



MURIETA  
EQUESTRIAN  
CENTER

HOME OF THE



SPONSORSHIP  
OPPORTUNITIES





## MURIETA EQUESTRIAN CENTER- AN EQUESTRIAN HAVEN

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

Murieta Equestrian Center Hosts more than 60 equestrian events on an annual basis in a diverse spectrum of equine disciplines, enabling our 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 band. 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

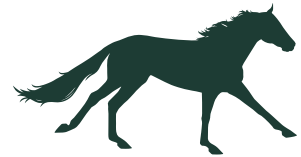


Tama  
T.A.

# BY THE NUMBERS



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



HOST ON AVERAGE  
**300** HORSES  
PER EVENT  
**15,000** ANNUALLY



**300,000**  
WEBSITE HITS



**2,000** TRAINERS  
USING THE  
FACILITY ANNUALLY



**20K** SOCIAL  
MEDIA FOLLOWERS



MORE THAN  
**60** EVENTS &  
**321** EVENT DAYS  
ANNUALLY



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



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



# WHY SPONSOR MEC?

## 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

Source:

## SHOWS BY NUMBERS ANNUALLY

Hunter Jumper – **21**  
Breed Shows – **8**  
Dressage – **6**  
Canine Agility – **5**  
Western – **4**  
Reining – **4**  
Cutting – **3**  
Clinics – **3**  
Cowboy Dressage – **2**  
Vaulting - **2**  
Pony Club - **2**  
Expo - **1**  
Concert - **1**

# SPONSORSHIP GOALS

Let us help you reach your sponsorship and marketing goals - whether you are looking to market your product or service, or increase sales. We can create a sponsorship to fit your needs.

## BRAND PROMOTION

Get your brand and name visible to tens of thousands of spectators throughout the year. Sponsorship at MEC enables you to reach a broad spectrum of disciplines and demographics.

## SALES

Sponsor one of our top events, providing access to thousands of spectators in one weekend.

