



**AUGUST 2 TO AUGUST 11
2019**

SUSSEX COUNTY HORSE SHOW

Sponsorship Media Kit

This historic event enters its 83rd year in Sussex County in August, 2019. As a premiere event in Sussex County, this long running competition captures a diverse audience that participates and competes in multiple equine disciplines including Hunters, Equitation, Jumpers, Western, Driving and Pleasure.

Divisions include USEF "A" & "C" rating, as well as Thoroughbred, Standardbred, Welsh, Connemara, Friesian and Morgan Breeding Classes that generate attendees from the county and surrounding states throughout the 10 day period.



*** Contact Us for Sponsorship Information ***

\$30K Grand Prix

**83rd Annual Sussex
County Horse
Show**

National "A" Rated

Jumper Stakes

Hunter Derbies

**Multi-discipline
classes offered
throughout the
week**

SUSSEX COUNTY HORSE SHOW

37 Plains Road, Augusta, NJ

Contact: Erica Genabith

schssponsorship@njstatefair.org

973-948-5500 – ext. 241

www.sussexcountyhorseshow.org



Print Advertising – 2019 Prize List

An effective marketing campaign has proven to work best when print is integrated with other visibility solutions. Research has demonstrated an ability to increase ROI as much as more than 200%.

The prize list is magazine sized and produced in a Coated Glossy finish for a high quality professional look and finish. This publication is USPS mailed to more than 1,500 competitors, trainers and attendees and has a 60 day shelf life prior to and during the Sussex County Horse Show.

Included with the advertising rate is the digital version that is displayed on the Website and Facebook for added business exposure.

Rates:

• Back Cover – Color – 8” w x 10.5” h	\$900
• Inside Covers – Color – 8” w x 10.5” h	\$750
• FULL PAGE AD – B&W – 8” w x 10.5” h	\$500
• 1/2 PAGE AD – B&W – 8” w x 5.125” h	\$250
• 1/4 PAGE AD – B&W – 3.875” w x 5.125” h	\$125
• 1/8 PAGE AD – B&W – 3.875” w x 2.5” h	\$ 65
• Business Card AD – B&W – 3.5” x 2.0” h	\$ 75

Signage – 2019

Banner

Considered one of the most visible advertisements, the Banner is well positioned throughout the show competition grounds and can contain your LOGO, attractive images and content for all attendees to see during the show.

Extend your reach year round with our annual display option during the Sussex County Benefit Series Show dates.

Banner produced on heavy duty exterior vinyl for long last. *Option: For a nominal fee we can print the banner with your camera ready ad copy.*

- 4 x 6 Custom Banner (provided by Sponsor) - 10 Day Horse Show Display
 - Main Ring \$1,000
 - Ring 2 or 3 \$ 500
 - For Specified Division / Class (Day) \$ 250
- Year Round Display (additional) \$ 500

Included with the Grand Prix, Platinum, Gold and Silver Sponsorship Levels.



VIP Reserved Box Seat Signage



Be seen by all the attendees and guests with Reserved VIP Box seating – The number of boxes sold total a seating capacity of nearly 1,400 attendees. Your company name and LOGO stands out printed on the footer of each sign. Placement for all days of the show with two location positions.

Horse Show View – 68 Boxes with a capacity over 400 attendees - \$400

Fair Show View – 157 Boxes with a capacity over 900 attendees - \$750

Digital Scoreboard

The Scoreboard runs continuously throughout the show and displays your business LOGO and content. Located in the Main Ring with the premiere classes, it is the most active and well attended area during the show. With a State Fair that boasts an attendance of nearly 150,000 – this is an affordable investment for your business advertising dollars that provides continuous visibility.

- 10 Day Display \$250
- Grand Prix Only \$175

Custom Jump Panel



Great advertising for your business which could bring unlimited possibilities for new business. These 2 x 12 custom made jump panels can be provided by you – or – custom designed and built by us*. Your marketing is ON COURSE in the Main Arena as all those in attendance watch the jump by jump action!

There are unlimited possibilities for Custom Jumps and our professional staff can discuss the many options and benefits with you and your Marketing team for maximum visibility.

