



Sponsorship Opportunities



## About Us

Located among the beautiful open fields and rolling hills of Wilmington, Ohio sits the **World Equestrian Center**. With more than 100 acres of pristine land, our unique, high-end facility is easily accessible to I-71 and located less than one hour from major airports including Columbus, Dayton, and Cincinnati.

The World Equestrian Center is family-owned, professionally-operated, and features 900 permanent stalls. Plus more than 200,000 sq. ft. of indoor, climate-controlled schooling, and competition arenas with grandstand seating.

The World Equestrian Center was designed to offer the ultimate equestrian competition experience

for both horse and rider. Driven by a passion for horses and a commitment to support equestrian sports in the United States, we hope to return horse showing to its former grandeur while incorporating an element of fun, reminiscent of the horse shows of the past.

The World Equestrian Center hosts three top 10 AQHA shows, The Madness, the Buckeye, and the Nutrena East Level 1 Championship, as well as 40+ USEF "AA" rated horse shows in 2017/ 2018.

We offer our sponsors VIP treatment like no other.





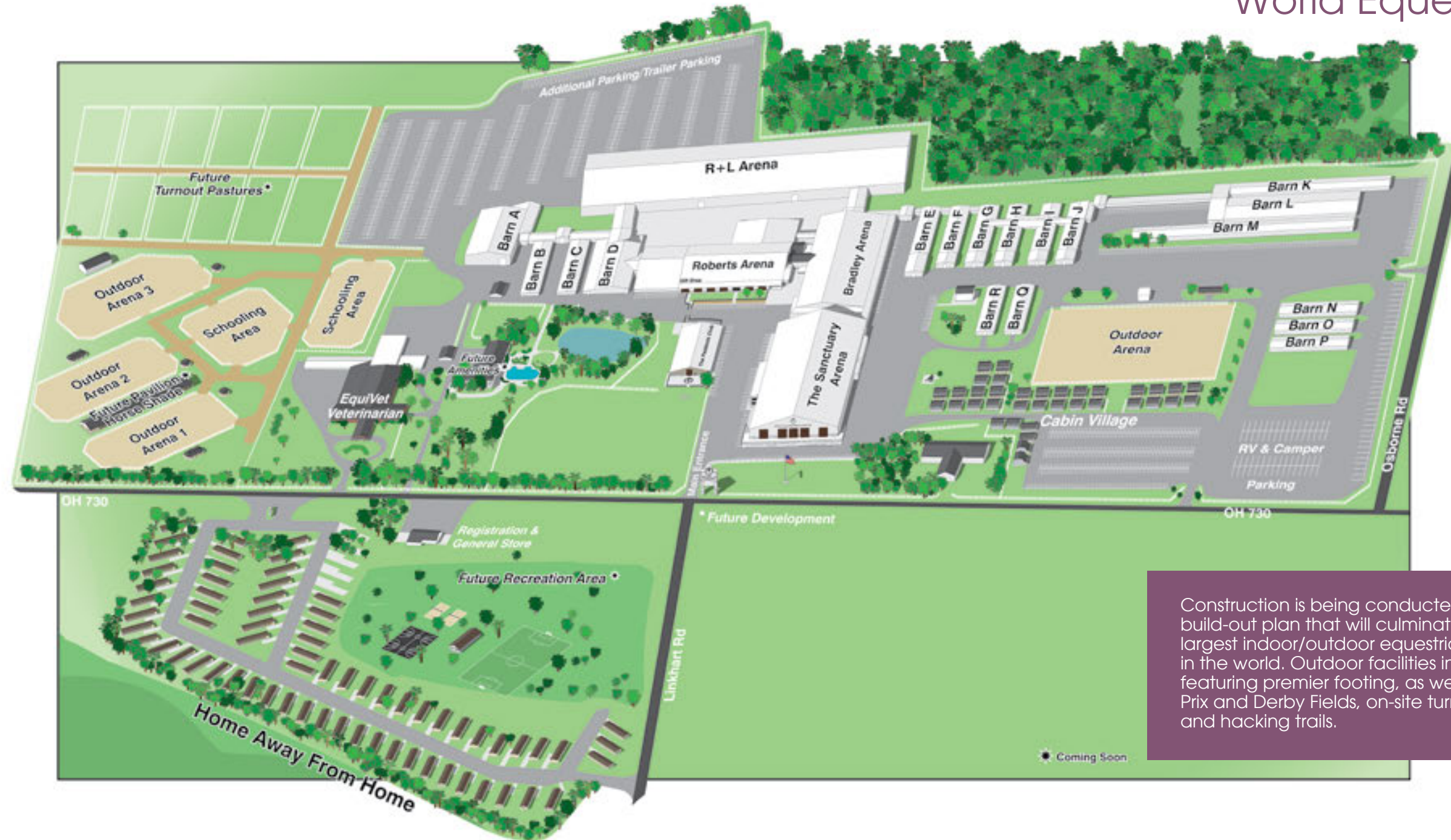
The Sanctuary Arena  
comfortably seats 892







