



# 2006 Sponsorship Guide

VERMONT SUMMER FESTIVAL



# What is Show Jumping?

The sport of Show Jumping has been described as a cross between the exhilaration of thoroughbred racing and the sheer daring of downhill slalom ski racing.

The combination of horse and rider competing as one provides emotion and excitement unique to the world of sports. The only Olympic sport where men and women compete on equal footing, show jumping requires not only physical ability, but nerves of steel from both the equine and human athlete.

Understanding the rules of the show jumping game is easy for spectators. Horse and rider must navigate a twisting and turning obstacle course while leaving all the jumps in their place, all within the time allowed, in order to qualify for the jump-off round, equestrian sport's version of sudden death overtime. In the jump-off round, precision and speed are of the essence. The partnership with the fastest time and fewest jumping faults is declared the winner.

## Show Jumping Participant Demographics

- 40% report an individual annual income in excess of \$150,000.
- 80% have a minimum four-year college degree.
- 81% own their primary residence outright.
- 15% own a second home.
- 55% of the automobiles owned were purchased within the past 12 months.
- The average number of horses owned is 5.

*Statistics provided by the United States Equestrian Federation based on 80,000 members.*

## Economic Impact on the Manchester Area

- The Vermont Summer Festival has a direct economic impact of approximately \$15 million.
- An average of 1,200 horses are on-site each week at the Vermont Summer Festival.
- Approximately 3,000 people related to the horse show visit the Manchester area daily.
- It is conservatively estimated that each person spends approximately \$150 per day.

*Statistics provided the Vermont Summer Festival.*



James Douglas, Governor of the State of Vermont, and his wife, Dorothy, greet Will Kennedy on board his pony. A regular visitor at the horse show, the Governor recognizes the Vermont Summer Festival as the state's largest annual sporting event.

## Facts about the Horse Industry

- There are 9.2 million horses in the United States.
- 2.78 million horses are specifically used for showing (this number excludes the racing industry and horses owned for pleasure or recreation).
- 4 million people are directly involved in the horse industry.
- Horses have a \$39 billion direct economic effect annually, and a total of \$102 billion in direct and indirect economic effect.

*Statistics based on the "The Economic Impact of the Horse Industry in the United States" study performed in 2004 by the American Horse Council.*



# Why Sponsor the Vermont Summer Festival?

Equestrian sport is engaging, high profile and fast-paced. Your involvement with the Vermont Summer Festival will enable you to reach an affluent, upwardly mobile market segment that is passionately loyal to products and services that support the equestrian lifestyle.

## What Your Business Can Expect from the Vermont Summer Festival Sponsorship Experience

While we tailor each sponsorship package to your business' specific marketing needs, packages may include the following key elements:

- Promotional signage in the Grand Prix arena (or other competition rings, as applicable)
- Trophy Recognition and Award Presentations
- VIP seating for your employees and/or key clients that you may use for corporate hospitality and entertainment
- Advertising in the annual Vermont Summer Festival Souvenir Program - 10,000 copies distributed free of charge to competitors and general public attendees throughout the five-week horse show
- Advertising in the Vermont Summer Festival Prize List, distributed nationally and internationally to approximately 8,000 well-qualified potential attendees
- Access to the Vermont Summer Festival mailing list (approximately 8,000 targeted addresses) for promotional purposes
- Public Address announcements at the Vermont Summer Festival
- Public Relations support, including a press release announcing the sponsorship agreement and sponsorship name included in relevant results press releases
- Editorial content in Vermont Summer Festival Program describing the sponsorship agreement, which may include business profile and quotes
- Product sampling and/or Vendor space
- Logo recognition on competitor entry numbers worn throughout each week's competition
- Website links from the Vermont Summer Festival directly to your business' website



## Overview of the Vermont Summer Festival

The Vermont Summer Festival is New England's largest United States Equestrian Federation-sanctioned hunter/jumper horse show. The Vermont Summer Festival features:

- Five weeks of top level show jumping competition attracting equestrian athletes ranging from young pony riders to Olympic veterans competing as professionals
- Over \$.6 million in prize money is awarded to athletes throughout the five weeks of competition, making the Vermont Summer Festival the largest annual sporting event in the state of the Vermont
- Geographical reach of the event extends throughout the US, and also includes competitors and media exposure in Canada, South America and Europe



# The 2006 Vermont Summer Festival

Manchester Summer Festival

July 12-16

Manchester Classic Horse Show

July 19-23

Valley Classic Horse Show

July 26-30

Manchester & the Mountains Horse Show

August 2-6

Vermont Summer Celebration

August 9-13



For more information regarding  
sponsorship opportunities at the  
**VERMONT SUMMER FESTIVAL HORSE SHOW**  
please contact  
**RUTH LACEY, MARKETING EXECUTIVE**  
**(802) 496-9667 or**  
**[ruth@vt-summerfestival.com](mailto:ruth@vt-summerfestival.com)**