



**WORLD**  
EQUESTRIAN CENTER®  
— Ocala, FL • Wilmington, OH —



2021  
SPONSORSHIP OPPORTUNITIES



## About Us

Dedicated to offering great sport and fun in a family-friendly environment, World Equestrian Center promises their exhibitors an experience built on three core values: Quality. Class. Distinction.

Located in Ocala, Florida, and Wilmington, Ohio – World Equestrian Center is a unique family-owned and professionally-operated equestrian sports venue. Our Wilmington facility covers more than 200 acres of land while the Ocala complex currently inhabits 378 acres, making them two of the largest indoor/outdoor equestrian sports venues in the United States. Additional features include outdoor show rings, multiple on-site accommodations, various dining options, large grass paddocks and permanent stabling for 900 horses in Ohio and 2,180 in Florida with an additional 1,100 stalls in progress.

World Equestrian Center is designed to offer the ultimate horse show experience for horse and rider. We have a robust schedule of shows in both locations.

We offer sponsors an opportunity to engage with our audience of more than 70,000 elite equestrians and spectators.



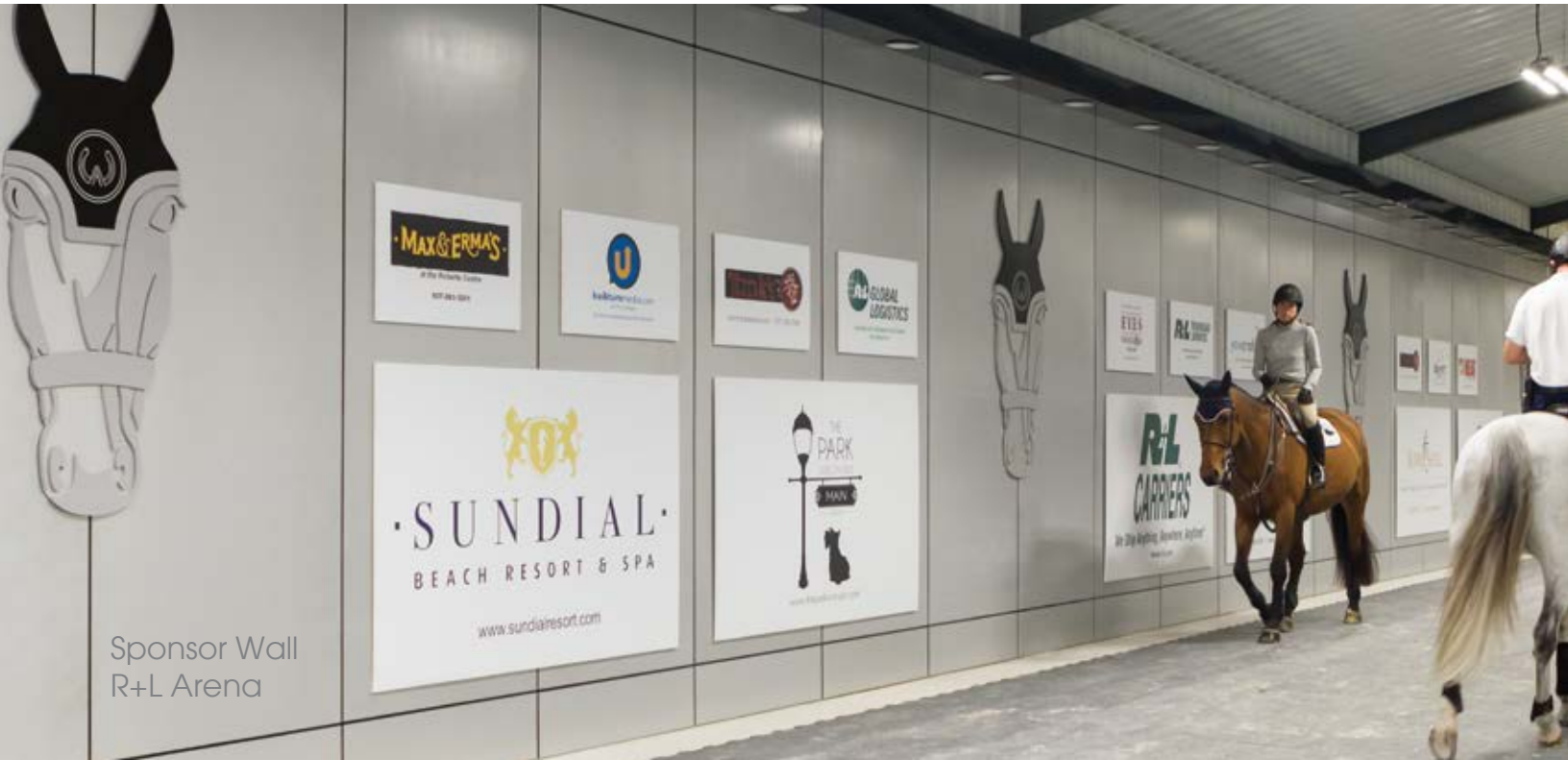
# Why World Equestrian Center?

