

# SPONSORSHIP OPPORTUNITIES



BLENHEIM

EQUISPORTS

RANCHO MISSION VIEJO



RIDING PARK

*San Juan Capistrano*

LONGINES  
FEI  
JUMPING  
NATIONS CUP™  
USA

LONGINES  
FEI  
JUMPING  
WORLD CUP™  
LAS VEGAS



## THE VENUE

Rancho Mission Viejo Riding Park at San Juan Capistrano



## World-Class Horse Shows

Blenheim EquiSports hosts seventeen weeks of nationally-rated hunter/jumper horse shows attracting competitors from California and around the world.

16 shows held in San Juan Capistrano and 1 show in Las Vegas

## International Events

International show jumping competitions, including Longines FEI Jumping Nations Cup™ USA, Longines FEI Jumping World Cup™ Las Vegas, and 2028 Olympic Games (pending)



## Community & Regional Events

Music Concerts, Car Shows, Rodeo, Charity Fundraisers, Sports Tournaments, Regional-level Horse Shows, and more



# The Venue

The Rancho Mission Viejo Riding Park in San Juan Capistrano (The Riding Park) is a 70-acre park, owned by the City of San Juan Capistrano and managed by Blenheim. The Riding Park is both a world-class equestrian facility and an open space venue, ideal for Concerts, Car Shows, Rodeos, Charity Fundraisers, Sports Tournaments, and more.

Located less than six miles from the Pacific Ocean in Orange County, California, The Riding Park is easily accessible to the Southern California drive market and by plane via John Wayne, LAX, and San Diego airports.

The Riding Park is home to sixteen weeks of nationally and internationally-rated Blenheim EquiSports horse show competitions, bringing horses and competitors from all over the U.S., and around the world. Most Blenheim shows offer free admission for spectators, with Saturday Grand Prix events regularly drawing spectators from across Southern California.

During the remaining thirty-six weeks of the year, The Riding Park hosts a wide variety of events, drawing an attendance of up to 10,000 people per day.

## *Venue Sponsor Opportunities Include:*

- Naming Rights
- Signage
- Activation Events
- Digital Media Partnerships
- Livestreaming, Television Broadcast, and OTP
- Vendor and Retail Space

[TheRidingPark.com](http://TheRidingPark.com)







# GET TO KNOW Show Jumping

Equality is one of the principles of equestrian competition - a unique Olympic sport in which men and women compete for the same medals in the same events.

Equestrian Show Jumping enjoys its place, both nationally and internationally, as one of the most popular and most recognizable equestrian events, aside from Thoroughbred racing.

Show jumping tests the jumping and cooperative skills of the horse and the technical knowledge and expertise of the rider.

Fast-paced, spectator friendly, and easy to understand, the objective is to race against the clock, as horse and rider negotiate a series of obstacles (jumps), where emphasis is placed on height and width.

The winner is the competitor completing the course in the shortest time with no penalty points. Success depends on the perfect harmony between the rider and the horse.

Since the 1960's American riders have ranked at the top of world show jumping. They regularly bring home individual and team gold and silver medals from the Olympic Games and other international competitions.

Horse shows in North America also feature Hunter and Equitation competitions. Unlike Jumpers, Hunters are judged on the horse's hunting pace, movement, style of jumping, and manners. In Equitation competitions, riders are judged on their position (equitation), ability to communicate and control their mount with invisible aids, and ability to execute the questions posed by the course.





# Blenheim EquiSports

The Premier Equestrian Event  
Management Company  
on the West Coast

In 2023, Riders and Owners Will Compete for  
More Than \$5 MILLION in Prize Money!

[ThePlaceToJump.com](https://ThePlaceToJump.com)



# Be Part of World-Class Show Jumping with Blenheim EquiSports

Blenheim EquiSports was established in 1992 by Robert Ridland, Olympic rider and current U.S.A. show jumping coach (aka chef d'equipe), as President.

Blenheim is respected worldwide as the premier equestrian & event management company on the West Coast.

No other management company in North America has produced more FEI championship events.

