

GREAT SOUTHWEST

EQUESTRIAN CENTER



SPONSORSHIP & ADVERTISING

Opportunities

www.gswec.com

ABOUT GSWEC

The Premier Equestrian Center of the South

Great Southwest Equestrian Center is a premier equestrian center and host to some of the most prestigious horse shows in the country, hosting 70,000 show horses and 225,000 competitors each year.

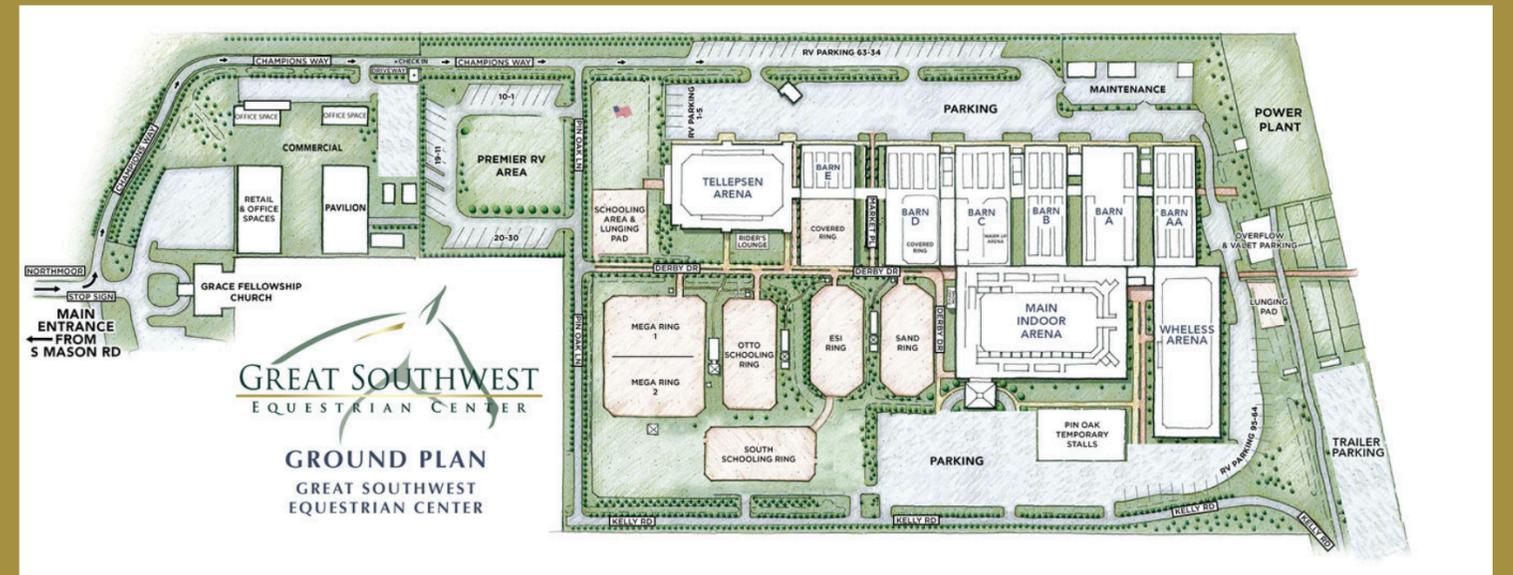
Sitting on 65 acres in the Cinco Ranch area of Katy, Texas; GSWEC offers six barns with 650 permanent stalls and space for an additional 500 temporary stalls, three covered arenas, three covered warm up/schooling rings and five outdoor arenas. Four of the five outdoor arenas have world-class ESI and Otto Sport footing.

A circular inset image showing a rider in formal dressage attire (black jacket, white breeches, black boots, and helmet) performing a movement on a white horse. The horse is in a collected gait, possibly a piaffe or passage, in front of a white fence. In the background, a large white sign reads "GREAT SOUTHWEST EQUESTRIAN CENTER".