## Limitless Opportunity

Our Wilmington facility hosts more than 44 equestrian sports competitions each year. We host 32 weeks of our signature AA rated USEF hunter/jumper competitions including the longest winter circuit in the United States with 19 consecutive weeks running from December to April each year. We also host three top AQHA events, including The Madness, the Nutrena East Level 1 Championships and The Tom Powers Triple Futurity.

Our Ocala facility extends our capacity to host horse shows, in addition to other events. Two exposition centers and four climate-controlled arenas are among the 700,000 feet of exhibition and show space. Accommodations are available on premises in the luxurious five-story, 248-room hotel. The World Equestrian Center can host year-round events spanning numerous fields, industries and disciplines. Automotive expos, dog shows, sports events and weddings represent just some of the events we host at our Florida facility.










World Equestrian Center offers creative, custom-designed sponsorship packages, installations and activations to showcase your brand and engage with your target customers. You are invited to join in our success as a one-of-a-kind destination for all who are passionate about equestrian sports. Make your mark at World Equestrian Center.



Sponsor Wall  
R+L Arena

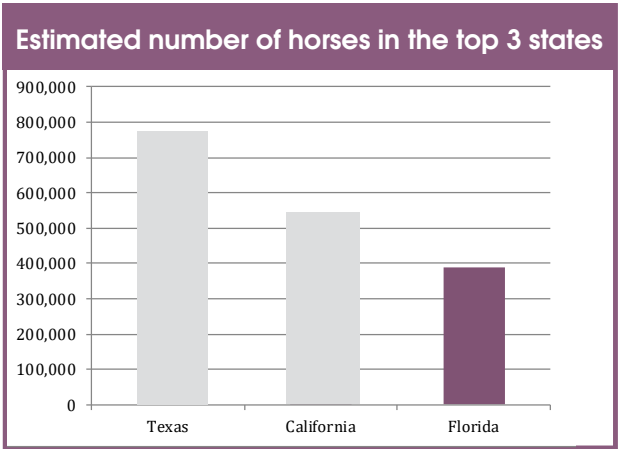
# Equestrians

## are also very active outside of equestrian sports

Go out to dinner several times a month	 70%	<div><div></div></div>
Volunteer in their community once a year or more	 74%	<div><div></div></div>
Donate money to non-profit organizations	 89%	<div><div></div></div>
Visit museums/galleries once a year or more	 72%	<div><div></div></div>
Go to movies once a year or more	 70%	<div><div></div></div>
Enjoy DIY projects	 66%	<div><div></div></div>
Attend professional sporting events/games once a year or more	 59%	<div><div></div></div>
Are dog owners	 76%	<div><div></div></div>
Are cat owners	 52%	<div><div></div></div>

## Demographics

- **\$11.7 billion** Equine economic impact statewide
- **19,209** Full and part-time jobs in Ocala/**Marion County**
- **\$307 million** Racetrack revenue
- **\$105 million** in Purses



- **\$50 billion** to the U.S. Economy
- **\$38 billion** in Direct wages, salaries and benefits
- **988,394** Jobs