In addition to sixteen weeks of horse shows at The Riding Park, Blenheim hosts the spectacular, year-end Las Vegas National Horse Show featuring the Longines FEI Jumping World Cup™ Las Vegas & USHJA National Championships.

Competitors at Blenheim horse shows include horses and riders on every level from young children on ponies to Olympic medalists and other U.S. and international stars.

## NEW in 2023

Blenheim will host the Longines FEI Jumping Nations Cup™ USA. This is the only Five-Star Nations Cup in the country and marks the first time this Olympic-qualifying event will be held on the West Coast!

Five Regional -Level Blenheim shows will debut in 2023, providing competitions at a world class venue for reduced cost, appealing to the grassroots community,







## Our Audience

Located minutes from the Pacific Ocean in Southern California, Blenheim EquiSports shows are destination equestrian lifestyle events. Each of Blenheim's nationally-rated horse shows attracts **500-800 horses** with a corresponding **1,500-2,500 people** directly tied to the horse show on the grounds each day.

Including spectators, the overall attendance at this year's Blenheim events is **expected to exceed 220,000**

**Annual off-site spending by horse show attendees exceeds \$52 MILLION\***

Equestrian competitors and spectators constitute an ideal market for high-quality products and services. As a group, they are well educated, have ample, significant disposable income, and have the time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for brands seeking an upscale market.

- 85% are women
- 63% are married
- A majority are between 34-54 years of age
- 66% have a college degree or better
- 80% make or directly influence purchasing decisions at work
- 28% have a net worth over \$2 MILLION
- 40% of equestrians in Southern California have income above \$700,000
- 40% own 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 \$594,000
- 22% own two or more homes
- On average, they spend 30 nights per year in a hotel and rent a vehicle four times per year
- They own/lease three vehicles per household; 53% own a pick-up truck
- The average value of all horses owned per household is \$87,000
- 94% own a pet besides a horse or pony
- Forty-three percent take more than 16 airline trips a year
- 86% are likely to buy products from companies sponsoring events





## 2023 SCHEDULE

### Blenheim Spring Classic Series

*Spring Regional Classic*  
March 31 – April 2

*Spring Classic I*  
April 4 – 8

*Spring Classic II*  
April 12 – 16



### Blenheim May Classic Series

*May Regional Classic*  
May 5 – 7

*Ranch & Coast Featuring Nations Cup™ USA*  
May 9 – 14

*Surf & Turf*  
May 17 – 21



### Blenheim June Classic Series

*June Regional Classic*  
June 9 – 11

*June Classic I*  
June 14 – 18

*June Classic II*  
June 21 – 25

*June Classic III*  
June 28 – July 2



### Blenheim Summer Classic Series

*Summer Regional Classic*  
July 14 – 16

*Summer Festival*  
July 18 – 23

*USEF Jr. Hunter Finals*  
July 23 – 26

*Racing Festival*  
July 25 – 30



### Blenheim Fall Series

*Fall Regional Classic*  
September 8 – 10

*Fall Tournament*  
September 13 – 17

*International Jumping Festival*  
September 20 – 24



### Las Vegas National Horse Show

*Featuring Longines FEI World Cup™ Las Vegas and USHJA National Championships*

November 13 – 19





# Nations Cup™ USA

Blenheim EquiSports will host the only  
event in the country



[NationsCupUSA.com](http://NationsCupUSA.com)



# Nations Cup™ USA

May 9 - 14, 2023

Rancho Mission Viejo Riding Park at San Juan Capistrano, CA  
Weeklong Competition With Overall Prize Money of \$777,400  
**\$250,000 Grand Prix Event on Mother's Day, May 14, 2023**

## The Only Event of Its Kind

Equality is one of the principles of equestrian competition - a unique Olympic sport in which men and women compete for the same medals in the same events.

This Mother's Day, May 14, 2023, join family and friends to watch top international riders and their horses compete for the Longines FEI Jumping Nations Cup™ USA, an important qualifying event for the 2024 Olympic Games in Paris.

## About

The Fédération Équestre Internationale (FEI) is the international governing body of equestrian sports, overseeing all international events of Olympic and non-Olympic disciplines.

The FEI Nations Cup™ series is equestrian sport's oldest and most prestigious team challenge, with national teams from around the globe competing for one of the most coveted prizes in this Olympic discipline.