- Sacramento International Horse Show
- Western State Horse Expo



# ON SITE VISIBILITY

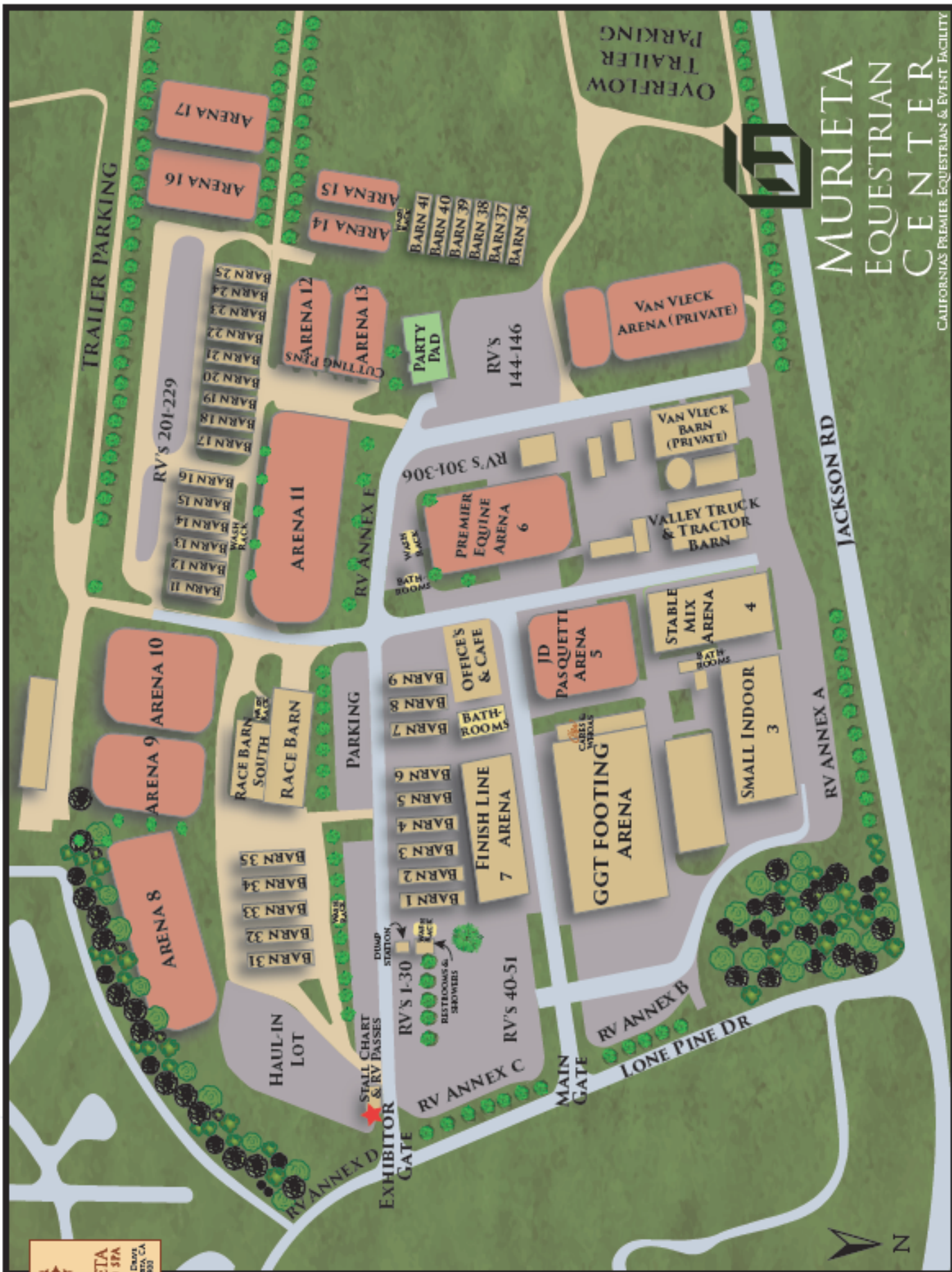
Murieta Equestrian Center offers a unique variety of ways to have on-site exposure. Amenities include arena naming rights, custom jumps, signage in prominent locations, retail space, branded back numbers and mounting blocks, class and division sponsorship, and sponsored exhibitor receptions just to name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







THE  
MURIETA  
INN AND SPA  
200 Murieta Drive  
Rancho Murieta, CA  
(916) 354-2833



MURIETA  
EQUESTRIAN  
CENTER

CALIFORNIA'S PREMIER EQUESTRIAN & EVENT FACILITY





## PLATINUM SPONSOR \$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 - 8 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

### 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



## COVERED ARENAS

Arena 3 - AVAILABLE

Arena 2 - SOLD

Arena 4 - SOLD

Arena 7 - SOLD

## OUTDOOR ARENAS

Arena 11 - AVAILABLE

Arena 5 - SOLD

Arena 6 - SOLD

Arena 8 - AVAILABLE

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

FINISH LINE HORSE PRODUCTS,  
STEVE BLANCHARD - OWNER

## 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 - 5 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





**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

**OUTDOOR  
ARENAS**

Arena 9 - AVAILABLE  
Arena 10 - AVAILABLE

**CUTTING  
ARENAS**

Arena 12 - AVAILABLE  
Arena 13 - AVAILABLE

**BARNs**

RACE HORSE BARN  
MEC BARN



## **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



# SPONSORSHIP AGREEMENT

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

☐ PLATINUM SPONSOR

☐ BRONZE SPONSOR

☐ GOLD SPONSOR

☐ FRIEND SPONSOR

☐ SILVER SPONSOR

☐ ARENA/BARN SPONSOR

TALK TO US ABOUT HOW WE CAN  
CUSTOMIZE THIS MAJOR ADVERTISING  
OPPORTUNITY.

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COMPANY / BUSINESS

---

CONTACT NAME

EMAIL

---

BUSINESS PHONE

---

ADDRESS

---

SPECIAL TERMS & CONDITIONS

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ACCEPTED BY

DATE

PLEASE FORWARD YOUR LOGO IN A HIGH RES JPEG/PING/TIFF  
FORMAT. COROPLAST SIGNAGE TO BE PROVIDED BY SPONSOR  
ACCORDING TO MEC SPECIFICATIONS.

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