

A PLACE LIKE NO OTHER





TABLE OF CONTENTS

RANCHO MISSION VIEJO RIDING PARK	5
SAN JUAN CAPISTRANO	7
BLENHEIM EQUISPORTS	9
Leaders In World-class Equestrian Sports	11
Elevating The Equestrian Experience / Site Plan	15
2024 COMPETITION SCHEDULE	17
A UNIQUE LIFESTYLE MARKET	21
Economic Impact	23
Demographics	25
2023 Usef Network Viewer Analytics	27
PARTNERS AND SPONSORS	29
Working Together to Enhance The Riding Park Experience	31
Sponsorship Types And Key Benefits	33
Competition Sponsor Packages	35
Sponsorship Package Details	37
Sponsorship At A Glance	39
Media Sponsorship Details	41
Special Event And Custom Branding	43
Volunteer And In-kind Sponsorship	45
2023 COMPETITIONS	47
2023 Longines Fei Nations Cup™	48
2023 Las Vegas National	52
2023 USEF Jr Hunter Finals	56
THE RIDING PARK FOUNDATION	59
Riding Park Amenities Eligible for Naming Rights	62
Philanthropic Giving Levels	63
PARK PLACE FOUNDATION	65
Philanthropic Giving Levels	69
CONTACTS	73



RANCHO MISSION VIEJO RIDING PARK

Nestled in the heart of a Southern California town, surrounded by rolling hills, scenic riding trails, and a legacy of diverse equestrian cultures, stands a haven where tradition meets triumph. This public park seamlessly blends the equestrian richness of the past with the vibrancy of the present and invites visitors to experience something truly special.









SAN JUAN CAPISTRANO

Anchored by the iconic Mission San Juan Capistrano and Los Rios District, California's oldest neighborhood since 1794, San Juan Capistrano is conveniently located near world-class resorts, shopping, restaurants, and pristine California beaches. A charming train depot, seamlessly draws visitors from San Diego, Los Angeles and beyond, and our mild weather makes this an ideal travel destination.









BLENHEIM EQUISPORTS

Founded by equestrian experts Robert and Hillary Ridland in 1998 as a destination for horse jumping on the West Coast. Blenheim EquiSports has enriched, diversified, and redefined San Juan Capistrano's equestrian legacy, hosting internationally acclaimed competitions, attracting elite athletes, and inspiring a new generation of young riders. Today, the Riding Park stands as the place where dreams are made.





LEADERS IN WORLD-CLASS EQUESTRIAN SPORTS



The Rancho Mission Viejo Riding Park has been home to Blenheim EquiSports, a premier equestrian event management company, since 1998. On average, they have organized a dozen United States Equestrian Federation events annually at the Riding Park in San Juan Capistrano, in addition to the annual Las Vegas National Horse Show held at the South Point Hotel, Casino & Spa, in Las Vegas Nevada. In 2000, they secured the bid to host the US Olympic Trials at the Riding Park, making history as the inaugural Trials on the West Coast. Repeating this success in 2004, Blenheim EquiSports made history once again by hosting two consecutive Olympic Trials in the same location, putting the quaint town of San Juan Capistrano on the international equestrian map. Another significant moment occurred in 2023 when the Riding Park won the bid to host the Longines FEI Nations Cup[™], marking the first time this prestigious event was held on the West Coast and achieving victory on American soil in front of a sold-out audience. Today, Blenheim EquiSports manages more Championship events than any other equestrian company in the U.S.

- First Longines FEI Nations Cup[™] of the USA held on the West Coast 2023
- Hosted the Las Vegas FEI World Cup[™] Finals 2000, 2003, 2005, 2007, 2009, 2015
- Longines FEI World Cup [™] Las Vegas 2017, 2018, 2019, 2021, 2022, 2023*
- FEI Children's Jumper Finals 2004, 2005, 2006
- First U.S. Olympic Equestrian Team Trial held on the West Coast 2000
- First FEI outdoor CSI-A International in U.S. 2001
- U.S. Olympic Team Trials in both show jumping & dressage 2004
- U.S. Olympic Team Trials in dressage 2008

* Four-year agreement with the FEI (2024 – 2027)





