

A man in a red uniform and tan hat is playing a trumpet. He is seen from the side, looking towards the left. The background is a blurred outdoor arena with a crowd of people and a white fence. The scene is brightly lit, suggesting a sunny day.

# 116<sup>th</sup> Devon Horse Show and Country Fair, Inc.

May 24 – June 3, 2012

---

SPONSORSHIP  
OPPORTUNITIES

---



---

The Devon Horse Show & Country Fair is one of the most visible charitable events in our area. Dedicated volunteers work year-round raising money for our beneficiary, Bryn Mawr Hospital.

---

Devon started as a one-day show in 1896. Now, years later, it has become the oldest and largest outdoor multi-breed competition in the United States. While it draws top exhibitors from around the world, the event continues to reflect the local traditions and lifestyles of the Philadelphia Main Line.

With over 100,000 spectators attending each spring, Devon is an ideal place to reach a large and sophisticated audience comprised of horse enthusiasts, professionals, and families – many of whom have attended the show for generations. Along with excellent exposure during the show, Devon offers sponsors additional visibility through the Black Tie and Boots Ball, First Night at Devon and the Fall Festival of Homes.

In 1919, the Country Fair began selling tea from silver urns to the spectators and competitors. While many other time-honored traditions still exist today, Devon's leadership is looking ahead to an exciting future as it guides the show forward into the 21st century. Over the past two years, state-of-the-art footing was installed in the Dixon Oval and Gold Ring, and the Country Fair renovated and re-imagined some of its most significant spaces. Future projects include construction of a beautiful new entertaining space and upgrading the schooling area. Sponsorship demonstrates a willingness to help promote an extraordinary event that is thriving well into its second century of existence.

Two-time  
Olympic Gold  
Medalist McLain  
Ward recently  
acknowledged Devon  
as "...the most  
important show in  
this country."



---

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR OF DEVON HORSE SHOW & COUNTRY FAIR: \$100,000+

Presenting Sponsorship of the Devon Horse Show & Country Fair offers the greatest opportunity for a sponsor. This level of sponsorship offers a continuous eleven days of high-level consumer awareness providing the most media coverage and featuring the best in corporate hospitality. Additionally, this opportunity has the option of including sponsorship of the prestigious Grand Prix of Devon.

### TITLE SPONSOR OF FEATURED EVENT: \$20,000 - \$75,000

Title sponsorship of a class such as the Open Jumper Stake, the Gambler's Choice, or the Hunter Derby offers an exceptional opportunity. This level of sponsorship offers high-level consumer awareness delivering excellent media coverage and providing substantial corporate hospitality.

### OFFICIAL OR EXCLUSIVE CLASSIFICATION SPONSOR: \$20,000 - \$75,000

Official or exclusive classification sponsorships provide a high-level of exposure both before and throughout the show. A few ideas include: hotel, vehicle, airline, credit card, soft drink, horse transportation, and rental car.

### SECTION / DIVISION SPONSOR: \$7,500 - \$30,000

Sponsorship of a section offers a strong opportunity for multi-day consumer awareness. The selected section would be named for the sponsor allowing up to five days of exposure at the show and providing options for corporate hospitality.

### CLASS SPONSOR: \$2,500 - \$10,000

Class sponsorship offers outstanding opportunities. This level of sponsorship offers one day of high-level consumer awareness delivering a significant amount of media coverage and providing options for corporate hospitality.

### EVENT SPONSOR: \$2,500 - \$10,000

Sponsorship of an event offers a high-level of consumer awareness targeting a specific group. Opportunities include Children's Day, Ladies' Hat Day, Doggie Parade, Exhibitor Parties, and more.

### SUPPORTING SPONSOR: \$500 - \$5,000

This entry-level sponsorship level provides exposure and promotional opportunities in an economical marketing package. Choose a specific area of the show, fair, or pre/post event that suits your specific marketing goals.

---



Brenda Carpenter

---

The Devon Horse Show & Country Fair understands that potential sponsors – from private individuals to large corporations – have unique marketing objectives. We will create a custom package for your company that will include options from the list below.

