



MURIETA EQUESTRIAN CENTER

SPONSORSHIP OPPORTUNITIES

WWW.MURIETAEQUESTRIANCENTER.COM



AN EQUESTRIAN HAVEN

MURIETA EQUESTRIAN CENTER

A venue for all.

Since opening its 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. MEC is 20 minutes away from major N/S interstates making it easy to get to from anywhere.

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 products and services, Murieta Equestrian Center has a sponsorship opportunity to fit and our team can customize 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 was created to advance the equine community and enhance the equine - human bond. The Foundation provides funding to many equine and youth related programs and services such as therapeutic riding, 4-H and equine victims of natural disasters. An annual scholarship program is offered for those seeking a future in an equine related field. Through this we are able to give back to our equine community.



18 SHOW ARENAS
13 OUTDOOR ARENAS
TWO WORLD-CLASS
CUTTING HORSE ARENAS
GRAND PRIX ARENA
FIVE INDOOR ARENAS
TWO WORLD-CLASS
CUTTING HORSE ARENAS



300,000
WEBSITE HITS



20K SOCIAL
MEDIA FOLLOWERS



MURIETA INN & SPA,
83-ROOM RESORT PROPERTY.
WORLD-CLASS DINING
FULL SERVICE SPA



321
EVENT DAYS
ANNUALLY

MEC BY THE NUMBERS



HOST ON AVERAGE
300 HORSES
PER EVENT
15,000 ANNUALLY



2,000 TRAINERS
USING THE
FACILITY ANNUALLY



MORE THAN
55 EVENTS
ANNUALLY



OVER **800** STALLS
WITH PERMANENT
WASH RACKS NEAR
EVERY BARN





WHY ADVERTISE?

EQUESTRIAN DEMOGRAPHICS

- **85%** Female
- **66%** have a college degree
- Average income of **\$185,000**
- Average net worth of **\$955,000**
- Own an average of **four** horses
- Compete at least **six** times per year
- Average home value is **\$600,000**
- **22%** own two or more homes
- Own **three** vehicles
- **40%** own a farm; **66%** of those are **10** acres or more



SHOWS BY NUMBERS ANNUALLY

Hunter Jumper – **11**

Breed Shows – **11**

Dressage – **6**

Canine – **6**

Working Equitation – **5**

Cutting – **4**

Western – **4**

Reining – **4**

Cowboy Dressage – **2**

Vaulting – **2**

IEA / Pony Club – **2**

Clinics – **2**

Expo – **1**

Mud Run – **1**

ON SITE VISIBILITY



Murieta Equestrian Center offers a unique variety of ways to have on-site exposure. Amenities include arena naming rights, custom jumps, signage in prominent locations, retail space, branded back numbers and mounting blocks, class and division sponsorship, and sponsored exhibitor receptions just to name a few!





JOIN THESE INCREDIBLE CORPORATE SPONSORS





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

PLATINUM SPONSOR

Sold

\$25,000

Prestigious main indoor arena naming rights

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

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 (some exclusions apply)

Foursome & sponsorship inclusion at annual WCEF golf tournament

Total Sponsorship Value: \$35,000

*sponsor to pay for the cost of sign production



GOLD SPONSOR

\$10,000

PREMIUM ARENA SPONSOR

Premium arena naming rights

Company logo prominently featured on collateral print material

Vendor space at all MEC events (some exclusions apply)

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)*

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

*sponsor to pay for the cost of sign production

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 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 Murietta Equestrian Center for years. Their professionalism, quality of competition and wonderful facility keeps us coming back."

FINISH LINE HORSE PRODUCTS, STEVE BLANCHARD
OWNER



OUTDOOR ARENAS

Arena 9 - AVAILABLE

Arena 10 - AVAILABLE



BARN S

RACE HORSE BARN - AVAILABLE

MEC BARN - SOLD

SILVER SPONSOR

\$5,000

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*

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

**sponsor to pay for the cost of sign production*





BRONZE SPONSOR

\$3,000

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)*

Vendor space at two MEC events (some exclusions apply)

Company name on show print materials

Sponsor value: \$5,000

*sponsor to pay for the cost of sign production

FRIEND SPONSOR

\$1,000

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

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 (some exclusions apply)

Company name on show print materials

Sponsorship value: \$2,000

*sponsor to pay for the cost of sign production



MURIETA EQUESTRIAN CENTER

CALIFORNIA'S PREMIER EVENT FACILITY

Our Arenas

INDOOR ARENAS

The GGT Footing Arena
121 ft x 255 ft
Seating for 3,000

Arena #3

100 ft x 235 ft
Seating for 500

Stable Mix Indoor

105 ft x 240 ft

Finish Line Indoor

105 ft x 250 ft

The Classics Indoor

100 ft x 200 ft

AUXILIARY

OUTDOOR ARENAS

JD Pasquetti Arena
180 ft x 230 ft

Murieta Inn & Spa Arena

140 ft x 112 ft

Arena 9A
205 ft x 230 ft

Arena 9
130 ft x 230 ft

Arena 10
170 ft x 230 ft

Arena 11
148 ft x 300 ft

Arena 12 - Cutting Arena

82 ft x 122 ft

Arena 12 - Cutting Arena

82 ft x 143 ft

Arena 14
100 ft x 211 ft

Arena 15
100 ft x 211 ft

Arena 16
236 ft x 259 ft

Arena 17
236 ft x 259 ft

Arena 18
200 ft x 250 ft





SPONSORSHIP | ADVERTISEMENT

Contact us to see how we can customize your sponsorship to meet your needs!

☐ PLATINUM SPONSOR

☐ GOLD SPONSOR

☐ SILVER SPONSOR

☐ BRONZE SPONSOR

☐ FRIEND SPONSOR

☐ ARENA/BARN 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 LOGO IN A .JPEG FORMAT. COROPLAST SIGNAGE TO BE PROVIDED BY SPONSOR ACCORDING TO MEC SPECIFICATIONS)

CONTACT

EMAIL

BUSINESS PHONE

CELL PHONE

ADDRESS

SPECIAL TERMS & CONDITIONS

ACCEPTED BY

DATE

PLEASE FILL OUT AND SEND TO ANNA@MURIETAEQUESTRIANCENTER.COM
MAKE CHECKS PAYABLE TO MURIETA EQUESTRIAN CENTER