The series aims to unite nations and foster lifelong enthusiasm for the world of horses.

It is held only once a year in a given country. Its global format means that individual countries can host qualifiers at world-class venues and aim to win the FEI Nations Cup™ title by acquiring qualifying points according to their placings.

## Marketing & Promotion

The Longines FEI Jumping Nations Cup™ USA will be heavily promoted via traditional media and digital media channels to ensure a sellout crowd is on hand for Friday's team competition as well as Sunday's Grand Prix event at noon Pacific Time on May 14, 2023 (Mother's Day).





# Las Vegas National Horse Show

Featuring World Cup™ Las Vegas  
&  
USHJA National Championships



[TheLasVegasNational.com](http://TheLasVegasNational.com)





# Las Vegas National Horse Show

**November 13 – 19, 2023**

South Point Equestrian Center at

South Point Casino, Hotel & Spa, Las Vegas, NV

Weeklong Competitions With Overall Prize Money: \$565,000

**\$150,000 Grand Prix Event: November 18, 2023**

## **One of the Most Significant Indoor Hunter/Jumper Events in the Country**

Every November, top-level equestrians descend upon Las Vegas to compete for top honors at the Las Vegas National Horse Show.

This prestigious event marks the end of the competition calendar year and features the Longines FEI Jumping World Cup™ Las Vegas and the Marshall & Sterling USHJA National Championships.

### **About**

The World Cup™ Las Vegas attracts top-ranked riders and horses from around the world as they compete to earn valuable points to qualify for the FEI Jumping World Cup™ Finals in April.

The USHJA National Championships gives qualifying riders and horses from across the country an opportunity to compete for top honors in the nation.

### **The Venue**

Located at South Point Equestrian Center at the South Point Casino, Hotel & Spa in Las Vegas, NV, this venue offers an exceptional experience where riders, horses, and spectators stay under one roof. Southpoint is also home to Run For The Million & other prestigious sporting events. The main arena provides for ticketed seating for up to 4,200 spectators.

Having everyone in one place gives sponsors a unique opportunity to engage with a captive audience.

### **Marketing & Promotion**

The World Cup™ Las Vegas will be heavily promoted via traditional media and digital media channels. With competitors and their families already staying at the resort, a sellout crowd for Saturday evening's Grand Prix event is always guaranteed.





# CONNECT WITH OUR AUDIENCE

## APPEALING DEMOGRAPHICS

The demographics of show jumping competitors and spectators are upscale, resulting in marketing opportunities through exposure to a large audience with high discretionary income and influence.

## IN PERSON - ONLINE - TV & LIVESTREAMING

In-person attendance at Blenheim events in 2023 is **expected to exceed 220,000**

### Annual Online Statistics:

Blenheim maintains a suite of digital assets designed to engage with our audience.

- Website Page Views: 2,290,414
- Unique Website Visitors: 112,788
- Facebook Followers: over 17k
- Instagram Followers: over 19k
- Email Subscribers: over 14k

### Livestreaming, Television, and Video

All classes from all Blenheim EquiSports shows are available to watch live via one or more of the following channels:

- Blenheim Websites
- ROKU devices
- YouTube Live
- Facebook Live
- FEI TV
- USEF Network
- CBS Sports Network - World Cup™ Las Vegas
- DIRECTV - Nations Cup™ USA (pending)

A video of each horse and rider's round, during every competition is "clipped" and made available to owners, riders, and trainers to download and/or share via social media.

- Video Clips were either downloaded or shared 758,618 times in 2022





# SPONSOR OPPORTUNITIES - AN OVERVIEW

Whether you are looking for a longer-term strategic partnership or a short-term tactical relationship our sponsorship offerings can be combined and customized to fit your business goals. Opportunities include...