# World Equestrian Center



Construction is being conducted in a strategic build-out plan that will culminate in 2018 with the largest indoor/outdoor equestrian sports complex in the world. Outdoor facilities include six arenas featuring premier footing, as well as future Grand Prix and Derby Fields, on-site turnout, lunging rings, and hacking trails.

## Equestrians are loyal:

86% are more likely to buy products and services from companies who sponsor equestrian events and provide discounts.

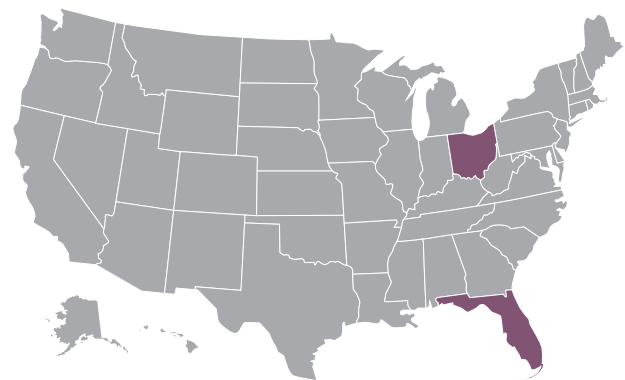
*-USEF*



# Demographics

Economic Impact	Direct	Indirect
United States	\$39 Billion	\$102 Billion

The equine industry impacts our economy significantly, both directly and indirectly. In fact, Ohio is the 8th most lucrative state in the United States in the Equine Industry.

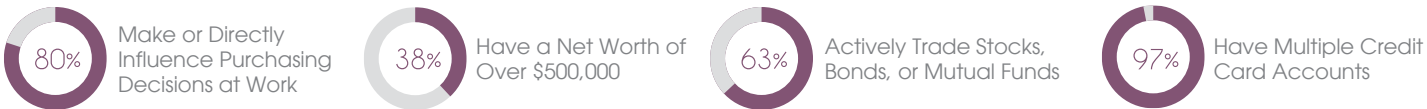


## Equestrian Life

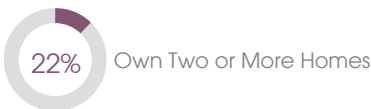
1 in 63 Americans participate yearly in Equine Activities.