GREAT SOUTHWEST
EQUESTRIAN CENTER

FACILITY, IMPROVEMENTS & UPGRADES

- LED lights and sky lights installed in the Main Arena
- LED light upgrades in barns
- Video wall installed in the Main Arena
- Electronic Scoreboard installed in the Tellepsen Arena
- New stall mats in Barns B, C, D & E, in the 12' x 12' stalls in Barn A and 100 stalls in Barn AA
- New electrical outlets updates in Barns C & D
- Lunging pad by the Wheless Arena
- Lunging pad and schooling ring by the Tellepsen Arena
- Concrete and additional electrical service added to the vendor 'Marketplace' next to the Barn D ring Bathroom remodel in Barn B and Barn C
- Bathroom updates in the Wheless Arena and backside of the Main Arena
- Full remodel of Life Is Good Café
- Additional viewing area and tables added in the Sponsors Club
- 24' Photo backdrop areas outside of the Show Office and Main Arena in-gate
- Remodled Sand Ring
- New Schooling Ring near Mega Rings



SHOWS/DISCIPLINES AT GSWEC

BREED SHOWS

American Saddlebreds, Arabians, Miniature Horses, & Paso Finos

DISCIPLINES

Dressage, Hunter/Jumper, & Reining

NOTABLE EVENTS

Pin Oak Charity Horse Show

United States Dressage Federation Region 9

Championship

USHJA Southern Zone 7 Finals

Houston Livestock Show & Rodeo Horse Judging Contest

USHJA's Emerging Athletes Program

Paso Fino Holiday Market

WHO SHOWS AT GSWEC

DEMOGRAPHICS

- 85% are female / 15% men
- 63% are married
- Majority are between 35 and 54 years of age / median age is 39
- 66% have a college degree or better
- 56% are employed full time
 - 38% have a net annual income of over \$500,000
 - Nearly half have an annual income of over \$100,000
 - Premier show exhibitors have an average income of \$685K - \$1.5M
- 63% have traded stocks, bonds or mutual funds in the last year
- 40% own a farm
 - 65% of those farms are 10+ acres
- Market value of their average home at \$594,000
 - 22% own two or more homes
- 94% own a pet besides a horse or pony
 - Average # of horses per household: 5
 - Average # of dogs per household: 2
- 43% take more than 15 airline trips a year & 30 hotel night stays

ECONOMIC IMPACT OF THE UNITED STATES HORSE INDUSTRY

As a large, economically diverse industry, the United States horse industry contributes significantly to the American economy. The following statistics are from the American Horse Council Foundation's 2017 National Economic Impact Study.

The horse industry contributes approximately \$50 billion in direct economic impact to the U.S. economy, and has a direct employment impact of 988,394 jobs. Additionally, the industry itself contributes \$38 billion in direct wages, salaries, and benefits

From those direct effects, the horse industry's contribution ripples out into other sectors of the economy. Adding these ripple effects results in an estimate of the total contribution of the horse industry to the U.S. economy of \$122 billion, and a total employment impact of 1.7 million jobs. Some key industry statistics and economic indicators:

ESTIMATED NUMBER OF HORSES IN THE U.S.

7.2 million

ESTIMATED NUMBER OF HORSES IN EACH OF THE 50 STATES

#1- Texas, approximately 767,100 horses

#2- California, approximately 534,500 horses

#3- Florida, approximately 387,100 horses

LAND USE BY THE EQUINE INDUSTRY

32 million acres of land owned

49 million acres of land leased for horse-related uses

FRIEND OF GSWEC \$5,000 - SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Sponsors Page and Directory
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls (Limited Availability)
- Appreciation announcements throughout show, & social media engagement

Banners

- (1) 4' x 8' banners year-round at GSWEC
- (1) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*
 - *Active Sponsors will receive discounted vendor pricing*

Naming Rights

- Naming rights to one assigned class or division per show



IN THE RIBBONS \$8,000 - SPONSORSHIP BENEFITS



Media & Publications

- Logo on GSWEC Website Sponsor Page and Directory
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls
- Half page Ad in all prize lists and programs
- Announcements throughout show, & social media engagements