---

## PROMOTIONAL

- Official category sponsorship
- Title sponsorship of a competitive class
- Trophy presentation
- Private reception for box holders, exhibitors, or volunteer (Cost incurred by sponsor)
- Custom jump signage (Costs incurred by sponsor)
- Prime banner spots on the Show Grounds
- Daily public address announcements
- Press releases & radio announcements
- Corporate Volunteering at the Country Fair – sign up for a shift and wear your company logo shirts & hats!
- Name and logo on Jump Crew shirts

## ADVERTISING

- Logo inclusion in all media and advertising
- Logo and link on the web site
- Logo throughout each day on the electronic scoreboard
- Logo on the Ticket Flyer (Distribution: 10,000)
- Ad in the Exhibitor Prize List (Distribution: 2,400)
- Name & Logo on 100,000+ thermal tickets, 1500+ Exhibitor Back Numbers and wristbands
- Ad in the souvenir Show Program or Daily Schedule
- Ad on the back of Will Call envelopes

## ENTERTAINMENT

- On-site corporate entertaining in the VIP Equestrian Suite or “Devon Club” (cost incurred by sponsor)
- Box for six in one of our covered grandstands
- VIP Passes allowing entry to The Committee Stand and The Hospitality Room
- Invitations to VIP parties and events
- General Admission & Reserved Tickets
- Reserved VIP Parking

## POSSIBLE ADDITIONAL EXPERIENCES

- Walk the Grand Prix course with an Olympic caliber rider or trainer
- Ride atop an Antique Carriage in the Dixon Oval
- Sit for a session with our renowned announcer, Peter Doubleday
- Private back barn tours

## PRE AND POST EVENT SPONSORSHIP OPPORTUNITIES



(These sponsorships can be added to horse show sponsorship and provide year-round visibility)

\$5,000 - 15,000

### BLACK TIE & BOOTS BALL (MAY 5, 2012)

Attended by 300-350 Main Line residents, sponsorship of the event provides targeted demographic visibility.

\$1,000 - \$5,000

### FIRST NIGHT AT DEVON (May 23, 2012)

Attended by close to 200 select art lovers, this elegant and much anticipated event is held the evening before opening day of the show.

\$500 - \$2,000

### FALL FESTIVAL OF HOMES (OCTOBER 11, 2012)

Attended by more than 400 women each year, this event is a tour of distinctive Main Line homes.

### PROMOTIONAL

- Inclusion in Philadelphia and local Main Line press releases
- Banner recognition during specific event
- Inclusion in mailings (invitations and programs for the event)
- Inclusion in on-line marketing and calendar listings

### ADVERTISING

- Logo link on Devon website
- Inclusion in promotional posters

### ENTERTAINING

- Table/tickets to Black Tie and Boots Ball
- VIP tickets to First Night at Devon
- Invitation to all pre and post events

### POSSIBLE ADDITIONAL EXPERIECES

- Vendor space at the Fall Festival of Homes
- Ability to “welcome” attendees at First Night or the Black Tie and Boots Ball
- Ability to provide giveaways for event

## DEVON HORSE SHOW & COUNTRY FAIR PROFILE

Eleven Day Show

Multi-Million Dollar Local Economic Impact

Total Exhibitors: 1,500+

Total Spectators: 100,000

Total Volunteers: More than 2,000

Prize Money: Over \$400,000

Demographics within  
30 Minutes of Devon:

Population: 749,656

Households: 288,626

\$100,000+ Plus Households: 96,389

**Charitable Donation:** Since 1972, Devon has donated more than \$14 million to its beneficiary, Bryn Mawr Hospital. More than \$300,000 per year has been raised for each of the past five years. The donation is always earmarked for a specific service or program based on the needs of Bryn Mawr Hospital.

**Web Site:** 7,500 and 15,000 hits per day during the show and increasing yearly. 250,000+ unique visitors over the past year.

Devon has its own Facebook Page with more than 12,000 fans.

