

# HORSE PARK OF NEW JERSEY

AND

## JERSEY FRESH CCI\*\*\* / CCI\*\*

May 7<sup>th</sup> through May 10<sup>th</sup>, 2009



## SPONSORSHIP OPPORTUNITIES 2009 – 2010

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To Supporters and Friends of the Equestrian Community:

It is my pleasure and privilege to invite you to become a part of the growing phenomena that *is* the Horse Park of New Jersey, home to the Jersey Fresh CCI Three-Star and CCI Two-Star Three-Day Event, as well as an increasing number of locally, regionally and nationally influential equine-related competitions and happenings.

The Horse Park's ability to host an ever-expanding calendar of activities important to a wide range of interests – from pony clubbers to Olympic-caliber athletes, local business merchants to global industry leaders – is in no small part due to the generosity of sponsors who have helped realize the 25-year-old vision of a few dedicated individuals. Today, the 185-acre Horse Park – the result of unique coordination among state government, private not-for-profit efforts and countless volunteers – has been developed from an unassuming tract of farmland and forest to a premiere venue attracting equestrian enthusiasts of every discipline, not to mention just plain folks who appreciate the thrill of a great athletic contest.

Each year, an estimated 300,000 people attend the Horse Park as participants or spectators at premier dressage, hunter/jumper, driving, eventing and breed-specific competitions, clinics and exhibitions that take place nearly every weekend. And, those numbers are expected to rise with the exploding popularity of the Jersey Fresh CCI<sup>\*\*\*</sup>/CCI<sup>\*\*</sup> – one of only a handful of events at this level in the U.S. – which has its very roots at the Horse Park and has become a primary destination for elite riders in their quests to qualify for Olympic, Pan American and other world-class contention. The atmosphere, excitement, panache and audiences that the presence of these and many other crowd-favorite equestrians bring to the Horse Park offer exceptional opportunities and exposure to your company or concern, often providing an chance to “give back” to those who have helped make your ventures such a success.

But that is just part of what supporting the Horse Park of New Jersey is about. Because the Horse Park is designated a 501(c)(3) non-profit organization, your contribution helps sustain and promote local land conservation, as well as agricultural traditions across adjacent communities and states.

I greatly appreciate your consideration of the enclosed sponsorship opportunities along with supporting information regarding both the Horse Park and the equestrian audience at large that I think will be of interest. While I will be in touch with you shortly to discuss these opportunities, I encourage you to contact me at your convenience and to please note that packages may be customized to accommodate your specific situation or needs.

Sincerely,

Lisa Mackintosh, Director of Sponsorship  
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## **HORSE PARK OF NEW JERSEY AT STONE TAVERN, INC.**

*The Horse Park of New Jersey provides a venue for local, regional, national and international-level equestrian events – building on and contributing to the area's rich and long-standing equine industry. In addition, the Horse Park of New Jersey represents a unique effort on the part of government, private not-for-profit groups and individuals to preserve open space and to protect the use of land and resources.*

### **History**

The Horse Park of New Jersey was born of a vision held by a dedicated group of equestrian enthusiasts concerned about the dwindling amount of land dedicated to their interests and activities. On land initially purchased by the New Jersey Department of Environmental Protection with Green Acres funds and centrally located in Monmouth County amidst some of the State's most beautiful and equine-oriented countryside, the Horse Park opened in 1987.

Operated under contract with the New Jersey Department of Agriculture and the Horse Park of New Jersey at Stone Tavern, Inc., a not-for-profit educational/charitable organization and designated 501(c)(3) corporation, the site has expanded through additional parcel purchases to its present 185 acres. There, these two entities continue to help conceive, fund and execute development of a world-class, destination equestrian exhibition venue – assisted through the tireless efforts of unpaid trustees and hundreds of volunteers who have donated over 200,000 hours to further support and beautify the property.