Banners

- (2) 4' x 8' banners year-round at GSWEC
- (1) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*
 - *Active Sponsors will receive discounted vendor pricing*

Naming Rights

- Naming rights to one class per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC

TRI-COLOR RIBBONS \$10,000 SPONSORSHIP BENEFITS



Media & Publications

- Logo on GSWEC Website Sponsors Page and Directory
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls
- Full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- 30 second commercial on the Main Ring Video Wall
 - *Provided by the Sponsor*

Banners

- (2) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*
 - *Active Sponsors will receive discounted vendor pricing*

Naming Rights

- Naming rights to one class or division per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC

RESERVE CHAMPION \$15,000

SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Homepage and Sponsors Page
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls
- Logo on photo backdrop
- Full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- 30 second commercial on the Main Ring Video Wall
 - *Provided by the Sponsor*

Banners

- (1) 2' x 3' entrance flag on Champions Way
 - *Provided by GSWEC*
- (3) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
- Active Sponsors will receive discounted vendor pricing
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- Naming rights as the "Official" Jump Crew sponsor and have your logo on the back of all the crew shirts for every GSWEC show
- (1) Jump in the ring during Hunter/Jumper shows
 - *Provided by the Sponsor*
- Naming rights to one premier event, classic or division per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Option to host private events in the Sponsors Club during GSWEC shows
 - *Sponsor is responsible for all event staff, catering and event rental fees.*
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC



CHAMPION \$20,000 SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC publications and premier logo placement throughout GSWEC
- Full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- 30 second commercial on the Main Ring Video Wall
 - Provided by the Sponsor

Banners

- (1) 3' x 3' Main Corridor flag - (1) 2' x 3' entrance flag on Champions Way
 - Provided by GSWEC
- (3) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - Banners provided by the Sponsor

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
- Active Sponsors will receive discounted vendor pricing
 - All materials and set up must be provided by Sponsor
 - A vendor space will be an additional expense

Naming Rights

- Non-exclusive naming rights as the "Official XYZ of Great Southwest Equestrian Center" Naming rights to Tellepsen Warm-Up Area, Main Ring Warm-Up Arena or Viewing Pavilion between Mega Ring & ESI Ring
- Naming rights to one premier event, classic or division per show
 - Option to present trophy or prize
- (1) Jump in the ring during Hunter/Jumper shows
 - Provided by the Sponsor

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Option to host private events in the Sponsors Club during GSWEC shows
 - Sponsor is responsible for all event staff, catering and event rental fees.
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC



MINIMUM 2-YEAR CO
NAMING RIGHTS / \$30,000

GRAND CHAMPION \$30,000+

SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Sponsors Page and Premier logo placement throughout GSWEC
- Logo on GSWEC electronic sign at entrance of equestrian center (S. Mason & Northmoor)
- Premier placement of full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- Logo on all GSWEC Show Hats
- 30 second commercial on the Main Ring Video Wall
 - *Provided by the Sponsor*

Banners

- (1) 3' x 3' Main Corridor flag - (1) 2' x 3' entrance flag on Champions Way
 - *Provided by GSWEC*
- (6) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
- Active Sponsors will receive discounted vendor pricing
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- \$30,000: Naming rights to the Mega Ring (3 Year Commitment)
- \$50,000: Naming rights to the Tellepsen Arena (3 Year Commitment)
- \$75,000: Naming rights to the Main Arena + Jumbotron (3 Year Commitment)
- (1) Jump in the ring during Hunter/Jumper shows
 - *Provided by the Sponsor*
- Naming rights to one premier event, classic or division per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Option to host private events in the Sponsors Club during GSWEC shows
 - *Sponsor is responsible for all event staff, catering and event rental fees.*
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC



ADVERTISING



PRIZE LIST AD – GSWEC OWNED SHOWS

The prize list is distributed to all competitors and is published on our website, Horse Shows Online and a short print run.

