


Existing Cross-Country Jump Sponsorship—\$1000
 New Cross Country Jump—YOUR design—\$1,000–\$3,000
 New Stadium Jump of YOUR Custom design—\$2,500–\$5,000
 Banner you provide—\$250
 36 x 48 Banner we print—\$350
 Vendor Space—\$50 per day
 Make a tax deductible donation to
 Camelot Equestrian Park Foundation

Program Ad Sizes and Rates
 Program Format 5.5" x 8.5"



Full Page 4.5 x 7.5	One-Half Page Vertical 2.187 x 7.5	One-Half Page Horizontal 4.5 x 3.687
		Quarter Page 4.5 x 1.822

Full Page Color	\$400	Full Page BW	\$300
One-half Page Color	\$200	One-half Page BW	\$100
Quarter Page Color	\$100	Quarter Page BW	\$50

For questions regarding ad or banner
 production or preparation contact:
 connie@camelotequestrianpark.com
 or call 530-354-6079



Send your completed application with payment to:
 CEPF Attention: Connie Ballou
 PO Box 7804
 Chico, CA 95927

www.camelotequestrianpark.com



Media Kit

The horse industry is a highly
 diverse, national, serious, and
 economically significant
 industry that deserves
 your attention.



CAMELOT EQUESTRIAN PARK
 IS
OVER

The **MOON**
 IN **JUNE**
The **2017 USEA**
EVENT
 THREE DAY
JUNE 9-11
www.camelotequestrianpark.com

CAMELOT EQUESTRIAN PARK

Sponsorship Opportunities

Camelot Equestrian Park ◆ 1985 Clark Road ◆ Butte Valley, CA 95965

On June 9–11, 2017 the Horse Industry and it's Economic Impact will be Hitting Northern California.

Camelot Equestrian Park located in Butte Valley, California will host it's second USEA Recognized Three-Day Event.

The horse industry has a direct economic effect on the United States of \$39 billion annually.

Approximately 200–300 horses will compete at this Event, each horse bringing two or more people with them. The event requires approximately 125 officials, staff and volunteers to run it. Up to 1,000 people will spend approximately \$150 per day. They will stay an average of three days.

The horse industry has a \$102 billion impact on the U.S.economy when the multiplier effect of spending by industry suppliers and employees is taken into account. Including off-site spending of spectators results in an even higher figure.

Competitors will spend their money on hotels, restaurants, and grocery stores. They put lots of fuel in their large vehicles, they buy hay, grain, shavings and other supplies. They require veterinary or farrier services. They buy tack, saddles, souvenirs,

clothing, art, jewelry, and much more. They are always looking for new products to improve their horsemanship and to pamper their steeds.

Participants compete and travel internationally—they share information about products and businesses they have found.

4.6 million Americans are involved in the horse industry as owners, service providers, employees and volunteers. Tens of millions more participate as spectators.

Three-Day Eventing

Eventing is an equestrian triathlon. The three phases of the competition are: dressage, cross-country, and show jumping. Originally, a test of military equestrian skills, Eventing has evolved into an exciting sport attracting spectators and all levels of sport enthusiasts, from weekend hobby riders to professional international stars.

Day One—Dressage

The dressage phase begins every eventing competition. The original dressage format was a military parade displaying the horse's ability to perform intricate movements during troop review. Today the dressage test is a set series of movements performed in an enclosed arena. Precision, smoothness, and complete obedience show off the horse and rider's skill.

Cross-Country—Day Two

The cross-country test takes place on the second day of competition. This phase exhibits the speed, endurance, and jumping ability of the horse over terrain and obstacles. The cross-country course covers approximately 2 to 4 miles and is ridden primarily at a gallop. There are varying speed requirements depending on the level of competition. The aim of each combination of horse and rider is to complete, on time and with as few penalties as possible. Penalties can be accrued through jumping errors (horse refuses or runs out at an obstacle, rider falls off on course, etc.) or by exceeding the optimum time allowed.

Show Jumping—Day Three

The third and final test takes place in the show jumping arena. A show jumping course comprises a series of colorful fences made up of lightweight rails that are easily knocked down. The show jumping course requires very exact riding; there are 12 to 15 jumping obstacles, including at least one combination consisting of two spread jumps negotiated in succession.

At the end of the competition, scores for all the competitors are totaled. Each test is scored individually and the penalties accrued are added together for the final results. The lowest score is the winning score.

This is an opportunity for your business to target a concentrated group of equestrians and spectators.

The most visible form of Sponsorship is to sponsor a Jump. Your Business name on your jump will be a focal point for all attendees.

Your jump will be named after your Business and will be announced each time a horse negotiates your jump.



Cross-Country Jumps present an opportunity to make a real statement. Most will become permanent installations and remain on the cross country course long after the this event. Riders and spectators who come to Camelot on a daily basis for training and schooling shows will see your Business name and your contribution to the Cross Country Course. Photographs of the jumps are published on www.mycoursewalk.com an application that is viewed by Eventing enthusiasts internationally.



Cross Country and Show Jumps can be built to represent just about anything you can imagine. Pictured are jumps in use at other Eventing Venues.

Show Jumps offer an opportunity to become very creative. Jump standard designs can make a memorable statement that will be talked about by all Event attendees.



More Sponsorship Options

Program Ad
Banner

Vendor—Bring your business to the Event
Donate to Camelot Equestrian Park Foundation