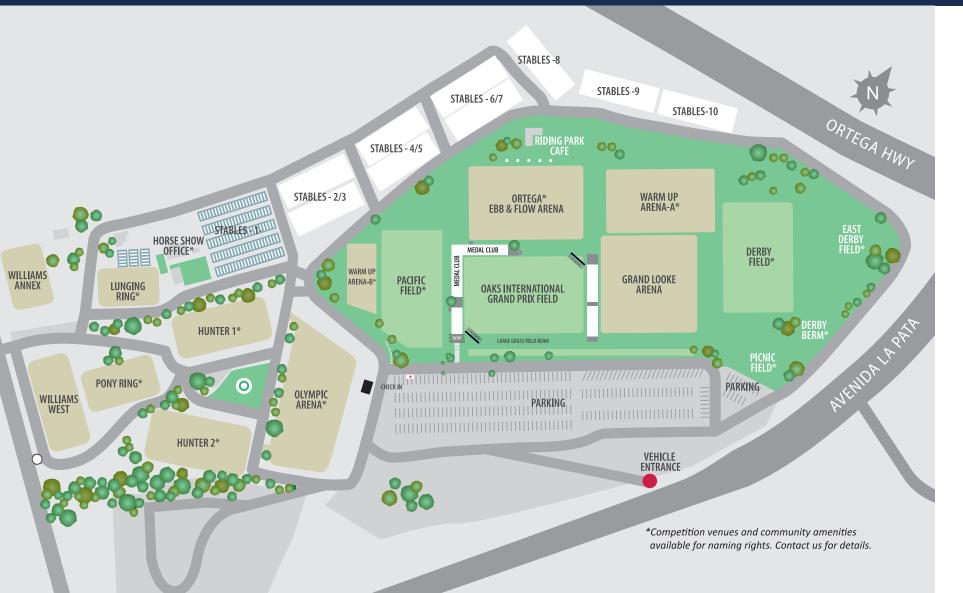






ELEVATING THE EQUESTRIAN EXPERIENCE





The Riding Park proudly presents eight competition arenas, three of which showcase the world's best grass venues, recently recognized at the prestigious Longines FEI Nations Cup[™] of the United States. The transformative upgrade of the Ortega grass field into an ebb & flow silica sand arena will propel the park to premier national status, embracing cutting-edge footing technology for optimal equestrian conditions.

In harmony with Blenheim EquiSports' vision of bringing the best to the Riding Park, ongoing improvements to fields, arenas, and public amenities are underway, available for naming rights with a five-year minimum commitment. Join us in shaping the Riding Park's enduring legacy on the West Coast for future generations to come.





RANCHO MISSION VIEJO RIDING PARK . SAN JUAN CAPISTRANO . CALIFORNIA

BLENHEIM SPRING CLASSIC 1 | April 3 - 7, 2024 (Wed FEI Jog) FEI CSI2* / USEF National Hunter Rating USHJA Open & JR/AM National Hunter & Pony Hunter Derbies

BLENHEIM SPRING CLASSIC 2 | April 9 - 14, 2024 (Tues FEI Jog only)

FEI CSI3* / USEF Premier Hunter Rating WCHR Member Event USHJA International, National & Pony Hunter Derbies

SAN JUAN CAPISTRANO INTERNATIONAL | May 7 - 12, 2024

(Tues FEI Jog only) FEI CSI3* / USEF National Hunter Rating USHJA International Hunter & National Hunter Derbies

BLENHEIM SURF & TURF CLASSIC | May 15 - 19, 2024

USEF Level 4 Jumper / USEF National Hunter Rating USHJA National Open & JR/AM Hunter Derbies

BLENHEIM JUNE REGIONAL | June 7 - 9, 2024

USEF Level 2 Jumpers // USEF/USHJA Channel 2 Hunters ALL EQUITATION Medals

BLENHEIM JUNE CLASSIC 1 | June 12 - 16, 2024

USEF Level 4 Jumper / USEF Premier Hunter Rating USHJA International Hunter & National Hunter Derbies

BLENHEIM JUNE CLASSIC 2 | June 19 - 23, 2024

USEF Level 4 Jumper / USEF National Hunter Rating USHJA SW Regional Green Incentive Championships USHJA SW Regional National Derby Championships Am. Tradition of Excellence Eq Challenge, presented by Whitethorne, LLC (Mon-Wed)

BLENHEIM JUNE CLASSIC 3 | June 26 - 30, 2024

USEF Level 3 Jumper / USHJA National Hunter Rating Blenheim West Coast Pony Hunter Challenge, presented by USHJA Zone 10 USHJA Pony Hunter Derby Championships, West NEW! Blenheim West Coast 2'6" Children's & Adult Hunter Challenge 2'6" Open Hunter Derby Short/Long Stirrup Hunter Classic

BLENHEIM JULY REGIONAL | July 12 - 14, 2024

USEF Level 2 Jumpers // USEF/USHJA Channel 2 Hunters ALL EQUITATION MEDALS

- continued -

BLENHEIM SUMMER FESTIVAL | July 16 - 21, 2024 (Tues – Sun)

USEF Level 4 Jumper /USEF Premier Hunter Rating USHJA Open and Jr-Am National Hunter Derbies