## \$ Average Annual Income: \$185,000



## 🏠 Average Home Value: \$594,000



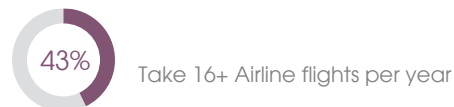
## 🚗 Average # of Vehicles Owned: 3



## ✈️ Travel

30 Average of Nights per year Spent in Hotels

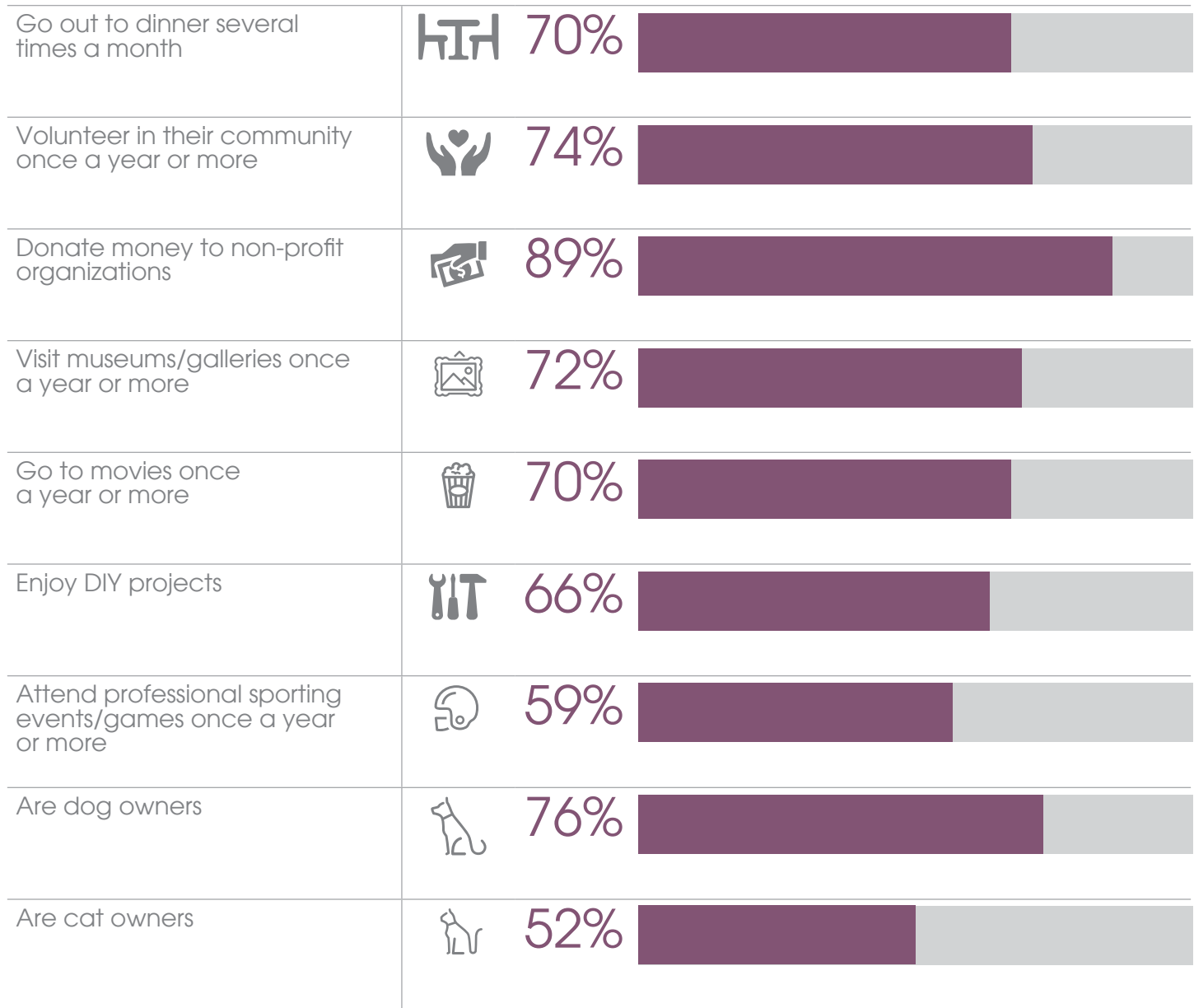
4 Average Vehicle Rentals per year



\*Source: USEF

# Equestrians

are also very active outside of equestrian sports



Source: USEF 2017 Sponsor Survey





# Why World Equestrian Center?

## Limitless Opportunity

We offer equestrian sport complexes that host 'AA' United States Equestrian Federation and United States Hunter Jumper Association competitions year round. In addition, we host three top 10 AQHA shows, The Madness, The Buckeye, Nutrena East Level 1 Championship. Although we have created world-class facilities for all equestrian sports, we don't stop there. Other events are welcome and encouraged to utilize our facilities. This gives our sponsors even more exposure for their products and services.