Women



College Graduates

Own an average of **4** horses

Compete at least **6** times per year



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



Average Net Worth: **\$955,000**



Average Home Value: **\$600,000**



**3** Average Numbers of Cars Per Family



Own a farm



Are over **10** acres



Own **2** or more homes

Source: 2020 USEF Demographic Numbers

### Ocala Marion County

Renowned  
as the  
Horse Capital  
of the World™

Annual equine  
economic impact  
in Florida\*

**\$2.3**  
billion

**80K**

Horses in 60 different breeds

Florida Horse sale  
revenue in 2016

**\$156**  
million

**45**

National thoroughbred  
champions

**6**

Kentucky Derby winners

**20**

Breeders Cup champions

**6**

Horses of the Year

\*Demographic Information Source: United States Equestrian Federation (USEF)

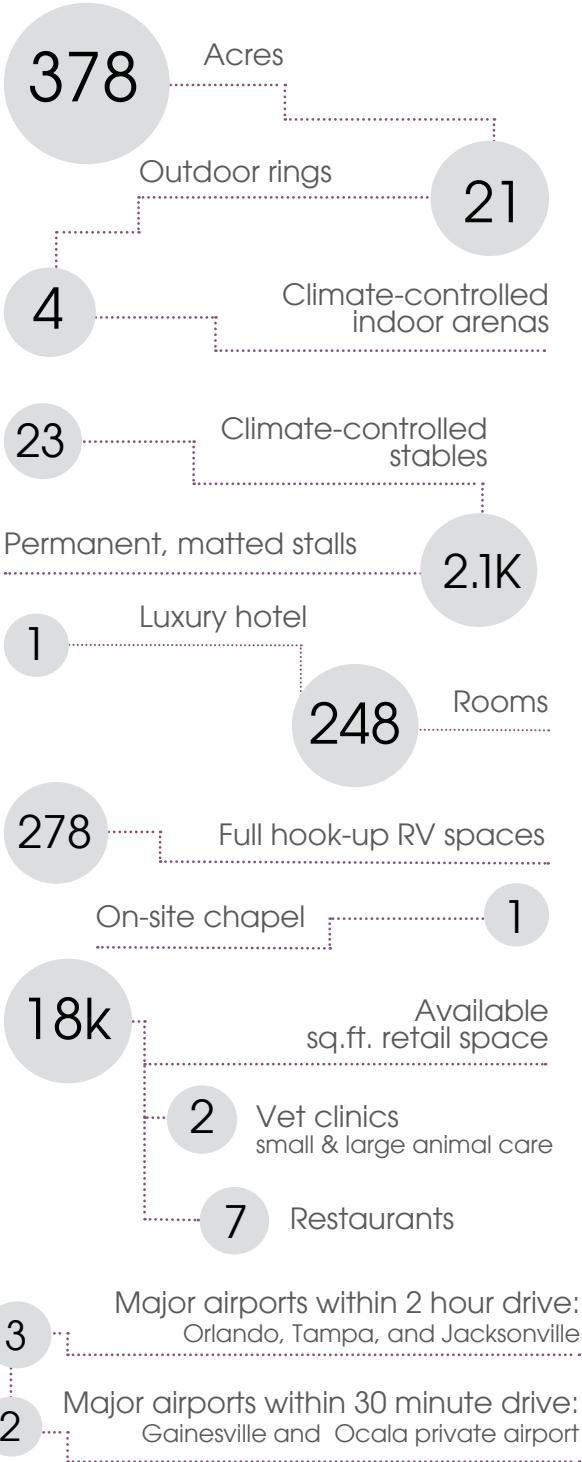