ADEQUAN/USEF JR HUNTER NATIONAL CHAMPIONSHIPS – WEST | July 21 -23, 2024

& USHJA GLADSTONE EQUITATION CUP – WEST

BLENHEIM RACING FESTIVAL | July 23 - 28, 2024 (Tues - Sun)

USEF Level 4 Jumper /USEF National Hunter Rating CPHA Foundation Medal Finals USHJA Adult Gladstone Equitation Cup – West Blenheim West Coast Amateur Hunter Challenge – 3'/3'3'/3'6"

BLENHEIM AUGUST REGIONAL | August 16-18, 2024 (PENDING)

USEF Level 2 Jumpers // USEF/USHJA Channel 2 Hunters ALL EQUITATION MEDALS

BLENHEIM FALL TOURNAMENT | September 11-15, 2024

USEF Level 4 Jumper / USEF National Hunter Rating ASPCA SW Regional National Championships THIS & NHS Area Championships Foxfield Medal Finals PCHA 2'9" Jr/Am Medal Finals – South \$25,000 CPHA Green Hunter Incentive Championships

BLENHEIM INTERNATIONAL JUMPING FESTIVAL | September 18 - 22, 2024

USEF Level 5 Jumper / USEF National Hunter Rating \$60,000 Blenheim EquiSports Young Jumper Championships – 4, 5, 6 & 7 yr olds \$20,000 1.35m Jumper Classic & Markel Leading Rider Awards SJHOF 1.35m JR/AM & 1.45m JR/AM West Coast Jumper Finals NAL West Coast Jumper Finals NAL West Coast Hunter Finals \$10,000 Blenheim Young Hunter Championships Platinum Performance USEF Show Jumping Talent Search Medal Finals – West EMO Insurance/USHJA 3'3" Jumping Seat JR Medal Finals - West USHJA 3'3" Jumping Seat Amateur Medal Finals – West

SOUTHPOINT EQUESTRIAN CENTER . LAS VEGAS . NEVADA

THE LAS VEGAS NATIONAL | November 11 - 17, 2024 & USHJA NATIONAL CHAMPIONSHIPS* Longines FEI Jumping World Cup™ Las Vegas CSI5* - W & CSI2*



A UNIQUE LIFESTYLE MARKET

 $(\cdot | \cdot \cdot)$



2023 ADEQUAN / USEF JUNIOR HUNTER NATIONAL CHAMPIONSHIP - WEST 3'3" LARGE JUNIOR HUNTER 16 - 17 CLASSIC OVER FENCES PHASE WINNER AEDAN MOONEY VERONA

ADEQUAN®/USEF JUNIOR HUNTER NATIONAL CHAMPION JUP

ECONOMIC IMPACT





Blenheim EquiSports' nationally-rated horse shows attract 500-800 horses, with a corresponding 1,500-2,500 people directly tied to the horse show on the grounds each day. The overall attendance at Blenheim EquiSports events, including spectators, is expected to exceed 220,000 visitors annually.

ANNUAL SPENDING

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

HIGH-QUALITY PRODUCTS AND SERVICES

Equestrian competitors and spectators form a highly desirable market for premium products and services. This demographic is characterized by its members' substantial education, significant disposable income, and the availability of time to fully engage in their equestrian pursuits. Beyond their financial capacity, this group presents an ideal target audience for upscale brands due to additional factors such as age and profession. These individuals also have the luxury to pursue their passion for equestrian activities. This unique combination of attributes positions them as a discerning and engaged consumer base. Moreover, considerations like age and profession further enhance their appeal to brands aiming for an affluent and sophisticated market. Therefore, businesses catering to this niche can strategically tailor their offerings to align with the preferences and lifestyle choices of this well-rounded demographic.

*Source: "Tourism Economics 2021"



DEMOGRAPHICS





DEMOGRAPHICS

- 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

PURCHASING HABITS

- 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
- 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
- 43% take more than 16 airline trips a year
- 86% are likely to buy products from companies sponsoring events