The World Equestrian Center is currently a blank slate, allowing for creative, custom designed sponsorship packages and installations to showcase your brand. You are invited to join us in our quest to become a one-of-a-kind destination for all who are passionate about equestrian sports. Make your mark at The World Equestrian Center.





# World Equestrian Center, Wilmington

By The Numbers

25 weeks of USEF 'AA'  
rated competitions

200K sq. ft. of  
climate-  
controlled arena space

1 day spa

100 acres of open  
space and rolling hills

900 permanent, matted,  
climate-controlled stalls

363% growth in average show size  
from 2015 to 2016

3 top 10  
AQHA shows

68 Home Away  
from Home units

36 On-site cabins

3 Eateries

3 major airports  
within 50 miles

Exhibitors from

35 States and 4 Countries









# Sponsorship Opportunities

At the World Equestrian Center there is a sponsorship opportunity for everyone. We can help get your products and services in front of an affluent, engaged consumer group who influence others.

We offer two types of sponsorships: Venue Sponsorships and Show/Event Sponsorships.

## Venue Sponsorship

Typically held for a calendar year or longer and provides your company with consistent exposure to all exhibitors and spectators at the World Equestrian Center.

- Naming rights to venue arenas, housing accommodations, buildings, parking lots
- VIP Seating and entertainment
- Signage in all competition arenas
- Jump(s) in arenas
- Photo Opportunities in Winner's Circle
- Option to host educational clinic or social event(s)
- Branding on venue Wi-Fi login and/or branded electronic charging stations
- Official Product Status
- Product display areas and vendor space at all shows
- Marketing promotion assisted by WEC Marketing including: web ads, press releases, e-blasts, blogs, Facebook, Twitter, Instagram postings
- Full-color advertisements in World Equestrian Center's printed Show Program – a high-quality publication distributed to exhibitors and visitors alike



## Show/Event Sponsorship

Give your company exposure to World Equestrian Center exhibitors and visitors for a series of shows or events. Show series may run 4 weeks or longer. Your company, product or service is promoted during the series to all visitors and exhibitors on the show grounds and via social media.

- Signage in all competition arenas
- VIP Seating and entertainment
- Class or Division Sponsor
- Jump(s) in arenas
- Photo Opportunities in Winner's Circle
- Promotional Materials distribution
- Option to host educational clinic or social event(s)
- Public Address announcements daily during shows/events
- Official Product Status
- Product display areas and vendor space at all shows
- Marketing promotion assisted by WEC Marketing including: web ads, press releases, e-blasts, blogs, Facebook, Twitter, Instagram postings
- Full-color advertisements in World Equestrian Center's printed Show Program – a high-quality publication distributed to exhibitors and visitors alike

The World Equestrian Center sponsorship staff is able to customize a sponsorship that meets your needs. There is an opportunity for everyone - just ask!

## Custom Additions

### Sponsor Installations:

- Product Displays
- Product Sampling
  - Perfume/Beauty
  - Food
  - Confections
  - Spirits
- Test Drive Scenarios
- Special Equine Services (in-barn and veterinary clinic)
- Product giveaways, raffles, branded items

### Special Events:

- Exhibitor Parties
- Rider Dinners
- Product Launches
- Fashion Shows
- Movie Screenings
- Recreational Sporting Events
- Course Walks

*\*In-kind product or service sponsorships considered on individual basis. \*\*Multi-year contracts available.*



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## Photos Courtesy

3rd Shutter from the Sun - *Page 6*

Tracy Emanuel Photography - *Pages 4-6, 13-14, 16, 18*

Andrew Ryback Photography - *Pages 7, 10, 17*

[www.wec.net](http://www.wec.net)

