

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 a Derby showcasing our young horses shown by amateurs and professionals; High Point Award programs for each age grouping and an overall high point award; a silent auction to benefit the Half Arabian Youth and promote the Arabian Horse. We feature a community gathering each evening featuring to promote camaraderie and wonderful family atmosphere.

The American Cancer Society will be one of the show's benefactors' will receive 50% of our net proceeds for 2020. The Arabian and Half Arabian owners, trainers, competitors and enthusiast's "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.

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 show manager, Joan Palelek – vpfltd@gmail.com or 206-972-2163.

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.

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- 94% own pets in addition to a horse or pony.

Capture this opportunity to shine in front of a crowd of 350 locally-based event participants! The focus will be on you, as you have the chance to engage with the audience to share key statements that will help them remember your business. Join event guests from you community with your products and services. Benefit from the large network and longstanding presence of the Half Arabian Club of Washington with your organization. Your company logo will be highly visible across multiple mediums in our event promotion and event-day recognition.

- **Diamond Sponsorship** **\$2,500**
 - 2 Full page color advertisement in the Official Horse Show Program **(250 audience)**
 - Main indoor arena named after corporate sponsor
 - 4 session sponsorships
 - 1 night exhibitor dinner main course sponsorship
 - Multiple advertising banners
 - Facebook & Website links to your business, reserved seating and parking
- **Main Course Dinner Sponsorship** **\$1,500**
 - A full page color advertisement in the Official Horse Show Program **(250 audience)**
 - 3 sessions sponsorships
 - 1 night exhibitor dinner main course sponsorship
 - Multiple advertising banners
 - Facebook & Website links to your business, reserved seating and parking
- **Platinum Sponsorship** **\$1,000**
 - A full page color advertisement in the Official Horse Show Program **(250 audience)**
 - 1 session sponsorships
 - Multiple advertising banners
 - Awards presentations
 - Facebook & Website links to your business, reserved seating and parking
- **Emerald Sponsorship** **\$ 600**
 - Full page B&W advertisement in the Official Horse Show Program **(250 audience)**
 - 3 Championship and 9 Qualifying Class sponsorships, with your business announced during Class award presentations
 - Prominently displayed banner of your business
 - Facebook & Website links to your business, reserved seating and parking
- **Ruby Sponsorship** **\$ 400**
 - Full page B&W advertisement in our Official Horse Show Program **(250 audience)**
 - 1 Championship and 5 Qualifying class sponsorship with your business announced during Class award presentations
 - Prominently displayed banner of your business
 - Facebook & Website links to your business, reserved seating and parking

Logo and Artwork:

Mail form and payment to:

Jennifer Rader
jennifer@jenniferrader.com

Bonny Braden, Show Secretary
11913 Seattle Hill Rd **jbbbtjdd@aol.com**
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