2023 USEF NETWORK VIEWER ANALYTICS

USEF Network Viewer Analytics: Live + On Demand



Blenhiem 2023		Total Unique	Total Unique	Mobile App	Mobile App	Web	Web
Date	Event	<u>Users</u>	<u>Video Views</u>	<u>Users</u>	Vid Views	<u>Users</u>	Vid Views
April 4-8	Blenheim Spring Classic 1	2,683	4,037	1,400	2,469	1,283	1,568
April 12-16	Blenheim Spring Classic 2	2,021	4,274	808	1,966	1,213	2,308
May 17-21	Blenheim Surf & Turf	2,167	3,990	916	1,850	1,251	2,140
June 14-18	Blenheim June Classic 1	1,873	3,798	774	1,769	1,099	2,029
June 21-25	Blenheim June Classic 2	2,177	4,053	1,061	2,100	1,116	1,953
June 28-July 2	Blenheim June Classic 3	2,470	3,045	1,482	2,048	988	997
July 18-23	Blenheim Summer Festival	2,722	4,769	1,450	2,991	1,272	1,778
July 23-26	Adequan/USEF Junior Hunter National Championship – West	3,213	6,234	1,180	2,536	2,033	3,698
July 25-30	Blenheim Racing Festival	3,657	6,070	2,982	5,430	675	640
September 13-17	Blenheim Fall Tournament	4,689	8,440	3,155	6,533	1,534	1,907
September 20-24	Blenheim - International Jumping Festival	3,879	5,697	2,261	4,072	1,618	1,625
September 22-24	Platinum Performance/USEF Show Jumping Talent Search Finals – West	3,465	5,837	1,459	2,783	2,006	3,054

Gender: 36% Male | 64% Female

Age: 18-24: 16% | 25-34: 20% | 35-44: 18% | 55-65: 17% | 65+: 11%

Viewers by Country:

- 63 Countries 80% United States
- 5% Germany
- 2% Each: Netherlands, Belgium & Canada
- 1% Each: United Kingdom, France, Mexico & Switzerland
- 5% Other: Denmark, Spain, Sweden, Austria, Ireland, Italy, Sweden, Brazil, Poland, Colombia, Luxembourg, Finland, Australia, Norway, New Zealand, Argentina, Portugal, Hungary, Indonesia, Puerto Rico, Taiwan, Turkey, United Arab Emirates, Slovakia, Greece, Dominican Republic, Guatemala, Iran, Japan, Slovenia, Romania, South Korea, Czechia, Ecuador, Egypt, Isle of Man, Kuwait, Morroco, Parguay, Bangladesh, Russia, Suadia Arabia, Bahrain, Chile, Costa Rica, Croatia, Estonia, Lebanon, Lithuania, and Uganda.

LONGINES FEI JUMPING NATIONS CUP

@McCool

SOUTH

COAST

PLAZA

S O U T H COAST PLAZA

LONGINES JUMPING NATIONS CUP

SAN JUAN E

SOUTH COAST PLAZA

PARTNERS AND SPONSORS

TERRET



The Riding Park, thrives on Blenheim EquiSports' equestrian legacy and welcomes diverse contributions for public facility enhancements and park beautification through the Riding Park Foundation. Concurrently, Blenheim EquiSports' seasonal sponsorships elevate horse jumping shows, offering increased prize money, higher-rated events, and attracting elite and emerging riders to the West Coast. Park Place Foundation supports children through equine connections, offering sponsorship avenues and learning programs for a new generation of young equestrian enthusiasts.

Together, these organizations enhance the Riding Park experience, resonating with a passionate audience.





SPONSORSHIP TYPES & KEY BENEFITS



NAMING RIGHTS | Through the Riding Park Foundation

An exclusive opportunity to name a Riding Park venue, facility, or community space through the Riding Park Foundation. This unique gift supports key initiatives to improve amenities and beautify park grounds.

- Provides unparalleled name visibility and goodwill in the community
- Long-term association with improvements to the Riding Park
- Local, national, and/or global media visibility

TITLE SPONSORSHIP | Through Blenheim EquiSports

The highest sponsorship opportunity. Your brand takes center stage in the event title, becoming a key identifier for the entire 2024 Season.

- Event-wide recognition for 2024 Season
- Integral part of the Season's identity
- Local, national, and/or global media visibility
- First right of refusal for future commitment

PRESENTING SPONSOR | Through Blenheim EquiSports

A prominent sponsorship featuring your brand as a presenting sponsor, gaining widespread visibility throughout the event.

- Broad event association
- High visibility across promotions
- Local, national, and/or global media visibility

CLASS, DIVISION, TEAM SPONSORSHIPS | Through Blenheim EquiSports

Sponsor specific jumping classes or divisions, teams or individual riders showcasing your brand during targeted competitions.

- Targeted exposure
- Association with specific competition aspects

FENCE OR OBSTACLE SPONSORSHIP | Blenheim EquiSports

Your brand sponsors specific fences or obstacles (branded jumps or islands), ensuring visibility during critical moments of the competition.

- Highlighted presence during key moments
- Local, national, and/or global media visibility

OFFICIAL SUPPLIER SPONSORSHIP | Blenheim EquiSports

Become the official supplier of equipment or services, showcasing your brand as an essential supporter of the event.

- Recognition as a key contributor
- Showcase integral support role

HOSPITALITY, AWARD, VENDOR SPONSORSHIPS | Blenheim EquiSports

Engage directly with attendees through hospitality areas, awards, and vendor spaces.