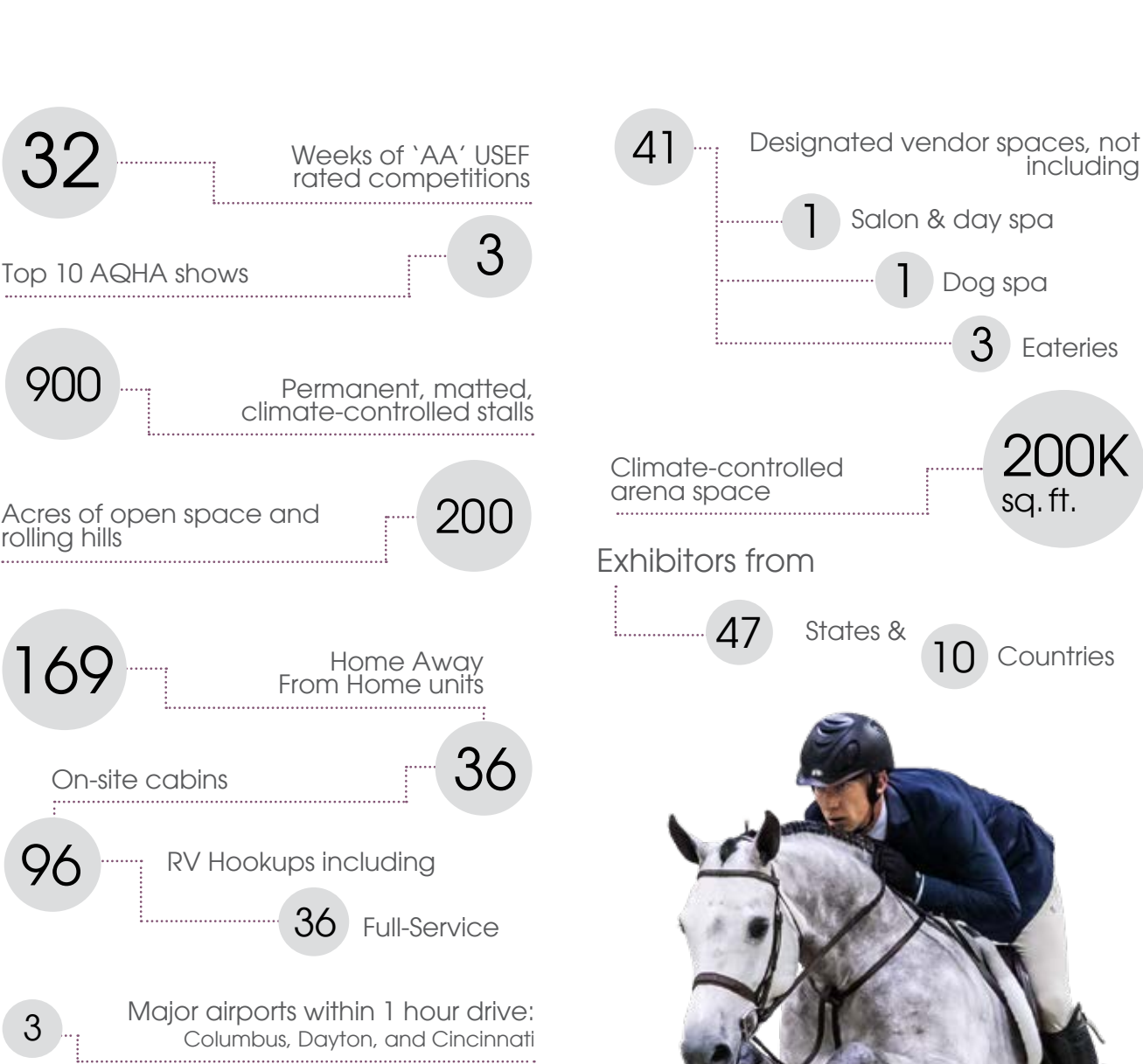
# By The Numbers



## Ocala, Florida



## Wilmington, Ohio



Source: WEC / Industry



# World Equestrian Center Ocala, Florida

World Equestrian Center – a brand new world-class facility set on spacious, manicured grounds. This world-class destination is home to six climate-controlled arenas totaling over 700,000 square feet of indoor space. This facility also includes multiple outdoor venues and performance fields to accommodate a variety of athletic events and conventions.









# Sponsorship Opportunities

Ocala, Florida

Visitors from various equine backgrounds are welcome at World Equestrian Center — Ocala, conveniently located in the “Horse Capital of the World”. The facility provides sponsors with an efficient medium to engage with the equestrian demographic through our assortment of interactive options.

