type, logos, and/or artwork from websites
- Ads scanned from previously printed materials that contain photos and/or artwork
- Native Microsoft Publisher files

Submission of Files:

- Files should be emailed to stellarhorseshow@gmail.com with "Program Ad" in subject line
- Please save all ad files with the following title: "businessname.SRHS18" with the name of your business

Files not to specifications will be given notice of errors and may re-submit upon correction. Failure to do so may incur additional charges at publisher's discretion.

SPONSORSHIP OPPORTUNITIES

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All Stellar Riding Horse Show sponsorships are sold on a first-come, first-served basis. The following are being offered as individual sponsorships per show for the Spring and Summer Series. Your sponsorship will reach an estimated 300 equestrians and event spectators!

In Joining SRHS as an official sponsor, you will qualify to receive a great promotional package designed to place your company front and center with our exhibitors. Let us deliver the perfect audience and branding opportunity for your organization.

	Beginner Sponsor	Novice Sponsor	Intermediate Sponsor	Advanced Sponsor
Listed as a sponsor in prize list	X	X	X	X
Listed as a sponsor on our website	X	X	X	X
Advertisement in prize list				X
Inclusion of logo on sponsors banner at show				X
Opportunity to provide banners during show			X	X
Announcement of sponsorship at show		X	X	X
Vendor space			X	X
	\$75	\$100	\$125	\$150

If you are interested in a sponsorship for the entirety of a series, package pricing is also available, upon request.



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ADVERTISEMENT/SPONSORSHIP FORM

- _____ I am interested in an advertisement.
- _____ I am interested in sponsoring for one show.
- _____ I am interested in package pricing for sponsorship.
continue to contact information.

ADVERTISEMENT

1/4 page	\$20 single show _____	\$60 4-show package _____
1/2 page	\$25 single show _____	\$80 4-show package _____
full page	\$40 single show _____	\$140 4-show package _____

SPONSORSHIP

Beginner	\$75 _____
Novice	\$100 _____
Intermediate	\$125 _____
Advanced	\$150 _____

CONTACT INFORMATION

Sponsor Name: _____ Individual:
 Address: _____ Business:
 State: _____ Zip: _____ Email: _____ City: _____
 Phone: _____ Contact: _____

*Please make checks payable to Holly Stello.
Thank you for your support!*

Signature: _____