



MURIETA
EQUESTRIAN
CENTER

HOME OF THE



SPONSORSHIP
OPPORTUNITIES



MURIETA EQUESTRIAN CENTER- AN EQUESTRIAN HAVEN

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 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 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

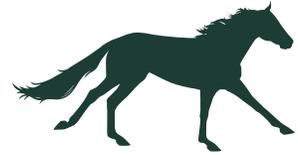


Tama
T.A.

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

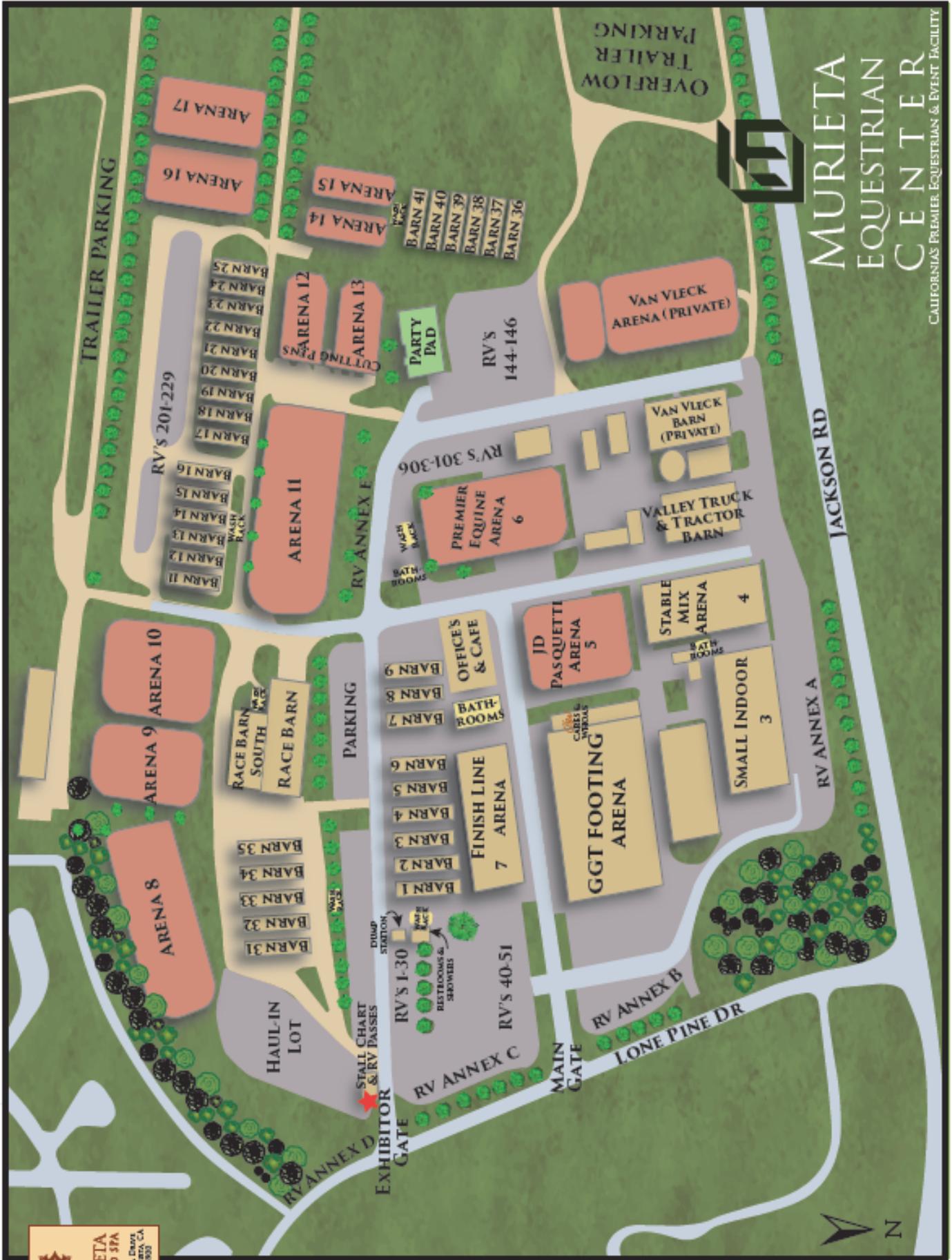
ON SITE VISIBILITY

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) 334-3933



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.

COMPANY / BUSINESS

CONTACT NAME

EMAIL

BUSINESS PHONE

ADDRESS

SPECIAL TERMS & CONDITIONS

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