

Murieta Equestrian Center

California's Premier Equestrian & Event Facility



Sponsorship Opportunities



N *Equestrian* HAVEN AN

Murieta Equestrian Center Since opening it's gates in 1982, the Murieta Equestrian Center (MEC) has established itself as one of the premier equestrian event centers on the West Coast.

Located only 24 miles east of downtown Sacramento in the prestigious community of Rancho Murieta.

MURIETA EQUESTRIAN CENTER HOSTS MORE THAN 50 EQUESTRIAN EVENTS ON AN ANNUAL BASIS IN A DIVERSE SPECTRUM OF EQUINE DISCIPLINES, ENABLING FACILITY SPONSORS TO REACH A WIDER AUDIENCE.

WHETHER OUR SPONSORS ARE LOOKING TO UTILIZE THE FACILITY TO MARKET, NETWORK OR SELL PROD-UCTS AND SERVICES, MURIETA EQUES-TRIAN CENTER HAS A SPONSORSHIP OPPORTUNITY TO FIT AND CAN CUS-TOMIZE ANY SPONSORSHIP TO MEET THE UNIQUE NEEDS OF OUR INDIVIDUAL SPONSORS. West Coast Equine Foundation Murieta Equestrian Center is the proud partner of the West Coast Equine Foundation, a 501©3 organization.

THE WEST COAST EQUINE FOUNDATION PROVIDES FUNDING TO MANY EQUINE AND YOUTH RELATED PROGRAMS AND SERVICES SUCH AS THERAPEUTIC RIDING, 4-H, EQUINE VICTIMS OF NATURAL DISASTERS AND SCHOLARSHIPS FOR THOSE SEEKING A FUTURE IN AN EQUINE RELATED FIELD. THROUGH THIS WE ARE ABLE TO GIVE BACK TO OUR EQUINE COMMUNITY.

A venue for all.



Murieta Equestrian Center



LARGEST EVENT

FEATURED

1,000 HORSES

& OVER

4.000

EXHIBITORS

& SPECTATORS

800 STALLS

ONSITE &

Permanent wash

RACKS IN EVERY

BARN AREA





321

EVENT

DAYS

ANNUALLY

18 SHOW ARENAS

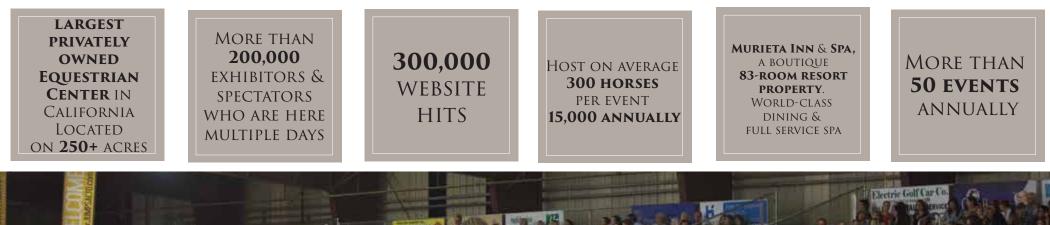
TWO WORLD-CLASS

CUTTING HORSE ARENAS

Grand Prix Arena

FIVE INDOOR ARENAS

13 OUTDOOR ARENAS



2,000

TRAINERS USING

THE FACILITY

ANNUALLY

17,000

SOCIAL

MEDIA

FOLLOWERS

hy advertise through the MURIETA EQUESTRIAN CENTER

expand your MARKETING REACH

Shows by Numbers Annually

Hunter/Jumper	11
Breed Shows	10
Dressage	6
Cutting	4
Canine	4
Reining	4
Cowboy Dressage	2
Mud Runs	2
Western	2
Walking Horse	2
4-H & Pony Club	2
Expo	1
VAULTING	1

equestrian DEMOGRAPHICS

38% Have a net worth of over **\$500,000**

80% Make or directly purchasing decisions At Work

THE AVERAGE HOME VALUE IS **\$594,000**

22% OWN A SECOND HOME

43% TRAVEL ON AN AIRPLANE MORE THAN 16 TIMES A YEAR

78% ARE MEMBERS OF A FREQUENT FLYER PROGRAM

97% OWN ONE OR MORE CREDIT CARDS

55% OF THEIR AUTOMOBILES WERE PURCHASED LAST YEAR

THEY OWN THREE VEHICLES; **53%** OWN A PICK-UP TRUCK

94% OWN A PET BESIDES A HORSE OR PONY

THE AVERAGE AGE IS 39

85% ARE WOMEN

63% ARE MARRIED

80% OF EQUESTRIANS HAVE A MINIMUM OF A FOUR-YEAR COLLEGE DEGREE

PLATINUM

\$25,000

GGT Footing Arena

"The well-designed facility and its amenities for the spectators and exhibitors lends itself to a delightful experience for horse and humans. The friendly and knowledgeable staff make everyone feel welcome. We are particularly thrilled to be able to showcase our footing available for so many disciplines in one facility. The owners are horse people and they also show...so they understand the specific needs of the equestrian enthusiast."