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

## Venue Sponsorship

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

Elements may include a combination of the following:

- Naming rights to venue arenas, housing accommodations, and other buildings
- Signage in competition rings, major walkways
- Jump(s) in rings
- 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: ads, press releases, e-blasts, blogs, social media posts: Facebook, Twitter and Instagram
- Full-color advertisements in World Equestrian Center Magazine – published quarterly

## Show and Event Sponsorship

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

Elements may include a combination of the following:

- Signage in competition rings, major walkways
- Class or Division Sponsor
- Jump(s) in arenas
- Option to host educational clinic or social event(s)
- Official product status
- Product display areas and vendor space at all shows
- Public address announcements daily during shows and events
- Marketing promotion assisted by WEC marketing including: press releases, e-blasts, blogs, social media posts on Facebook, Twitter and Instagram
- Full-color advertisements in the World Equestrian Magazine – published quarterly

## Corporate Hospitality

Sponsors receive a wide-range of hospitality perks during their partnership. The five-story hotel, owned and operated by World Equestrian Center, provides complimentary living space for visiting sponsors. Centrally located, the hotel provides easy access to several event venues such as the grand arena which can be seen from the comfort of hotel suites.

The Hotel at World Equestrian Center offers the following:

- Meeting space
- Catering
- Yellow Pony Bar and Restaurant
- Special event venues
- Ground floor retail pavilion
- Fifteen minutes away from Golden Ocala Golf & Equestrian Club

## Signage and Branding

### Arena Signs

World Equestrian Center horse show banners are constructed of sturdy UltraBoard™ and mounted in wooden frames for a polished presentation. Purchase individually or as part of a larger sponsorship package.

Arena signs are made of UltraBoard™ and have a 3 inch bleed. All important content of the artwork must be confined to 3 inches from the edge of the trimmed artwork. Suitable for indoor and outdoor use and UV resistant.

- Vector PDF or EPS with outlined fonts preferred
- Submit artwork to ads@wec.net
- Production time:  
Standard 7-10 business days  
Rush order 3-5 business days (20% service charge)

## Digital Signage

Digital signage will be displayed throughout World Equestrian Center– Ocala property in arenas, at the Expo Centers, and near polo fields and the eventing course. These will be large, prominent displays with video capability.

## Ticketing

General admission tickets allow sponsors to make the most of their time at World Equestrian Center. These can be redeemed for customer appreciation, promotions, associate perks and other bonuses at a variety of events.

## Custom Additions

Sponsors can take advantage of exhibit installations to demonstrate a product or service.

Prospective elements:

Product displays

Product sampling:

- Perfume and Beauty
- Food
- Confections
- Spirits

Test-drive scenarios

Special equine services

- In-barn and veterinary clinic

Product giveaways, raffles and branded items.

## Special Events

Creative opportunities allow sponsors to engage with their core audience.

Potential interactions with your consumer base:

- Exhibitor parties
- Concerts and live music
- Product launches
- Fashion shows
- Movie screenings
- Recreational sporting events
- Course walks



## Livestream

Our proprietary platform offers an easily accessible platform for sponsors to showcase their brand to a digital audience. Each individual stream highlights the action happening in specific competition ring or exposition center and may accommodate a sponsorship message.

### Potential segments:

- Video clip
- Image still(s)
- Voice-over and narration
- Logo placement in stream corner

## Bespoke Sponsor Events

Contact us to arrange catering details, create a custom, event menu and determine attendance for your bespoke event. Indoor spaces are climate-controlled and affixed with variable lighting, LED screens and provide office capacity. Outdoor venues are conveniently located to account for traffic between facilities with additional secluded options for private events.

### Prospective venues:

- Five-story hotel - Presidential and Vice Presidential Suites
- The Paris Room
- VIP Club
- VIP Rooms at La Maison de Marie
- The Yellow Pony Restaurant
- Exposition Centers
- World Equestrian Center Arena
- Roberts Indoor Arenas
- Outdoor arenas
- Parking space

Sponsors are welcome to host events or underwrite World Equestrian Center events:

- Cocktail parties
- Cheese & wine tastings
- Lunch & learns
- VIP meetings and luncheons
- Photoshoots
- 5K runs

World Equestrian Center sponsorship staff can work with you to customize a sponsorship package that meets your needs. We're eager to hear your ideas and help you reach your target demographic. There is an opportunity for everyone. Contact us today!