In 1994, the Horse Park hosted the National Hunter Pony Finals, its first show of international interest and, in the decade-plus since, has become an increasingly important location for competitions of note, including the Jersey Fresh Three-Day Event, which debuted in 2003. As one of the Horse Park's most prestigious attractions, Jersey Fresh will celebrate its seventh anniversary as an internationally recognized, FEI (Fédération Equestre Internationale) CCI<sup>\*\*\*</sup>/<sup>\*\*</sup> (Concours Complet International) level competition from May 7<sup>th</sup> to May 10<sup>th</sup>, 2009, having been a selection event for the XXIX Olympic Games held in China in August 2008. The Horse Park also expects to play host to the Garden State Combined Driving Event as part of the year's busy calendar, with activities scheduled over 48 of 52 weekends.

### **Facilities**

The Horse Park of New Jersey is located seven miles from Exit 7A of the New Jersey Turnpike and one mile from U.S. Interstate 195's Exit 11 – an approximate 50-minute drive from Philadelphia and just over one hour from New York City.

Currently, some 50 acres of the Horse Park's total holdings are allocated to constructed facilities, buildings and improvements. The remainder of the property is maintained as open fields and wooded areas used for world-class, x-mile cross-country and carriage obstacle courses. The property also borders the 5,000-acre Assunpink Wildlife Management Area, parts of which are occasionally utilized to accommodate select activities.

As of 2008/2009, Horse Park assets include:

- 276 stalls in permanent buildings.
- Two show rings, each 150' x 300', one with state-of-the-art lighting.
- Grand prix and carriage dressage arena, 190' x 360'.
- Fenced and lighted schooling ring, 140' x 280'.
- Dressage warm-up ring, 90' x 150'.
- Indoor arena, 150' x 300'.
- Multi-purpose pavilion, 70' x 150', for sheltered viewing, trade fairs, auctions and clinics.
- Secretary's office (air-conditioned), including lounge, press room and announcer's booth.

## **JERSEY FRESH CCI<sup>\*\*\*</sup>/CCI<sup>\*\*</sup>**

*The Jersey Fresh Three-Day Event comprises one of only two three-star competitions, and one of only four two-star competitions held each year in the United States. As a result, Jersey Fresh played a key role in selecting the gold medal-winning equestrian athletes who represented our country at the 2007 Pan American Games in Brazil and was also an important proving ground for those seeking a position on the U.S. Equestrian Team that traveled to China in August 2008 for the XXIX Olympic Games.*

### **About Eventing**

The sport of Eventing encompasses Three-Day Events – a three-phase competition comprising Dressage on the first day; Endurance, featuring Cross-Country, on the second day; and Show Jumping on the third day – as well as Horse Trials in which all phases are typically run on a single day. Eventing is therefore aptly described as an “equestrian triathlon” covering every aspect of horsemanship:

- **Dressage Phase**  
Horse and rider are judged on a series of exact movements (a “test”) intended to show rhythm, suppleness and obedience – demonstrating that a supremely fit horse also has the training and discipline to perform in a relaxed and precise manner.
- **Endurance, or Cross-Country Phase**  
Both horse and rider must be in excellent condition as they undertake a challenging and timed course of solid fences and other obstacles – including banks, ditches and water – placed strategically on an outdoor circuit of varying length and terrain, typically at a gallop. Cross-Country provides examples of athletic prowess, bravery and trust between man and animal that can be seen in no other sporting event.
- **Show Jumping Phase**  
Horse and rider combinations that have succeeded to this point are presented with an exacting course of jumps in a ring, testing their ability and willingness to compete after having participated in previous phases – any one of which would be considered a full competition for most!

At the end of the event, a point system based on form and time determines individual or team winners – and a few seconds or a single rail down often changes the standings dramatically over the course of the competition.