- Hunter/Jumper show prize lists include: Winter Series, Great Southwest Round Up/Fiesta Classic, Fall Classic, Monster Mash, Fall Finale (Autumn Classic / Final Chase) and Texas Winter Frost Fire
 - \$1,250 Full page Ad in all H/J Prize Lists
 - \$625 Half page Ad in all H/J Prize Lists
 - \$350 Quarter Page Ad in all H/J Prize Lists
- Dressage show prize lists/programs include: Platinum Classic and Diamond Classic
 - \$400 Full page Ad in all Dressage books
 - \$200 Half page Ad in all Dressage books

TEXAS WINTER SERIES PROGRAM AD

The program is distributed to all competitors and is published on our website, Horse Shows Online and a short print run.

- \$7,000 Back Cover
- \$3,000 Double Page Spread
- \$1,000 Full Page
- \$750 Half Page
- \$500 Quarter Page

ELECTRONIC ENTRANCE SIGN

Sign at the entrance of GSEC at the intersection of S. Mason Road & Northmoor Drive.

Your Ad will be displayed 24 hours a day, 7 days a week. You will have the option to substitute a new slide once a quarter. New slides due by the 25th of the prior month.

- Month-to-month \$300 month per slide
- Six month commitment \$250 month per slide

BUSINESS DIRECTORY LISTING ON WEBSITE

- \$300 for 12 months

IN-KIND SPONSORSHIPS & MEDIA SPONSORSHIPS AVAILABLE UPON REQUEST

BANNERS

4' X 8' BANNER –ON SHOW GROUNDS

- Year-round banner on the GSWEC show grounds + your logo and link to your website listed on the GSWEC website.
- Size may vary based off of space you select from availability map and will be listed on map.
- Banner is provided by advertiser and is required to be on vinyl or coroplast board.
 - *\$1,500 / year: 1 Banner*
 - *\$2,400 / year: 2 Banners*

4' X 8' BANNER –PER SHOW / SERIES

- Texas Winter Series, Great Southwest Round Up/Fiesta Classic, Fall Classic, Monster Mash, Autumn Classic/Final Chase, Texas Winter Frost Fire
 - *\$250: 1 Banner in ring during show series*
 - *\$500: 2 Banners in the ring during show series*

Pricing subject to change.

Live-streamed on JK Video
\$250 per week in Main Arena

Barn Sponsorships

Special Sponsorships designed for barns, to be paid per show. Can be added on to show bills for splits.

GSWEC STANDARD - \$1,500

- 1- 4'x8' Banner throughout the duration of the show
- Naming rights to an assigned division or class
- Logo listed on official Prize List of Show

Show Supporter - \$3,000

- 2- 4'x8' Banners throughout the duration of the show
- Naming rights to an assigned division or class with option to present awards
- Logo listed on official Prize List of Show
- Lawn sign placement by all desired rings

Star of the Show - \$5,000

- 4- 4'x8' Banners throughout the duration of the show
- Naming rights to an assigned division or class with option to present awards
- Logo listed on official Prize List of Show
- Lawn sign placement by all desired rings
- Reserved table in Sponsorship Area for all H/J Premier Shows

All signage to be provided by sponsor



GREAT SOUTHWEST

EQUESTRIAN CENTER

*Thank you for your
interest in*

GREAT SOUTHWEST EQUESTRIAN CENTER!

WE LOOK FORWARD TO BUILDING A RELATIONSHIP WITH YOUR COMPANY AND CREATING A SPONSORSHIP OR ADVERTISING PACKAGE TO FIT YOUR SPECIFIC MARKETING NEEDS & BUDGET.

IF YOU HAVE ANY QUESTIONS OR NEED CLARIFICATION, PLEASE DO NOT HESITATE TO CONTACT SHANE COOVERT, DIRECTOR OF SPONSORSHIP & DEVELOPMENT AT SCOVERT@GSWEC.COM OR CALL/TEXT: 832-402-4596.

IF YOU WOULD LIKE TO SCHEDULE A SITE VISIT, WE ARE OPEN MONDAY -FRIDAY, 8:00 AM -5:00 PM.