## GENERAL EQUESTRIAN DEMOGRAPHICS

Equestrian competitors and enthusiasts constitute an ideal market for high quality products and services. (An American Horse Council Study indicates that the industry has a \$102 billion impact on the economy via direct and indirect spending annually.) As a group they are well educated, have ample disposable income and time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Research compiled from the USEF offers these indicators of the buying power and influence by horse enthusiasts:

A MAJORITY  
ARE BETWEEN  
**34-54**  
YEARS OF AGE

**66%**  
HAVE A COLLEGE  
DEGREE OR BETTER

**38%**  
HAVE A NET WORTH  
OVER \$500,000

**43%**  
TAKE MORE THAN  
16 AIRLINE TRIPS A YEAR

**94%**  
OWN A PET  
BESIDES A HORSE

NEARLY  
**1/3**  
OF EXHIBITORS HAVE A  
POST-GRADUATE EDUCATION

AVERAGE  
INCOME IS  
**\$185,000**

**80%**  
MAKE OR INFLUENCE  
PURCHASING DECISIONS  
AT WORK

OWN AN AVERAGE OF  
**4 Horses**  
COMPETE AT LEAST  
SIX TIMES PER YEAR

**30**  
AVERAGE NIGHTS  
PER YEAR IN A HOTEL



James L. Parker



## FEATURED SECTIONS & CLASSES AT THE 2012 DEVON HORSE SHOW & COUNTRY FAIR

- \$100,000 Grand Prix of Devon, Thursday Evening, May 31
- \$50,000 Open Jumper Stake, Saturday Evening, June 2
- \$32,000 Junior Hunter Section, Thursday, May 24 - Saturday, May 26
- \$20,000 Amateur Owner Hunter Section, Friday, June 1 - Saturday, June 2
- \$20,000 Open Jumper - Gamblers' Choice, Friday, June 1
- \$20,000 USHJA Hunter Derby, To Be Determined
- \$10,000 Open Jumper - Hit & Hurry, Wednesday, May 30
- \$7,500 Open Jumper - Time First Jump Off, Tuesday, May 29

## OTHER SPECIAL EVENTS AT DEVON

Black Tie & Boots Ball, Saturday, May 5

First Night at Devon - Art Gallery Opening, Wednesday, May 23

Junior Exhibitor Party, Friday, May 25

Devon Dog Parade, Monday, May 28

Ladies Day Hat Parade, Wednesday, May 30

## SUMMARY

**Demographics:** Horse show exhibitors and spectators entertain, travel often, and own multiple homes. Because of their education, income, professions and age, they represent the perfect demographic targeted by businesses wishing to reach individuals who make buying and investing decisions.

**Entertainment:** Devon is the perfect place to showcase your business and to entertain prospective clients, existing clients, and employees. Your sponsorship package may include a range of opportunities from daily tickets to a private box holder reception, a box for six in the Main Grandstand, and an evening or afternoon in the VIP Equestrian Suite.

**Visibility:** With over 100,000 spectators in attendance, Devon is an ideal venue to reach a large audience. Sponsorship of the Grand Prix provides our highest level of visibility. With opportunities ranging from the Internet, print media and on-site signage, your company will enjoy an association with one of the area's most visible charitable events.

**Community:** Over 2,000 dedicated volunteers and loyal supporters help make Devon a success each spring. Since 1972, it has donated more than \$14 million to the Bryn Mawr Hospital. Sponsorship of Devon demonstrates a high-level of commitment to our community.



In 2010, the National Horse Show Hunter Hall of Fame recognized Devon as the Horse Show of the Year for the second consecutive year. Devon has captured this national title over fifty percent of the time since it was first awarded in 1995.



Devon has become just the fourth American horse show to be honored with the designation as a USEF Heritage Competition. This award is reserved for those competitions that have been in existence for more than a quarter century, promoted and grown the equestrian sport, and made a contribution to the community outside the gates of the horse show by achieving, maintaining and promoting the equestrian ideals of sportsmanship and competition.



---

In 1914, Devon was the largest outdoor horse show ever held, and it remains the largest outdoor multi-breed competition in the United States today.

---



---

Jumping events have become the favorite of spectators and riders alike. The Thursday Grand Prix continually draws record standing room only crowds.

---



James L. Parker



James L. Parker



Brenda Carpenter

THANK YOU! FOR MORE INFORMATION, PLEASE CONTACT:

**Devon Horse Show & Country Fair Sponsorship Committee**

Phone: 610-964-0550

Email: [sponsorship@devonhorseshow.org](mailto:sponsorship@devonhorseshow.org)