Grand Prix Arena (Main Ring) Course – Included with Grand Prix and Platinum Sponsorship Levels.

Main Ring – National Derby or Rost Memorial Jumper Stake Course - \$1,500

Ring 2 or Ring 3 Course - \$1,000

** Available at additional cost*



Tractor Ring Drag

Three rings are dragged several times per day with multiple rotations around each ring – Watch as your business LOGO is Flag showcased on the Tractor for all showground attendees to see throughout each day.

Exclusive Offering Per Day - \$250

Discounted 10 Day - \$2,000

Website – Sussex County Horse Show – www.sussexcountyhorseshow.org

A website that demonstrates industry standard click thru rates and continuously trends up leading to the beginning and during the show dates. Sponsorship LOGO and hyperlink to your website on the Sussex County Horse Show website banner.

Included with Grand Prix and Platinum Sponsorship Levels for the duration of the Show.

Ticker message displayed for your business during the show - \$350

Additional Option: Sussex County Benefit Shows – LOGO and link on site during the Benefit Series Shows - \$500

Social Media – Facebook, Twitter, Instagram, Snapchat, Blog

With over 6,000 followers, we offer a wide reach for your sponsorship dollars utilizing Social Media which includes postings on Facebook, Twitter, Instagram and Snapchat to position your business in the online space.

Your Business sponsorship will be posted and continually updated with class and/or division information for optimal Marketing benefit. We invite you to blog with our followers to speak direct to potential business.

Included with Grand Prix, Platinum, Gold, Silver, Bronze, Patron and Division Sponsorship Levels.

Communication Options

Public Address Announcement – Horse Show wide installed PA system to announce your sponsorship during the show. Let your business be seen AND heard by all those who attend.

Award & Ribbon Presentation – Be seen at the show to present the Division or Class Award. Photo Opportunity for you and your business! This is your opportunity to present the award and make the presentation for the winner of the class and/or Division you sponsor. Your Business name is announced during the presentation and appears in the printed and digital Prize List distributed and seen by nearly 5,000 attendees. Your professional photo will be provided at the completion of the show for further Social Media marketing opportunity and keepsake.

Included with Grand Prix, Platinum, Gold, Silver, Bronze, Patron and Division Sponsorship Levels.



Vendor Exhibitor On-site

Market your products direct to the participants and attendees during the show with an exhibitor space in the highly trafficked area surrounding the Main Ring during the course of the show. A variety of choices for space size to showcase your product and/or service. Sponsor to provide all booth equipment.

- Standard Booth – 10 x 10 - \$650 / week
- Premium Booth – 10 x 20 - \$850 / week
- Mobile Marketing Trailer - \$950 / week

Included with the Grand Prix, Platinum and Gold Sponsorship Levels.

Custom Ring Crew Attire* – Grand Prix Night

Have your company represented by all ring staff during the premiere Grand Prix night with custom attire provided by you. Every staff member will adorn your company LOGO for optimum marketing of your business.

**This sought after opportunity is only available for the Grand Prix Sponsorship Level.*

SPONSORSHIP LEVELS

Grand Prix Level - \$15,000

- Custom 2 x 12 Jump Panel
- Print Coverage Prize List Front Page
- Full Page Color Ad in Prize List
- Banner Sign – 4 x 6 for Main Ring Year Round Display
- Vendor Exhibitor Space
- Website LOGO & Link
- Social Media Postings
- Public Address Announcement
- Award & Ribbon Presentation
- Ring Crew Attire – Grand Prix Night
- VIP Seating & Tickets daily for Show duration – for 12 attendees
- VIP Tickets for Grand Prix Night Sponsor Reception Party – for 12 attendees
- Daily Fair Admission Tickets – for 12 attendees
- Preferred Parking Pass – for 4 attendees
- Photo ID's valid for Horse Show & Fair duration – for 4 attendees
- Inclusion in all Media & Print for local and national coverage





Platinum Level - \$10,000

Platinum

.....puts your business in the Competition

- Custom 2 x 12 Jump Panel
- Full Page B&W Ad in Prize List
- Banner Sign – 4 x 6 for Main Ring Year Round Display
- Vendor Exhibitor Space
- Website LOGO & Link
- Social Media Postings
- Public Address Announcement
- Award & Ribbon Presentation
- VIP Seating & Tickets daily for Show duration – for 8 attendees
- VIP Tickets for Grand Prix Night Sponsor Reception Party – for 8 attendees
- Daily Fair Admission Tickets – for 6 attendees
- Preferred Parking Pass – for 2 attendees
- Photo ID's valid for Horse Show & Fair duration – for 2 attendees
- Inclusion in all Media & Print for local and national coverage



Gold Level - \$5,000

GO FOR THE GOLD and build your business!