- **Naming Rights** incorporated into all communications. Options include; the show, series, division, class, arena, event, & hospitality
- **Official Product Status**
- **Category Exclusivity**
- **Product Display** areas, product sampling, and activations
- **Video Screen Branding** with sponsor's name featured on the board permanently (surrounding the screen), located in competition arenas.
- **Sponsor-Branded Signs** in competition rings, major walkways, and high-traffic areas
- **Branded Jumps** in the arenas
- **Branded Podium** in the main arena
- **Branded Mounting Blocks** throughout the venue
- **Branded Step-And-Repeat** backdrop walls
- **Branding on Winners' Circle** photo backdrop
- **Logos** in rotation on digital screens in competition arenas
- **Branded Videos and Commercials** played on digital screens in competition arenas
- **Logo and Editorial Copy on our Websites** with links to your own
- **Sponsor Logo on Prize Book Cover**
- **Advertising in Prize Books**
- **Marketing Promotion** assisted by Blenheim marketing experts, including press releases, e-blasts, newsletters, and social media posts
- **Digital Audience Targeting** on social media platforms and Google and Microsoft ads
- **Sponsor Logo on livestreaming** and clipping videos
- **Branded Videos and Commercials** played during featured livestreaming events
- **Commercial Airtime** available during televised broadcasts
- **Contests** with opt-in sign-ups and list generation
- **Usage Rights** for video and photographic materials
- **Access** for sponsor and guests to VIP areas
- **Privileged Parking** passes
- **Representative Participation** at prize-giving ceremonies
- **Guided Tours** of the event including a course walk with the course designer or designated official
- **Invitations** to sponsor hospitality events
- **Networking and Marketing** opportunities
- **Option To Host** educational clinics, social events, and charity events
- **Branding on Bulletin Boards** - all in-gates and office locations
- **Public Address Announcements** and "live-reads" daily during shows, events, and livestreaming
- **Sponsor Logo on Schedules** (printed & digital)
- **Show Staff Clothing** with sponsor logo; shirts, hats, jackets
- **Sponsor Branding on Equipment**, including tractors, water trucks, and other equipment that frequently enters competition arenas
- **Horse Show Office** lobby decor
- **Branded Awards and Gifts** presented as prizes
- **Sponsor Branding on Back Numbers/Horse Numbers**
- **Sponsor Branding on Barn Number Signs** at the end of each barn aisle
- **Sponsor Logo** on printed program covers
- **Advertising** in printed programs (includes digital version)
- **Product Placement** in Rider Welcome Bags
- **Branding on VIP** and other wristbands
- **Table Toppers**



# SPONSOR PACKAGES

Whether you are looking for a longer-term strategic partnership or a short-term tactical relationship our sponsorship packages are flexible and can be customized to your individual requirements.

Sponsorship options include...

## TITLE SPONSORSHIP, International Events \$250,000

Available for Nations Cup™ USA and World Cup™ Las Vegas

- **Naming Rights** incorporated into all communications. For example, Longines FEI Jumping Nations Cup™ *presented by* [Your Company]
- **Official Product Status**
- **Product Display** area, and product sampling opportunities
- **Branded Jump** in the main arena
- **Branded Signs** totaling four in main competition ring and four in high-traffic areas
- **Branding on Step-And-Repeat** backdrop walls
- **Logo** on digital screens in competition arenas and on livestream
- **Videos and Commercials** played on digital screens in competition arena and livestream
- **Public Address Announcements** daily and throughout the day
- **Sponsor Logo on Schedules**
- **Show Staff Clothing** with sponsor logo
- **Sponsor Logo** on printed program cover
- **Advertising** with premium placement in printed program and digital prize book
- **Logo and Editorial Copy on our Website** with links to your own
- **Marketing Promotion** including press release announcement, inclusion in all show e-blasts. Designated social media posts.
- **Commercial Airtime** available during televised broadcasts (additional cost)
- **Usage Rights** for video and photographic materials
- **Access** for 8 guests to VIP areas
- **Privileged Parking** passes
- **Representative Participation** at prize-giving ceremony
- **Guided Tour** of the event and course walk with course designer or designated official