- Direct interaction with participants
- Showcase products or services

MEDIA AND SERIES SPONSORSHIP | Blenheim EquiSports

Sponsor media coverage and potentially a series of horse jumping events, ensuring widespread exposure.

- Association with event series
- Local, national, and/or global media visibility

YOUTH PROGRAM SPONSORSHIP | Park Place Foundation

Support specific programs for young riders and children at risk through horsemanship forming personal connections and goodwill.



COMPETITION SPONSOR PACKAGES



2024 CIRCUIT SPONSOR - \$500,000

- Naming rights for the 2024 season
- Private and customized viewing tent (by Medal Club)
- Custom product display area
- Private course walk (as requested)
- Participation at the prize-giving ceremony
- Branded podium in the main arena
- Branded island in designated arena or field
- Branded jump in designated arena or field
- Branded signage in designated arena and field
- Brand on digital screens and live stream
- Brand on schedules and programs
- Brand on websites with links
- Public address announcements
- Advertising in print and digital prize book
- Promotion through PR, editorials, e-blasts, and social media
- Open invitation to VIP Medal Club
- Personalized VIP Parking in front of Medal Club

SERIES SPONSOR FEI SPRING TOUR - \$300,000

- Naming rights for FEI Spring Series Tour
- First right of refusal for the 2025 Season
- Private course walks (as requested)
- Participation at prize-giving ceremony
- Branded podium in designated arena
- Branded jump in FEI designated arena or field
- Branded signage in designated arena or field
- Brand on digital screens and live stream
- Brand on schedules and programs
- Brand on websites with links
- Public address announcements
- Advertising in print and digital prize book
- Promotion through PR, editorials, e-blasts, and social media
- Open invitation to VIP Medal Club
- Personalized VIP Parking in front of Medal Club

INDIVIDUAL COMPETITIONS – Starting at \$50,000 to \$150,000

- Naming rights for individual competitions
- Blenheim Young Hunter or Jumper Development Program & Finals
- Blenheim Spring FEI Jumping Tour
- Weekly Grand Prix or Hunter Derby (can be for the entire season)
- National Grand Prix Series or Hunter Derbies Series
- Leading Rider (with their name)



SPONSORSHIP PACKAGE DETAILS



AUTOMOTIVE SPONSOR WITH PRODUCT PLACEMENT | \$75,000

- Exclusive automotive sponsor
- Prominent name recognition in the designated field or arena
- Branded jump in the designated field or arena
- Automotive placement in the arena, field, and at the entry to the park
- 30-second spots on screen(s)

PRODUCT ACTIVATION SPONSOR IN VIP TENT | \$75,000

- On-site activation experience in the VIP tent
- Branded jump in the field or arena of choice
- Brand on digital screens, live stream, schedules, programs
- Brand on the event website, editorial with links
- Public address announcements
- Opportunity to provide branded gifts

CATEGORY EXCLUSIVITY | \$50,000+

- Exclusive product display areas (mutually agreed upon)
- Exclusive product activations

HOSPITALITY EVENTS | \$10,000 - \$50,000

Sponsor or underwrite an onsite or offsite hospitality experience:

- Jr Hunter Finals Evening Reception at the Inn @ the Mission
- Horseman's Happy Hour
- Grooms Friday Fiesta
- Grand Prix Gatherings
- Afternoon Pizza Parties
- Ice Cream Socials
- Summer Slip and Slide
- Mother's Day Brunch
- Father's Day Lunch
- Morning Hospitality Station (at the show office)

CUSTOM SPONSOR PACKAGE | \$5,000+

 Let us design a custom sponsorship package for you to fit your needs and budget.