### **International Competition**

At the international level, Three-Day Events are typically designated by the FEI (Fédération Equestre Internationale) as CCIs (Concours Complet International, or the Complete Equestrian Competition) and CICs (Concours International Combiné) – each ranked by a system of one to four stars. A one-star (\*) event is geared for horses being introduced to international competition, a two-star (\*\*) is for those who have some international competition experience, a three-star (\*\*\*) is for those well-tested at the international level and a four-star (\*\*\*\*) is reserved for only six competitions worldwide, in addition to quadrennial Olympic and World Championships. Observing high-performance event horses and riders in action is a rare privilege, requiring no knowledge of horses or the intricacies of the competition to enjoy it.



## **SPONSOR BENEFITS**

Participation in the sponsorship program of the Horse Park of New Jersey and Jersey Fresh CCI\*\*\*/\*\* offers excellent opportunities for corporate and product exposure, in addition to supporting local, regional, national – and even international – equestrian interests.

### **The Local Community and Region**

Visitors to the area increase demand for everything from motel rooms to fuel and food for people and horses. The annual Jersey Fresh CCI\*\*\*/\*\* alone attracts hundreds of competitors, along with their support crews, families and friends, and officials, volunteers and thousands of spectators from across the country. The Horse Park also provides a venue for the numerous equestrian events staged by a thriving local and regional equine community, as well as an opportunity for this audience to attend world-class competitions – right in their own backyard!

### **The Big Picture**

Equestrian sports currently have more than 27 million active participants in the United States alone, with recent research showing that equestrian activities rank as the fourth most popular sport among women. The market for equestrian sports continues to grow each year as individuals take up the sport of riding and spectators flock to horse shows. The horse industry's contribution to U.S. GDP is now greater than the motion picture services, railroad transportation, furniture and fixtures manufacturing, and tobacco product manufacturing industries.

### **Demographics**

The equestrian audience is an upwardly mobile market segment, is very loyal to products and services that support its interest, and can be defined as “a rider, owner, trainer, groom or spectator.” While every target age group – from children to senior citizens – is attainable through equestrian sports sponsorship, annual research conducted by USA Equestrian Federation, the national governing body for horse sport, indicates that a majority of its members:

- Are of median 35-40 years old, with average household income of \$134,000 – compared to \$55,000 for all households in the U.S.
- Over half of all members are married, college graduates and employed in managerial or professional positions.
- 81% own their residence, with an average value of \$520,000; 15% own an additional home.
- 55% of automobiles owned were new last year.
- 43% travel on airlines more than 16 times per year; 78% belong to frequent flyer programs.
- 97% percent hold one or more credit cards.
- Estimated consumer expenditures by members each year: \$2 billion.
- Average number of equestrian competitions participated in each year: 14.

### **Media Support**

The Horse Park works continually with local newspapers, regional periodicals and numerous trade publications – including several national titles – to place articles and promotional materials featuring the shows, local and international talent, and sponsors affiliated with our venue.

### **Giving Back**

In recognition of its mission to support ongoing educational activities, including sustaining agricultural and land conservation interests, the Horse Park of New Jersey at Stone Tavern, Inc. is a 501(c)(3) educational/charitable organization as described in Section 170(b)(1)(a)(vi) of the Internal Revenue Code. Sponsorship participation helps to sustain and promote these valuable efforts and often qualify as a charitable contribution, limited to extent allowed by law. In addition, we also periodically donate a percentage of sponsorship money raised to various charitable organizations with whom our sponsors, patrons and community share interests.

## 2009-2010 SPONSORSHIP OPPORTUNITIES

The Horse Park of New Jersey and Jersey Fresh Three-Day Event provide a unique opportunity to showcase your business, demonstrate your support for equestrian sports and land conservation, and offer a unique venue to entertain clients, reward employees or simply to enjoy with friends and family.

Neither the Horse Park, nor its impressive – and important – calendar of activities would exist without the support of a select group of enthusiastic sponsors, donors and benefactors. We are always looking for additional ways in which to honor our sponsors, and the list of benefits is expected to grow over the coming season. Although there are currently a variety of sponsorship packages available; we are also open to discussing creative, “outside-the-box” ways to acknowledge investments, donations and in-memoriam gifts tailored to specific requirements and levels of interest. In-kind sponsorship opportunities are also available, as are contributions of any amount to the Horse Park of New Jersey to assist with ongoing facility maintenance and preservation.