## TITLE SPONSORSHIP, National Events \$150,000

Available for each of the five show series

- **Naming Rights** incorporated into all communications. For example, Blenheim June Classic Series *presented by* [Your Company]
- **Official Product Status**
- **Product Display** area, and product sampling opportunities
- **Branded Jump** in the main arena
- **Branded Signs** totaling four in main competition ring and four in high-traffic areas
- **Branding on Step-And-Repeat** backdrop walls
- **Logo** on digital screens in competition arenas and on livestream
- **Videos and Commercials** played on digital screens in competition arena and livestream
- **Public Address Announcements** daily and throughout the day
- **Sponsor Logo on Schedules**
- **Sponsor Logo** on the cover of the digital prize book
- **Advertising** in printed program and digital prize book
- **Logo and Editorial Copy on our Website** with links to your own
- **Marketing Promotion** including press release announcement, inclusion in all show e-blasts. Designated social media posts.
- **Usage Rights** for video and photographic materials
- **Access** for 8 guests to VIP areas
- **Privileged Parking** passes
- **Representative Participation** at prize-giving ceremonies



# SPONSOR PACKAGES

## GRAND PRIX SPONSOR \$50,000+

- **Naming Rights** to one Grand Prix or Major Competition.  
For example, The \$75,000 [Your Company] CSI3\* Grand Prix
- **Product Display** area, and product sampling opportunities
- **Branded Jump** in the main arena
- **Branded Signs** totaling two in main competition ring
- **Branded Podium** in the main arena
- **Logo** on digital screens in competition arenas and on livestream
- **Videos and Commercials** played on digital screens in competition arena and livestream
- **Public Address Announcements** daily and throughout the day
- **Sponsor Logo on Schedules**
- **Advertising** with premium placement in digital prize book
- **Logo and Editorial Copy on our Website** with links to your own
- **Marketing Promotion** including press release covering Grand Prix event and designated social media posts.
- **Usage Rights** for photographic materials from the Grand Prix
- **Access** for 8 guests to VIP area during Grand Prix
- **Privileged Parking** passes
- **Representative Participation** at prize-giving ceremony

## DIGITAL MARKETING SPONSOR \$5,000+

- **Digital Audience Targeting** on social media platforms and Google and Microsoft ads
- **Marketing Promotion** assisted by Blenheim marketing experts, including press releases, e-blasts, newsletters, and social media posts
- **Logo and Editorial Copy on our Websites** with links to your own
- **Advertising in Prize Books**
- **Sponsor Logo on livestreaming** and clipping videos
- **Branded Videos and Commercials** played during featured livestreaming events
- **Contests** with opt-in sign-ups and list generation

## DIVISION or SERIES SPONSOR \$25,000+

- **Naming Rights** to one Division or Series  
For example, The [Your Company] Young Hunter Series
- **Designated Web Page on our Website** with links to your own, featuring Series Description and Standings
- **Branded Signs** totaling two in competition arenas
- **Logo** on digital screens in competition arenas and on livestream
- **Videos and Commercials** played on digital screens in competition arena and livestream
- **Public Address Announcements** daily and throughout the day
- **Advertising** with premium placement in digital prize book
- **Marketing Promotion** including press release covering your sponsored classes and designated social media posts.
- **Usage Rights** for photographic materials from the associated classes
- **Representative Participation** at prize-giving ceremony

## VENUE & À LA CARTE SPONSOR OPPORTUNITIES

- **Sponsored Hospitality Events** - \$TBD
- **Video Screen Branding** with sponsor's name featured on the board permanently (surrounding the screen). \$50,000
- **Branding on Winners' Circle** - \$35,000
- **Official Product Status** - \$7,500+
- **Category Exclusivity** - \$TBD
- **Product Display** sampling, and activations \$5,000+
- **Sponsor-Branded Signs** - \$TBD
- **Branded Jumps** - \$7,500+
- **Branding on Bulletin Boards** - \$15,000
- **Show Staff Clothing** \$TBD
- **Sponsor Branding on Heavy Equipment** - \$15,000+
- **Sponsor Branding on Back Numbers** - \$25,000
- **Sponsor Branding on Barn Number Signs** - \$30,000
- **Branding on Wristbands** - \$TBD
- **Table Toppers** - \$TBD



# THANK YOU TO OUR GENEROUS SPONSORS



# LET'S GET IN TOUCH!

Email Alex at [alexandra.zulia@aol.com](mailto:alexandra.zulia@aol.com)



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