NAMING RIGHTS BENEFITS Riding Park		\$500,000	\$300,000	\$250,000	\$150,000	\$100,000	\$75,000	\$50,000	\$30,000	\$15,000	\$10,000
•	First right of refusal for future commitments	٧	V	V	V	V	V	V			
•	Prominent permanent gratitude signage	V	V	V	V	V	V	V	V	V	V
<u>CO</u>	MPETITION BENEFITS Blenheim EquiSports	\$500,000	\$300,000	\$250,000	\$150,000	\$100,000	\$75,000	\$50,000	\$30,000	\$15,000	\$10,000
•	Open Invitation to VIP Medal Club	V	V	V							
•	Personalized VIP Parking in front of Medal Clul	b √	V	V							
•	Private tent and display area (next to VIP Tent)	√ √									
•	Custom product display area	V									
•	Branded Island (in designated arena or field)	V	V								
•	Private course walks (as requested)	٧	V	v	V	V					
•	Participation at prize-giving ceremonies	V	V	V	V	V	V	V			
•	Branded podium in designated arena or field	٧	V	v	V	V	V	V			
•	Branded jump in designated arena or field	V	V	v	V	V	V	V			V
•	Branded signage in designated arena and field	٧	V	v	V	V	V	V	V	V	
•	Brand on digital screens and live stream	V	V	v	V	V	V	V	V	V	
•	Brand on schedules and programs	V	V	v	v	V	V	V	V	V	
•	Brand on websites with links	V	\checkmark	v	V	V	V	V	V	V	V
•	Public address announcements	V	V	v	V	V	V	V	V	V	
•	Advertising in print and digital prize book	V	V	v	V	٧	V	V	V	V	V
•	Promotion, PR, editorials, e-blasts, social medi	ia √	V	V	V	V	V	V	V	V	V
PR	OGRAM BENEFITS Park Place Foundation	\$500,000	\$300,000	\$250,000	\$150,000	\$100,000	\$75,000	\$50,000	\$30,000	\$15,000	<u>\$10,000</u>
•	Name rights for programs	٧	V	V	V	V	V	V			
•	Name on websites with links	٧	V	V	V	V	V	V	V	V	V
•	Promotion, PR, editorials, e-blasts, social medi	ia √	V	٧	V	V	V	V	V	V	V



MEDIA SPONSORSHIP DETAILS



LIVE STREAM SPONSOR 2024 SEASON | \$100,000

- Brand on digital screens, live stream, schedules, programs
- Brand on the event website, editorial with links
- Public address announcements
- Advertising in print and digital prize book
- Marketing promotion, PR, e-blasts, and social media

LIVESTREAM DURING LAS VEGAS NATIONAL | \$20,000

- Sponsor logo (livestreaming and clipping videos)
- Branded videos and commercials (during events)
- Commercial airtime (televised broadcasts)
- Public address announcements
- Daily "live-reads"

LIVESTREAM DURING INDIVIDUAL SHOW EVENTS | \$10,000

- Sponsor logo (livestreaming and clipping videos)
- Branded videos and commercials (during events)
- Commercial airtime (televised broadcasts)
- Public address announcements
- Daily "live-reads"

DIGITAL MEDIA | \$5,000

- Logo placement and link on event website
- Editorial copy on our websites
- Social media posts

PRIZE BOOK AND PROGRAM | PRINT* AND DIGITAL

- Six-Page Advertorial \$9,000
- Four-Page Advertorial \$7,000
- Two-Page Spread \$3,500
- Full Page Ad \$2,000
- Half Page Ad \$1,000

Las Vegas National is printed, all others are listed on website (8.5 x 11 book)



ADEQUAN®/USEF JUNIOR HUNTER NATIONAL CHAMPIONS



CUSTOM BRANDING OPPORTUNITIES

•	Winners' Circle	\$35,000
•	Branded Islands (fabrication not included)	\$15,000
•	Bulletin Boards	\$15,000
•	Branded Flags	\$15,000
•	Branded In Gates	\$10,000
•	Jumps (fabrication not included)	\$7,500
•	Product Display Activations	\$7,500
•	Wristbands (VIP and Events)	\$2,500
•	Rider Awards	Upon Request
•	Rider Welcome Bags	Upon Request
•	In-Kind Product Placement	Upon Request

CLINIC AND SPONSORED EVENT OPPORTUNITIES

•	Sponsored Educational Clinics	Upon Request
•	Sponsored Social Events	Upon Request
•	Sponsored Charity Events	Upon Request





VOLUNTEER OPPORTUNITIES

Volunteering is the heartbeat of community involvement. Our event volunteers generously contribute their time and skills, ensuring seamless operations and participant support. Beyond success, their dedication fosters unity, creating valuable opportunities for skill development and networking. Join us in making a difference — where volunteering goes beyond tasks; it enriches lives and builds a stronger community.

IN KIND SPONSORSHIPS

In-kind or value-based sponsorships go beyond monetary contributions. Our partners contribute tangible goods, services, or expertise, providing practical and meaningful support for our cause or initiative. Explore unique ways to make a difference with your resources.