CYNTHIA KEATING GGT Footing National Sales Manager, Sponsorship and Marketing Director Sold

LARGE SIGNAGE AT MAIN INDOOR ENTRANCES Company logo on the four arches in the arena

ADVERTISING AS THE PREMIER MEC SPONSOR IN THE HOTEL LOUNGE, BAR AND RESTAURANT TELEVISIONS

PRESTIGIOUS MAIN INDOOR ARENA NAMING RIGHTS

FULL PAGE AD IN THE MEC BUSINESS CALENDAR (6,000+ DISTRIBUTION)

SOCIAL MEDIA PROMOTIONS. EIGHT FOCUSED POSTS TO 10,000+

CATEGORY EXCLUSIVITY

3 FT X 8 FT SIGN AT FACILITY EXIT

Acknowledgement as facility sponsor at all MEC events

Company logo prominently featured on show collateral print material

LOGO ON IN-HOUSE EVENT WEBCAST

Advertisement in Gold-N-Grand Show Premiums (two annually)

Vendor space at all MEC events **

Foursome & sponsorship inclusion at annual WCEF golf tournament

TOTAL SPONSORSHIP VALUE: \$35,000

(*Sponsor to provide signage per MEC specs) **Please contact MEC for complete list of events available



\$10,000 Premium Arena Sponsor

PREMIUM ARENA NAMING RIGHTS

COMPANY LOGO PROMINENTLY FEATURED ON COLLATERAL PRINT MATERIAL

VENDOR SPACE AT ALL MEC EVENTS**

1/2 PAGE AD IN MEC BUSINESS CALENDAR (6,000+ DISTRIBUTION)

SOCIAL MEDIA PROMOTIONS. FIVE FOCUSED POSTS TO 10,000+

TWO SIGNS ON EXTERIOR WALLS/ENTRANCE OF ARENA

CATEGORY EXCLUSIVITY AS FACILITY SPONSOR

3 FT X 8 FT SIGN AT FACILITY EXIT

Two 3 ft x 8 ft signs in the Main Indoor (1) and Main Outdoor Arena (1) (for one year)*

Logo on in-house event Webcast

Advertisement in Gold-N-Grand Show Premiums (two annually)

Acknowledgement as facility sponsor at all MEC events

Foursome & sponsorship inclusion at annual WCEF golf tournament

SPONSORSHIP VALUE: \$15,000

**Please contact MEC for complete list of events available (*Sponsor to provide signage per MEC specs)

Arenas

INDOOR ARENAS

Arena 3 - Available Arena 2 - Sold Arena 4 - Sold Arena 7 - Sold

OUTDOOR ARENAS

Arena 11 - AVAILABLE Arena 5 - SOLD Arena 8 - SOLD

"Whether it's the athletes themselves or lovers of the sport who own horses, reaching them through this partnership has been a critical part of our event marketing outreach each year. We look forward to many more years of partnership." ELK GROVE MILLING, SHERRI LAFOON SALES & MARKETING MANAGER

"Finish Line Horse Products has been involved with the Murieta Equestrian Center for years. Their professionalism, quality of competition and wonderful facility keeps us coming back." FINISH LINE HORSE PRODUCTS, STEVE BLANCHARD OWNER

\$5,000

Silver Sponsor

Premium Arena/Barn Sponsor

NAMING ARENA OR BARN RIGHTS

TWO SIGNS ON ARENA/BARN OF YOUR CHOICE*

THREE SOCIAL MEDIA PROMOTIONS TO 10,000+

1/2 PAGE ADS IN MEC SHOW PREMIUMS

ACKNOWLEDGEMENT AS FACILITY SPONSOR AT ALL MEC (IN HOUSE EVENTS)

Two 3' x 8' logo signs in the Main Indoor and Main Outdoor Arena's (for one year)*

Logo on in-house event webcast

Logo on the MEC & Foundation websites and a link to your site

NAME ON OUR COLLATERAL PRINT MATERIAL

OPPORTUNITY TO BE A VENDOR AT MEC SHOWS (SOME EXCLUSIONS APPLY)

YOUR NAME PRESENTED TO OVER 200,000 EXHIBITORS AND SPECTATORS (COUNTING REPETITIVE VIEWING DAYS)

SPONSORSHIP VALUE: \$7,500

Arenas

ARENA 9 & 10 - AVAILABLE



Barns

RACE HORSE BARN - AVAILABLE

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS) **Please contact MEC for complete list of events available



Bronze *Sponsor*

\$3,000

Friend Sponsor \$1,000

SOCIAL MEDIA PROMOTIONS. ONE FOCUSED POSTS TO 10,000+

LOGO ON IN-HOUSE EVENT WEBCAST

LOGO ON MEC AND WCEF WEBSITE WITH A LINK TO YOUR SITE

Acknowledgement as facility sponsor at all MEC events

Two 3 ft x 8 ft signs in the Main Indoor (1) and Main Outdoor Arena (1) (for one year)*