Sponsorship packages fall into the following categories: Corporate Patron, Contributing Sponsors (Yellow, Red and Blue Ribbon levels), Sustaining Sponsors (Bronze, Silver and Gold Medal levels), and customized Legacy Sponsorship opportunities. Our introductory Corporate Patron package provides the following benefits:

### **Corporate Patron** **\$500**

- Listing on Horse Park of New Jersey website, sponsor page(s), for one (1) year.
- Acknowledgement in 2009 Jersey Fresh Three-Day Event program.
- Two (2) Patrons’ Badges for/admission to 2009 Jersey Fresh Three-Day Event.
- One (1) Parking Pass for 2009 Jersey Fresh Three-Day Event.
- One (1) 2009 Jersey Fresh Three-Day Event program.

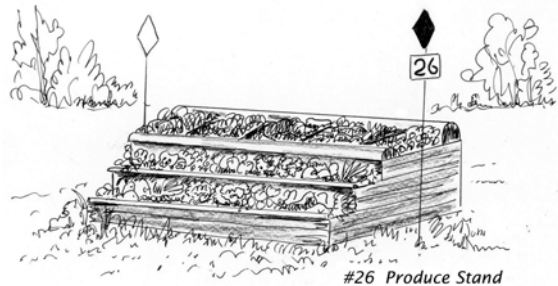
Please refer to the attached charts for additional details on more comprehensive ways to feature your organization and support the efforts of the Horse Park of New Jersey, including the Jersey Fresh Three-Day Event. For further information, please contact Lisa Mackintosh at 201.838.5164 or [ljmackintosh@earthlink.net](mailto:ljmackintosh@earthlink.net).



### Contributing Sponsors:

#### **Yellow Ribbon Sponsor     \$1,000**

- Level-specific corporate logo and link on Horse Park of New Jersey website, sponsor page(s), for one (1) year.
- Business card-format ad and acknowledgement in 2009 Jersey Fresh Three-Day Event program\*.
- Posting on Sponsor Board during 2009 Jersey Fresh Three-Day Event.
- Two (2) Sponsors' Badges for/admission to 2009 Jersey Fresh Three-Day Event.
- One (1) Parking Pass for 2009 Jersey Fresh Three-Day Event.
- One (1) 2009 Jersey Fresh Three-Day Event program.



#### **Red Ribbon Sponsor     \$2,500**

- Level-specific corporate logo and link on Horse Park of New Jersey website, sponsor page(s), for one (1) year.
- One-quarter-page ad and acknowledgement in 2009 Jersey Fresh Three-Day Event program.
- Posting on Sponsor Board during 2009 Jersey Fresh Three-Day Event.
- A promotional banner may be exhibited and promotional materials made available for distribution during 2009 Jersey Fresh Three-Day Event and/or at one other Horse Park-sponsored show during 2009/2010 – size and placement of banner and materials to be approved by the Horse Park of New Jersey.
- Four (4) Sponsors' Badges for/admission to 2009 Jersey Fresh Three-Day Event.
- Two (2) Parking Passes for 2009 Jersey Fresh Three-Day Event.
- Two (2) 2009 Jersey Fresh Three-Day Event programs.
- Opportunity for exposure through "Sponsor Spotlight" features in a newsletter or other Horse Park of New Jersey mailings.