HOSPITALITY

- Hotel Accommodations
- Event Venues
- Catering Services
- Shuttle Services

PROFESSIONAL SERVICES

- Entertainment
- Healthcare Services (On-site medical support)
- Transport Services (Horse and participant transport)
- Equipment Rental
- Power Services
- Golf Carts
- Valet Parking

GOODS / PRODUCTS

- Participant Giveaways
- Merchandise
- Printing Services
- Signage
- Floral Arrangements



E man 3 2023 COMPETITIONS



47

LONGINES

2023 COMPETITIONS | LONGINES FEI NATIONS CUP™

ÆEI JUMPING NATIONS CUP[™]



2023 COMPETITIONS | LONGINES FEI NATIONS CUP™



LONGINES



LONGINES

2023 COMPETITIONS | LONGINES FEI NATIONS CUP™

FÆI JUMPING NATIONS CUP™





2023 COMPETITIONS | LONGINES FEI NATIONS CUP™

€EI JUMPING NATIONS CUP[™]

LONGINES

















2023 COMPETITIONS | USEF JR HUNTER FINALS



2023 COMPETITIONS | USEF JR HUNTER FINALS





THE RIDING PARK FOUN DATION



Established in 2024, the Riding Park Foundation is committed to enriching and beautifying

the Rancho Mission Viejo Riding Park in San Juan Capistrano.

This philanthropic initiative invites individuals and organizations to contribute at various levels,

becoming essential partners in sustaining the park's excellence and fostering community engagement.

By aligning with the Riding Park Foundation, donors play a pivotal role

in actively supporting impactful beautification projects,

nurturing a thriving community, and leaving a lasting legacy for future generations.





Join us for an exciting new opportunity to contribute to the enhancement of the Riding Park! Sponsorships are available for improvements to the Riding Park's public facilities, amenities, and community spaces through the Riding Park Foundation. Established in 2024 as a non-profit organization dedicated to enhancing public gathering spaces and the beautifying the Riding Park, the Foundation invites you to make a meaningful impact through a minimum 5-year commitment for any naming opportunities. As sponsors, you will enjoy the privilege of having the first right of refusal for subsequent terms. Join us in shaping the future of the Riding Park and help leave a lasting legacy for generations to come. See Riding Park Foundation page for more details.

COMPETITION VENUES	UNIQUE QUALITY	TYPE	\$225,000/Year	10 YEAR	15 YEAR	20 YEAR
Oaks International	Grand Prix Field, at entry to Medal Club	Grass Field		\$275,000/Year	\$250,000/Year	\$225,000/Year
NEW Ortega Arena	Main Arena, between Medal Club & RP Cafe	Ebb & Flow Silica Sand		\$230,000/Year	\$220,000/Year	\$200,000/Year
Pacific Field	Competition Field and Community Events	Grass Field		\$215,000/Year	\$200,000/Year	\$180,000/Year
Derby Field	Competition Field and Community Events	Grass Field		\$215,000/Year	\$200,000/Year	\$180,000/Year
WARM UP ARENAS	UNIQUE QUALITY	TYPE	5 YEAR	10 YEAR	15 YEAR	20 YEAR
Warm Up Arena 2	Main Practice Arena	Sand Arena	\$150,000/Year	\$140,000	\$130,000/Year	\$125,000/Year
Warm Up Arena 1	Small arena next to Pacific Field	Sand Arena	\$50,000/Year	\$45,000	\$40,000/Year	\$35,000/Year
Pony Ring	Practice Arena	Sand Arena	\$50,000/Year	\$45,000	\$40,000/Year	\$35,000/Year
STABLE AREAS (10)	UNIQUE QUALITY	TYPE	5 YEAR	10 YEAR	15 YEAR	20 YEAR
Individual Stables 1-10	Various locations	wood and Clear Span	\$100,000/Year	\$90,000	\$80,000/Year	\$70,000/Year
COMMUNITY AREAS	UNIQUE QUALITY	TYPE	5 YEAR	10 YEAR	15 YEAR	20 YEAR
Parking Lot	Maximum Exposure for all events	Parking Lot	\$500,000/Year	\$475,000/Year	\$450,000/Year	\$425,000/Year
Picnic Field	View Field and Community Events	Grass Berm	\$75,000/Year	\$70,000	\$65,000/Year	\$60,000/Year
Derby Berm	View Field and Community Events	Grass Berm	\$50,000/Year	\$45,000	\$40,000/Year	\$35,000/Year

VISIONARY BENEFACTOR - \$1,000,000

Elevate the Riding Park with visionary impact. Your generous contribution not only shapes its future but secures naming rights for a prominent feature of the park, forever leaving your legacy intertwined with this iconic venue.

CHAMPION PATRON - \$500,000 - \$999,999

Fuel transformative initiatives and create vibrant spaces as a Champion Patron. Enjoy the distinction of naming a prominent area or specific project within the park, marking your enduring support for generations to come.

DISTINGUISHED ADVOCATE - \$250,000 - \$499,999

As a Distinguished Advocate, your contribution empowers ongoing beautification efforts and grants you the honor of naming a significant improvement, immortalizing your commitment to the Riding Park.

LOYAL ADVOCATE - \$100,000 - \$249,999

Support beautification endeavors and maintain a visually appealing landscape. Your loyalty is recognized with the opportunity to name a designated area improvement within the park.