- Full Page B&W Ad in Prize List
- Banner Sign – 4 x 6 for Main Ring
- Website LOGO & Link
- Social Media Postings
- Public Address Announcement
- Award & Ribbon Presentation
- VIP Seating & Tickets daily for Show
 - for 4 attendees
- VIP Tickets for Grand Prix Night Sponsor
 - Reception Party – for 4 attendees
- Daily Fair Admission Tickets
 - for 4 attendees
- Preferred Parking Pass – for 2 attendees
- Photo ID's valid for Horse Show & Fair
 - duration – for 2 attendees
- Inclusion in all Media & Print for local
 - and national coverage





Silver Level - \$2,500

- Half Page B&W Ad in Prize List
- Website LOGO & Link
- Social Media Postings
- Public Address Announcement
- Award & Ribbon Presentation
- VIP Seating & Tickets daily for Show duration – for 2 attendees
- VIP Tickets for Grand Prix Night Sponsor Reception Party – for 2 attendees
- Daily Fair Admission Tickets – for 2 attendees
- Preferred Parking Pass – for 1 attendee
- Inclusion in all Media & Print for local and national coverage

Winning with your Silver Sponsorship



Bronze Level - \$1,000

- Quarter Page B&W Ad in Prize List
- Social Media Postings
- Public Address Announcement
- Award & Ribbon Presentation
- VIP Seating & Tickets daily for Show duration – for 2 attendees
- VIP Tickets for Grand Prix Night Sponsor Reception Party – for 2 attendees
- Daily Fair Admission Tickets – for 2 attendees
- Preferred Parking Pass – for 1 attendee

Patron - \$500

- Business Card B&W Ad in Prize List
- Division Award & Ribbon Presentation
- Public Address Announcement
- VIP Tickets for Grand Prix Night Sponsor Reception Party – for 2 attendees
- Daily Fair Admission Tickets – for 2 attendees

Division - \$200

- Social Media Posting
- Daily Fair Admission Tickets – for 2 attendees
- Division Award & Ribbon Presentation
- Public Address Announcement

Local Day / Breed - \$150

- Award & Ribbon Presentation
- Public Address Announcement
- Daily Fair Admission Ticket – for 1 attendee

Class - \$50

- Public Address Announcement
- Daily Fair Admission Ticket – for 1 attendee



The New Jersey State Fair / Sussex County Horse Show is an integral part of the community as a showcase of Sussex County and all that is produced. It is the largest and most well-known event in the Tri-State Area attracting approximately 150,000 visitors from New Jersey, New York and Pennsylvania during the 10 day event.

10 Days of On-Site Recognition for your Business

- Signage
- Print & Digital Media
- Exhibitor Space
- Awards Presentations
- PA Announcements
- Scoreboard Display
- Sponsorships
- Live Radio Sponsorship Spots

Digital Integration Opportunities

- NJ State Fair Website / NJ State Fair 20K Facebook Followers
- Sussex County Horse Show Website
- Over 6K Followers on Social Media
- Email Marketing

Collateral Inclusion

- Horse Show Brochure
- Hard Copy and Digital Prize List
- Newspaper Advertising

Benefits

- Fair Admission Tickets
- VIP Parking Passes
- Opportunity for Hospitality Events
- + Many More!

Customized Sponsorship - \$ Vary

We can customize a sponsorship specific to your business strategy and marketing needs and would be happy to discuss that with you. We will help you develop creative ways to reach your audience to get the MOST for your Investment.

Contact us today to further discuss your goals and find the perfect sponsorship match for your business.