#### **Blue Ribbon Sponsor     \$3,500**

- Level-specific corporate logo and link on Horse Park of New Jersey website, sponsor page(s), for one (1) year.
- One-quarter-page ad and acknowledgement in 2009 Jersey Fresh Three-Day Event program.
- Posting on Sponsor Board during 2009 Jersey Fresh Three-Day Event.
- Sponsor's name on a single cross-country jump during 2009 Jersey Fresh Three-Day Event – signage/banner(s)/decorations to be supplied by Sponsor and subject to application and approval by the Horse Park of New Jersey; fence to be determined by relative visibility and degree of difficulty.
- A promotional banner may be exhibited and promotional materials made available for distribution during 2009 Jersey Fresh Three-Day Event and/or at one other Horse Park-sponsored show during 2009/2010 – size and placement of banner and materials to be approved by the Horse Park of New Jersey.
- A sign (3' x 6') will be displayed on a ring at the Horse Park during the sponsorship period – sign to be prepared by the Horse Park of New Jersey in coordination with Sponsor.
- Six (6) Sponsors' Badges for/admission to 2009 Jersey Fresh Three-Day Event.
- Three (3) Parking Passes for 2009 Jersey Fresh Three-Day Event.
- Three (3) 2009 Jersey Fresh Three-Day Event programs.
- Opportunity for exposure through "Sponsor Spotlight" features in a newsletter or other Horse Park of New Jersey mailings.

## Sustaining Sponsors:

### **Bronze Medal Sponsor \$7,500**

*(Payable over two years; \$5,000 the first year; \$2,500 the second year.)*

- Level-specific corporate logo and link on Horse Park of New Jersey website, sponsor page(s), during the sponsorship period.
- One-half-page ad and acknowledgement in Jersey Fresh Three-Day Event program during the sponsorship period.
- Posting on Sponsor Board during Jersey Fresh Three-Day Event over the sponsorship period.
- Sponsor's name on a single cross-country jump during Jersey Fresh Three-Day Event – signage/banner(s)/decorations to be supplied by Sponsor and subject to application and approval by the Horse Park of New Jersey; fence to be determined by relative visibility and degree of difficulty.
- A promotional display may be exhibited during Jersey Fresh Three-Day Event and/or at one other Horse Park-sponsored show during the sponsorship period – the size of the area would be approximately 10' x 10' and will be specified by the Horse Park of New Jersey.
- A sign (3' x 6') will be displayed on a ring at the Horse Park during the sponsorship period – sign to be prepared by the Horse Park of New Jersey in coordination with Sponsor.
- Six (6) Sponsors' Badges for/admission to Jersey Fresh Three-Day Event during the sponsorship period.
- Three (3) Parking Passes for Jersey Fresh Three-Day Event during the sponsorship period.
- Three (3) Jersey Fresh Three-Day Event programs during the sponsorship period.
- Exposure through "Sponsor Spotlight" features in a newsletter or other Horse Park of New Jersey mailings during the sponsorship period.

### **Silver Medal Sponsor \$10,000**

*(Payable over three years; \$5,000 the first year, \$2,500 per year for each additional year.)*

- Level-specific corporate logo and link on Horse Park of New Jersey website, sponsor page(s) during the sponsorship period.
- One-half page ad and acknowledgement in any printed material distributed for events sponsored by the Horse Park of New Jersey during the sponsorship period.
- Posting on Sponsor Board during Jersey Fresh Three-Day Event over the sponsorship period.
- Sponsor's name on a single cross-country jump during Jersey Fresh Three-Day Event – signage/banner(s)/decorations to be supplied by Sponsor and subject to application and approval by the Horse Park of New Jersey; fence to be determined by relative visibility and degree of difficulty.
- A promotional display may be exhibited during Jersey Fresh Three-Day Event and/or at one other Horse Park-sponsored show during the sponsorship period – the size of the area would be approximately 10' x 10' and will be specified by the Horse Park of New Jersey.
- A sign (3' x 6') will be displayed on a ring at the Horse Park during the sponsorship period – sign to be prepared by the Horse Park of New Jersey in coordination with Sponsor.
- Eight (8) Sponsors' Badges for/admission to Jersey Fresh Three-Day Event during the sponsorship period.
- Four (4) Parking Passes for Jersey Fresh Three-Day Event during the sponsorship period.
- Four (4) Jersey Fresh Three-Day Event programs during the sponsorship period.
- Public service announcements at all shows produced and/or sponsored by the Horse Park of New Jersey during the sponsorship period.
- Exposure through "Sponsor Spotlight" features in a newsletter or other Horse Park of New Jersey mailings during the sponsorship period.