SUPPORTING PARTNER - \$25,000 - \$99,999

Embrace the role of a Supporting Partner, actively contributing to specific beautification projects. Your support earns you recognition on a dedicated tree at the Riding Park.

FRIEND OF THE PARK - \$10,000 - \$24,999

Actively enhance the Riding Park as a Friend, contributing to specific beautification projects. Friends enjoy acknowledgment on a communal plaque.

SUPPORTING FRIEND - \$5,000 - \$9,999

Support ongoing beautification efforts and contribute to the park's appeal. As a Supporting Friend, your name is featured on a shared supporter recognition display.

INDIVIDUAL SUPPORTER - \$2,500 - \$4,999

Contribute to the Riding Park's beautification and support its ongoing appeal. Individual Supporters are acknowledged on a community appreciation board.

The Riding Park Foundation is recognized as a non-profit organization under section 501(c)(3) of the Internal Revenue Code. Our Tax ID is 93-4573075. Contributions to The Riding Park Foundation are tax-deductible to the extent permitted by law. Please consult with your tax advisor for specific tax-related advice regarding your donation.



PARK PLACE FOUNDATION

- nime

11 12 1 10 LONGINES LONGI



Founded in 2009 by Hillary Ridland at the Rancho Mission Viejo Riding Park, Park Place Foundation provides children and teens with life skills, confidence-building, and passion exploration through equestrian programs. Inspired by Doris McGee's vision, the foundation offers no-cost opportunities for at-risk youth to ride, care for horses, and experience personal growth. Focused on fostering positive connections, responsibility, and essential life skills, Park Place collaborates with organizations like CASA, Orangewood Foundation, 4H, and CHOC to inspire youth through horsemanship.





PARK PLACE PHILANTROPIC GIVING LEVELS

IMPACTFUL INNOVATOR - \$100,000 AND ABOVE

Exclusive naming rights for a specific project or event at the park

LUMINARY LEADER - \$75,000 - \$99,999

 Exclusive naming rights for a project or flagship equestrian program

STARLIGHT STEWARD - \$50,000 - \$74,999

Exclusive naming rights for a key equestrian initiative

WISH WARRIOR - \$25,000 - \$49,999

Exclusive naming rights for a significant program component

DREAM DEFENDER - \$15,000 - \$24,999

- Sponsor a number of children for a program
- Or sponsor a specific event

PLAYFUL PROTECTOR - \$10,000 - \$14,999

- Sponsor a number of children for a program
- Or sponsor a specific event

WELL WISHER - \$5,000 - \$9,999

- Sponsor a number of children for a program
- Or sponsor a specific event

FESTIVE FRIEND - \$1,000 - \$4,999

- Sponsor a specific event
- Or sponsor meals for participants

TINY TITAN – Up to \$999

Contribute to ongoing program sustainability

The Park Place Foundation is a registered non-profit organization with a Tax ID Number 26-4694100. Your contributions to The Park Place Foundation may be tax-deductible as allowed by law. Consult with your tax advisor for personalized advice regarding the deductibility of your donation.



Partner with Blenheim EquiSports and let your brand merge into this extraordinary setting,

where history seamlessly converges with the spirit of horsemanship.

Where this beautiful sport is allowed to flourish on the West Coast

and young and emerging riders are encouraged and inspired to pursue their dreams.

Join us in becoming a vital part of our vibrant history

at The Rancho Mission Viejo Riding Park, a place like no other.





CONTACTS

PARTNER AND SPONSOR RELATIONS

Margarita Solazzo | (714) 504-1112 margarita@capellasolazzo.com

SPONSOR RELATIONS | LAS VEGAS NATIONAL

Marty Bauman | (508) 878-2394 marty@classic-communications.com

VENDORS

Andrea Heslington | (949) 351-6573 Andrea@ThePlaceToJump.com

RIDING PARK FOUNDATION Julie Ryan Johnson | (949) 677-3454 JRJDVM@cox.com BLENHEIM HORSE SHOW MANAGER Alexandra Zulia | (561) 723-6827 alexandra.zulia@aol.com

MEDIA RELATIONS AND PR Emily Randolph | (717) 368-8102 emily@randolph-pr.com

COMMUNITY OUTREACH Trejsi DeGuire | (949) 400-9388 <u>trejsi@ThePlaceToJump.com</u>



RANCHO MISSION VIEJO RIDING PARK ThePlaceToJump.com

Park Address | Rancho Mission Viejo Riding Park . 30753 Avenida La Pata . San Juan Capistrano, CA 92675 . (949) 400-9388

Mailing Address | Blenheim EquiSports . 30767 Gateway Place #162 . Rancho Mission Viejo . CA 92694