

**59th Annual
Half Arabian Club of Washington
Washington Mid-Summer Classic Dual Horse Shows**
Benefiting the American Cancer Society
June 4-7, 2020 | Monroe, Washington



On behalf of the Half Arabian Club of Washington (HACW), we are inviting you and/or your company to partner with the annual Mid-Summer Classic Dual Arabian Horse Shows.

Our show is a four-day equestrian competition from June 4-7 at the Evergreen Equestrian Park in Monroe, Washington. Classes begin every day at approximately 8 AM, 1 PM and 7 PM.

This year marks the 59th year of HACW's well attended show. We offer our exhibitors and spectators a top notch event with out-standing prizes and fun events every night. Samples include an Equitation Challenge showcasing our top equitation athletes demonstrating their equestrian skills; High Point Award programs for each age grouping and an overall high point award; a silent auction to benefit the Arabian Horseman's Distress Fund and the Warrior Horse Program. We feature a community gathering each evening featuring activities such as a dessert dash and a beer and wine tasting event.

The American Cancer Society will be one of the show's benefactors. They will receive 50% of our net proceeds for 2020. The Arabian and Half Arabian owners, trainers, competitors and enthusiasts "family" have all known someone with cancer. Over the past ten years the HACW has donated over \$50,000 to the American Cancer Society. This is our way of helping to support the fight of cancer.

The Mid-Summer Classic is the largest show in Region 5 behind the Regional Championship show; we have garnered loyalty from our exhibitors, vendors, and show partners and affiliates throughout the years. We continually strive to create a top notch Arabian horse event in the Pacific Northwest. Also, being part of our local community is important to our members. Our show supports local hotels, restaurants, shops and vendors.

We offer many different sponsorship packages, that include: A full page ad in the prize list, partial page ad in prize list, Arena named after you/your business, logo & link on Facebook and website, banner at show, patrons table, preferred parking, Business and individual names announced with class sponsorships, as well as with Sessions sponsorships and more. **See attached detailed sheet for more information.

As a partner you will be associated with a wholesome and exciting family friendly activity. You will have on-site brand awareness opportunities, promotional product display, and distribution. You may also upgrade your sponsorship for private parties/tours, special events, award, etc. This is a great opportunity to bring your valued clients, employees, and friends to the event for some world class entertainment.

***In-kind donations are gladly accepted with appropriate recognition provided.*

Please visit the show web site at www.hacw.org. If you have any questions regarding marketing opportunities, please contact our sponsor chair, Lisa Lang 425-501-2762
Lisa@LangAcresRanch.com.

We are very excited about this 59th annual show and hope to make it an even bigger success!

Thank you,
Half Arabian Club of Washington

WHAT'S IN IT FOR ME?

Sponsorship Demographics

Arabian horse show competitors are the perfect target audience for businesses to showcase their high quality products and services. Our exhibitors and spectators are very active and highly influential individuals with significant purchasing power.

Typically, they have multiple family members who also participate, and these families fall in the higher demographics. Being a well-educated group of professionals it puts our equestrians in bracket with ample discretionary income. The Mid-Summer Classic provides your business a perfect opportunity to advertise to this market.

Research from the United States Equestrian Federation has summarized the power and influence of equestrian enthusiasts as follows:

- 27,000,000 people (over age 12) ride a horse at least once a year.
- 14,580,000 people (over age 12) ride a horse on a regular basis.
- 6,900,000 horses are owned by 2,200,000 people in the US.
- 88,000,000 attend sanctioned horse-related events during the year.
- 92% are female, 84% home owners, 78% are horse owners, owning an average of 4 horses.
- The average age is 39 with the majority in the 34-54 range.
- 74% have a college degree or better and 56% are employed full-time.
- **80% have a net worth over \$500,000 and 60% of have an annual income greater than \$100,000.**
- Many plan to purchase a saddle, car and new home/car insurance policy in the next 2 years.
- 86% are more likely to buy products/services from companies who sponsor equestrian events and or provide discounts.
- 48% spend more than \$1,000 per month on credit cards in a typical month.
- **24% own two or more homes with an average market value of over \$500,000.**
- 57% travel on airplanes several times a year.
- 72% have spent 5 or more nights in a hotel this last year and 63% have rented a vehicle in the last year.
- They average 4 vehicles and 60% pull their own trailers.
- 94% own pets in addition to a horse or pony.

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CORPORATE PARTNERSHIP FORM

Ruby Sponsor

\$350

Includes: 1 Championship class sponsorships, 5 regular class sponsorships, full page B&W advertisement in the official horse show program, advertising banner placed in a high traffic area, facebook & website links to your business, reserved parking.

Sapphire Ice Sponsor

\$500

Includes: 3 Championship class sponsorships, 7 regular class sponsorships, multiple banners displayed in high traffic areas, vendor space, table and chairs provided, signage above freezer with complementary ice for exhibitors relaying your business as its sponsor, one full page B&W ad in the official horse show program, facebook & website links to your business, reserved parking.

Emerald Sponsor

\$600

Includes: 7 Championship class sponsorships, one full page B&W advertisement in the official horse show program, multiple advertising banners placed in high traffic area, facebook & website links to your business, reserved parking.

Platinum Sponsor

\$1,000

Includes: 1 Complete session sponsorship, full page color ad in the official horse show program, multiple advertising banners placed in high traffic areas, awards presentation, facebook & website links to your business, reserved parking and seating.

Main Course Dinner Sponsor

\$1,500

Includes: 3 Complete session sponsorships, full page color ad in the official horse show program, multiple advertising banners placed in high traffic areas, facebook & website links to your business, reserved seating and parking.

Diamond Sponsor

\$2,500

Includes: Main indoor arena named after corporate sponsor, 4 complete session sponsorships, 1 night exhibitor dinner main course sponsorship, 2 reserved parking places, reserved seating, 2 full page color ads in the official horse show program, multiple advertising banners placed in high traffic areas, hacw.org website advertising, public address direct advertising from center ring and to stabling area, premium stall placing.

Company _____

Contact _____

Phone _____

Email _____

- Make checks payable to HACW
- Mail checks to:
Bonny Braden
11913 Seattle Hill Road
Snohomish WA 98296
- **DEADLINE FOR SPONSORSHIPS:
May 7th**
- Send camera ready ad copy to:
- **Jennifer Rader at**
jennifer@jenniferrader.com
- *HACW is a not for profit corporation*

Contacts for the South End: Randy Sorum | 360.753.3837 | info@erosarabhacks.com
Contact for the North End: Lisa Lang | 425.501.2762 | Lisa@LangAcresRanch.com