The Paris Room



Turnout Pasture



Stable Area



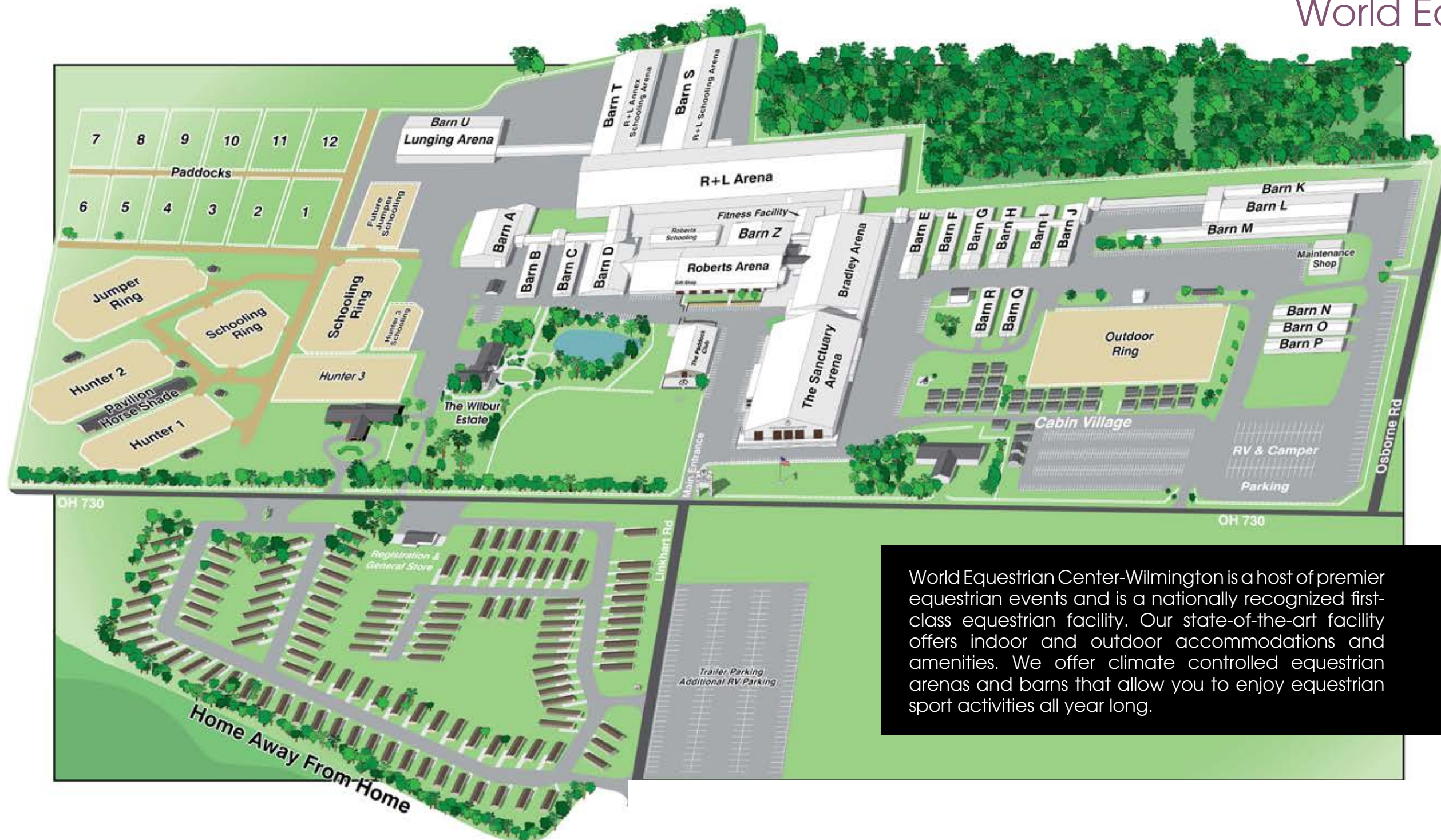
A Bit of Class Salon & Day Spa



Winner's Wall



# World Equestrian Center Wilmington, Ohio







The Sanctuary Arena



Cadet's Horsemanship Program



Cabin Village



Rider's Lounge



Mobile Boutique



# Sponsorship Opportunities

Wilmington, **Ohio**

At World Equestrian Center — Wilmington, your products and services will have prominent placement in front of an affluent, engaged consumer group who influence others.

