

63rd Annual Half Arabian Club of Washington

Washington Mid-Summer Classic Dual Horse Shows

Benefiting the American Heart Association

In Memory of Bonny Braden

June 6 -9, 2024 | Monroe, Washington



On behalf of the Half Arabian Club of Washington (HACW), we are inviting you and/or your company to partner with the 63rd Annual Mid-Summer Classic Dual Arabian Horse Shows. Our show is a four-day equestrian competition from June 6-9 at the Evergreen Equestrian Park in Monroe, Washington. Classes begin every day at approximately 8 AM, 1 PM and 7 PM.

This year marks our 63rd year of HACW's, help us celebrate this milestone. 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 amateur riders competing in Hunter and Western Pleasure on their beautiful Arabian and Half Arabian horses; 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 to promote camaraderie and wonderful family atmosphere.

The American Heart Association will be one of the show's benefactors' will receive 50% of our net proceeds for 2024. The Arabian and Half Arabian owners, trainers, competitors and enthusiast's "family" have all known someone with heart disease. This is our way of helping to support the fight of heart disease.

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, awards, 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 – midsummerhorseshow@gmail.com or 206-972-2163.

We are very excited about our 63rd 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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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 your 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**
 - Ad on electronic sponsor wall **(350 audience)**
 - Main indoor arena named after corporate sponsor
 - 1 night exhibitor dinner main course sponsorship
 - Multiple advertising banners
 - Facebook & Website links to your business, reserved seating and parking
 - Ad in the online electronic program
 - 4 session sponsorships
- **Main Course Dinner Sponsorship** **\$1,500**
 - Ad on electronic sponsor wall **(350 audience)**
 - Multiple advertising banners
 - Facebook & Website links to your business, reserved seating and parking
 - Ad in the online electronic program
 - 3 sessions sponsorships
- **Platinum Sponsorship** **\$1,000**
 - Ad on electronic sponsor wall **(350 audience)**
 - 1 session sponsorships
 - Multiple advertising banners
 - Awards presentations
 - Facebook & Website links to your business, reserved seating and parking
 - Ad in the online electronic program
- **Emerald Sponsorship** **\$ 600**
 - Ad on electronic sponsor wall **(350 audience)**
 - 18 Class sponsorships, with your business announced during Class award presentations
 - Prominently displayed banner of your business
 - Ad in the online electronic program
 - Facebook & Website links to your business, reserved seating and parking
- **Ruby Sponsorship** **\$ 400**
 - Ad on electronic sponsor wall **(350 audience)**
 - 14 Class sponsorship with your business announced during Class award presentations
 - Prominently displayed banner of your business
 - Ad in the online electronic program
 - Facebook & Website links to your business, reserved seating and parking

As an added bonus, Sponsorships received by March 1, 2024, Camera Ready advertisement will be included in our Official Online Prize list.

Logo in JPEG or PDF and Artwork:
to:

Jennifer Rader
jennifer@jenniferrader.com
midsummerhorseshow@gmail.com

Make check payable to HACW and mail along with form

Terry Fluke, Show Treasurer
11919 Seattle Hill Rd
Snohomish, WA 98296



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Please provide:

Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Website to link to _____

Information/Logo/Text to appear on banner _____

Logo to display on electronic material _____

Ad to appear on electronic sponsor all _____

Ad to appear in Online prize list by March 1, 2024 _____

Level of Sponsorship:

Diamond (Electronic sponsor wall, Arena, 4 Sessions, Banners, Facebook/Website Link) _____

Main Course Dinner (Electronic sponsor wall, 3 Sessions, Banners, Facebook/Website Link) _____

Platinum (Electronic sponsor wall, 1 Session, Banners Facebook/Website Link) _____

Emerald (Electronic sponsor wall, 10 Classes, Banner, Facebook/Website Link) _____

Ruby (Electronic sponsor wall, 5 Classes, Banner, Facebook/Website Link) _____

All levels include reserved seating and parking with Corporate Name and Logo

Logo and Artwork:

Jennifer Rader

jennifer@jenniferrader.com

Make check payable to HACW and mail along with form to:

Terry Fluke, Show Treasurer

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Snohomish, WA 98296

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