VENDOR SPACE AT TWO MEC EVENTS**

COMPANY NAME ON SHOW PRINT MATERIALS

SPONSOR VALUE: \$5,000

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS) **Please contact MEC for list of available events

Two 3 ft x 8 ft signs in the Main Indoor (1) and Main Outdoor Arena (1) (for one year)*

COMPANY NAME ON MEC AND WCEF WEBSITES WITH A LINK TO YOUR SITE

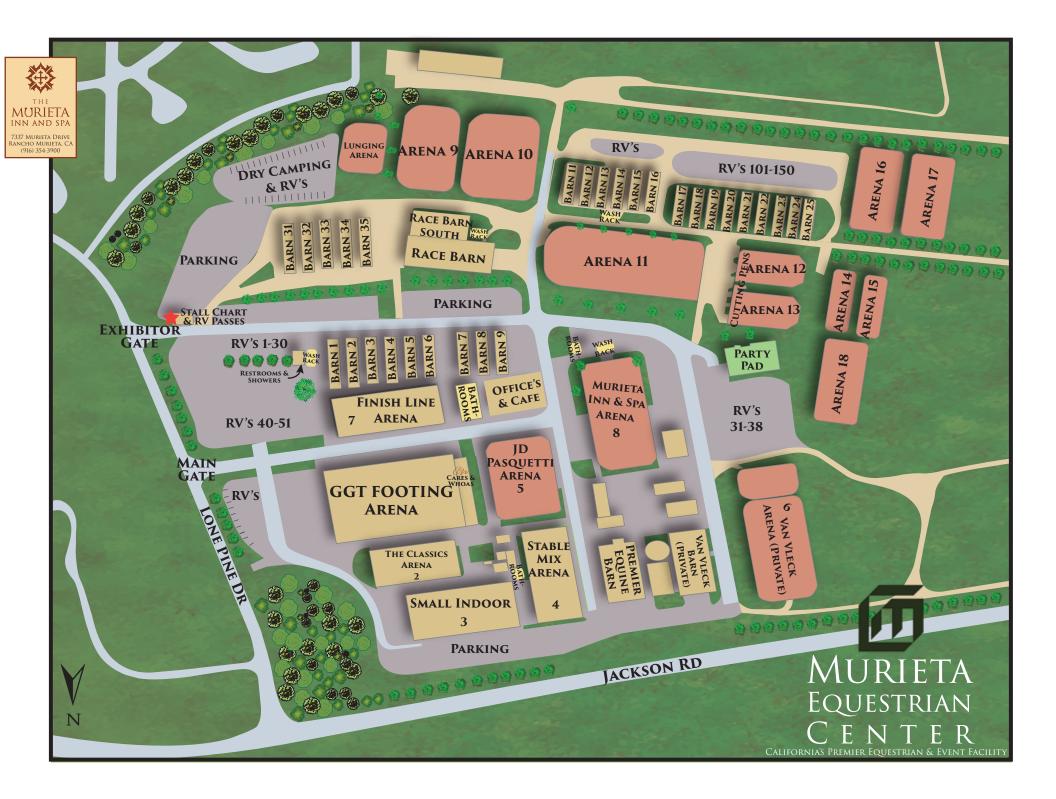
ACKNOWLEDGEMENT AS FACILITY SPONSOR AT ALL MEC IN-HOUSE EVENTS

Vendor space at two MEC events**

COMPANY NAME ON SHOW PRINT MATERIALS

SPONSORSHIP VALUE: \$2,000

(*Sponsor to provide signage per MEC specs) **Please contact MEC for list of available events



	MURIETA EQ	UESTRIAN CENTER	
SPONSORSHIP ADVERTISEMENT Contact us to see how we can customize your sponsorship to meet your needs!			
	PLATINUM SPONSOR	BRONZE SPONSOR	
	GOLD SPONSOR	FRIEND SPONSOR	
	SILVER SPONSOR	(TALK TO US ABOUT HOW WE CAN CUSTOMIZE THIS MAJOR ADVERTISEMENT OPPORTUNITY)	
COMPANY/BUSINESS: BUSINESS TITLE: (Present above as you	wish it be used for promotional purposes. Please forward your log-	o in a .Jpeg format. Coroplast signage to be provided by sponsor according to MEC specifications)	
Contact:		Email:	
Business Phone:		Cell Phone: Fax:	
Address:			
Special Terms & Conditions	:		
Accepted by:		Date:	

PLEASE FILL OUT & EMAIL TO ANNA@MURIETAEQUESTRIANCENTER.COM **PLEASE MAKE CHECKS AVAILABLE TO MURIETA EQUESTRIAN CENTER