### **Gold Medal Sponsor \$15,000-\$20,000**

*(Payable over three years; one half the first year, and one quarter per each additional year.)*

- Right to use the words "An Official Sponsor of the Horse Park of New Jersey" and/or "Jersey Fresh CCI\*\*\*\*/\*\*" in advertising during the sponsorship period.
- Featured corporate logo and link on Horse Park of New Jersey website, sponsor page(s), during the sponsorship period.
- Full-page ad and acknowledgement in any printed material distributed for events sponsored by the Horse Park of New Jersey during the sponsorship period.
- Featured posting on Sponsor Board and Scoreboard during Jersey Fresh Three-Day Event over the sponsorship period.
- Sponsorship listing on posters advertising Jersey Fresh Three-Day Event.
- Signage with Sponsor's name on a multiple cross-country jump complex or opportunity to sponsor a single competition phase (dressage, cross-country or show-jumping – recognition as Phase Sponsor via arena and/or high-traffic area banners and on course maps where applicable) during Jersey Fresh Three-Day Event – signage/banner(s)/decorations to be provided by Sponsor and/or prepared by the Horse Park of New Jersey; jump complexes available on first come/first served basis.
- The opportunity to present promotional material at the Horse Park during the show season for the sponsorship period – to include booth space (according to Sponsor's requirements) as specified by the Horse Park of New Jersey and/or at a featured area in the grandstand.
- A sign (3' x 6') will be displayed on a ring of the Sponsor's designation at the Horse Park for the sponsorship period – sign to be prepared by the Horse Park of New Jersey in coordination with Sponsor.
- Ten (10) Sponsors' Badges for/admission to Jersey Fresh Three-Day Event during the sponsorship period.
- Five (5) Parking Passes for Jersey Fresh Three-Day Event during the sponsorship period.
- Five (5) Jersey Fresh Three-Day Event programs during the sponsorship period.
- Public service announcements at all shows produced and/or sponsored by the Horse Park of New Jersey during the sponsorship period.
- Exposure through "Sponsor Spotlight" features in a newsletter or other Horse Park of New Jersey mailings during the sponsorship period.

## Legacy Sponsor

**\$25,000 and up**

These sponsorships are available to those wishing to participate at a higher level and to receive benefits reserved for those sponsoring at the \$25,000 level or above. These sponsorships are typically customized, although there are a number of standard benefits, including:

- Right to use the words “An Official Sponsor of the Horse Park of New Jersey” and/or “Jersey Fresh CCI\*\*\*/\*\*” in advertising during a period to be determined between the Sponsor and the Horse Park.
- Featured corporate logo and link on Horse Park of New Jersey website, homepage and sponsor page(s), during the sponsorship period.
- Preferred placement of full-page advertising and acknowledgement in any printed material distributed for events sponsored by the Horse Park of New Jersey during the sponsorship period.
- The opportunity to present promotional material at the Horse Park for the duration of the sponsorship period – to include booth space (according to Sponsor’s requirements) as specified by the Horse Park of New Jersey and/or at a featured area in the grandstand.
- Signage will be displayed on a ring of the Sponsor’s designation at the Horse Park for the sponsorship period – sign to be prepared by the Horse Park of New Jersey in coordination with Sponsor.
- Presentation of awards at specific Horse Park functions.
- Complimentary VIP and/or grandstand admission (number to be determined) to all shows during the sponsorship period.
- Potential facility and/or event naming opportunities and/or acknowledgement signage on the area financed by the sponsorship/donation, which present an excellent means of long-term visibility for corporate sponsors or donors who prefer a more permanent way to promote their business at a nationally and internationally recognized equine facility.