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

## Venue Sponsorship

Provide your company with consistent exposure to all exhibitors and spectators at World Equestrian Center. Sponsorships of this variety are typically held for one calendar year or longer.

Elements may include a combination of the following:

- Naming rights to venue arenas, housing accommodations and other buildings
- Signage in competition rings and major walkways
- 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: ads, press releases, e-blasts, blogs, social media posts: Facebook, Twitter and Instagram
- Full-color advertisements in World Equestrian Center Magazine - published quarterly

## Show and 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.

Elements may include a combination of the following:

- Signage in competition rings and major walkways
- Class or division Sponsor
- Jump(s) in arenas
- Photo opportunities in Winner’s Circle
- Option to host educational clinic or social event(s)
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## Corporate Hospitality

Sponsors receive a wide-range of hospitality perks during their partnership with us. The Holiday Inn at the Roberts Centre, just a short drive away from World Equestrian Center, provides complimentary living space for visiting sponsors.

Roberts Centre Amenities:

- Meeting space
- Catering
- Max & Erma’s restaurant
- Special event venues
- Indoor pool
- Fully-furnished exercise room

## Signage and Branding

At World Equestrian Center, we strive to provide maximum value to our advertisers, and offer the most creative opportunities to showcase their brands. The unique semi-permanent design of the advertising walls at World Equestrian Center are a great way for advertisers to get 12 months or more of high-value brand exposure. Positioned in the high traffic R+L Walkway, exhibitors, trainers and spectators pass by the advertising wall many times each day.

### Advertising Wall

Advertising wall signs consist of a logo and optional phone number, website or tagline (or all four) on top of a white background with a 5 inch margin. No additional graphics.

- Vector PDF or EPS with outlined fonts preferred
- Submit artwork to ads@wec.net
- Production time:  
Standard 7-10 business days  
Rush order 3-5 business days (20% service charge)

## Arena Signs

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  - Food
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  - SpiritsTest-drive scenarios Special equine services
  - In-barn and Veterinary clinic
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- Image still(s)
- Voice-over and narration
- Logo placement in stream corner

## Bespoke Sponsor Events

Contact us to arrange catering details, create a custom event menu and determine attendance for your event. Indoor spaces are climate-controlled and feature navigable interior connectors permitting comfortable travel regardless of outside weather. Outdoor venues are strategically located to account for traffic between facilities with additional secluded options for private events.

Prospective venues:

- The Paddock Club
- The International Grille and Café
- Vendor Village
- World Equestrian Center Mobile Boutique
- The Sanctuary Arena and 2nd floor
- Rider's Lounge and Junior Rider's Lounge
- Outdoor pavilion
- Space between the Sanctuary and R+L Arena

Sponsors are welcome to host events or underwrite World Equestrian Center events including:

- Exhibitor parties
- Cheese & wine tastings
- Sip & shops
- Lunch & learns
- Educational lectures
- VIP meetings and luncheons
- Photoshoots
- Holiday events
- Livestream viewings
- Launch parties

World Equestrian Center sponsorship staff can work with you to customize a sponsorship package that meets your needs. We're eager to hear your ideas and help you reach your target demographic. There is an opportunity for everyone! Contact us today!





# Contact

## Ocala, Florida

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## Photos Courtesy

3rd Shutter from the Sun - Page 9

Tracy Emanuel Photography - Pages 4, 22 (bottom left), 23 (top right)

Andrew Ryback Photography - Cover, pages 2, 8, 12 (top right),  
13 (bottom), 17, 18 (bottom left & right), 19 (top right, bottom right),  
22 (bottom right), 23 (top left, middle right, bottom), 27

Josh Winslow Photography - Pages 7, 22 (top left)

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