

ONE HUNDRED AND TWENTY-FIRST YEAR

DEVON



HORSE SHOW & COUNTRY FAIR
FOR THE BENEFIT OF BRYN MAWR HOSPITAL



MAY 25 - JUNE 4
2017

SPONSORSHIP
OPPORTUNITIES



Steeped in rich heritage dating back to 1896, the Devon Horse Show and Country Fair continues its glorious tradition as the oldest and largest outdoor multi-breed competition in the United States.

With the grandeur of Philadelphia's prestigious Main Line setting the stage, the event features a world class field that annually ranks among the most prominent internationally.

Devon started as a one-day show in 1896. Now, more than a century later, it has become the oldest and largest outdoor multi-breed competition in the United States. In years past, Devon has hosted the Selection Trials for the Olympic, Pan-American and World Equestrian Games. Most recently, Devon was chosen as one of the Selection Events for the 2012 Summer Olympics. While it draws top exhibitors from around the world, the event continues to reflect the local trade and lifestyles of the Philadelphia Main Line.

With more than 100,000 spectators attending each spring, Devon is an ideal place to reach a large and sophisticated audience comprised of horsed 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 First Night at Devon.

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. Between 2010 and 2012, state of the art footing was installed in the Dixon Oval, Gold Ring and the schooling area.

The Country Fair has also renovated and reimagined some of its most significant spaces. In 2016, the brand-new Devon Club was built. This beautiful new, climate-controlled space is perfect for entertaining as many as 120 people in the main room and an additional 50 people in the room overlooking the Gold Ring. With sweeping views of the Devon showgrounds, the Devon Club is the ultimate in on-site entertainment.

Sponsorship demonstrates a willingness to help promote an extraordinary event that is thriving well into its second century.

**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

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.

THE DEVON CLUB

Outside the arena, the Devon Club is where all the action takes place and presents a sophisticated, elegant atmosphere for high-level entertainment. The Devon Club's top sponsorship level offers customizable approaches to activating your sponsorship during the premier event. The Devon Club is also available for day and evening special events during the show's 11 day program.

TITLE SPONSOR OF FEATURED CLASS

Title sponsorship of a class such as the Open Jumper Stake, the Speed Stake, 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

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

SECTION / DIVISION SPONSOR

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

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

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- ⌘ **Custom Jump Built** – A jump will be built featuring your brand and used in the Dixon Oval during the 2016 Devon Horse Show. The jump will be stored for one year, receive standard maintenance and be marketed to other shows.
- ⌘ **Custom Jump** – Your branded jump will be used in the Dixon Oval during the Devon Horse Show and the Devon Fall Classic.
- ⌘ **Free Off-Site Parking Shuttle** – will be used to transport spectators and volunteers to and from the show grounds.

For more information, or to create your Devon Sponsorship Package:

miriam@devonhorseshow.org

610-357-6490



PROMOTIONAL

- Official Category sponsorship
- Title sponsorship of a competitive class
- Private reception for box holders, exhibitors, or volunteers (Cost incurred by sponsor)
- Custom jump signage (Cost 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 and hats
- Name and logo on Jump Crew shirts

ADVERTISING

- Ad in the Exhibitor Prize List (Distribution 2,500)
- Ad in the souvenir Show Program and Daily Schedule
- Logo inclusion in the social media; press releases and digital newsletter
- Logo and link on the website Logo throughout each day on the electronic scoreboard

ENTERTAINMENT

- On-site corporate entertaining in the committee stand (25+ guests)
- The Devon Club: On-site hospitality is available at the highly sophisticated venue where your guests will enjoy the highest level of the Devon experience
- Private Box for six guests.
- Private Ringside Table for five guests
- VIP passes allowing entry to The Hospitality Room (5-7pm, Saturday-Saturday)
- Invitations to VIP parties and events
- General Admission & Reserved Tickets
- Reserved VIP Parking

ADDITIONAL EXPERIENCES

- Private back barn tours
- Ride atop an antique carriage in the Dixon Oval
- Have something in mind? Ask us! Custom packages and experiences available.



The Country Fair offers marketers a lively, unique way to target their key audiences through intimate events providing strong visibility. Sponsors of the Horse Show often complement their efforts by adding key events for year round promotion.

FIRST NIGHT AT DEVON

May 24, 2017
 Attended by close to 300 art lovers, this premiere event is held the night before the opening of the show. Sponsors enjoy targeted visibility to this desired demographic.
 Deadline: April, 2017

LADIES DAY

May 31, 2017
 Attended by nearly 300 women of all ages, this fun day includes the iconic Hat Contest and the popular new Ladies Day Tea
 Deadline: April, 2017

CHILDREN’S DAY

June 4, 2017
 On our last day of the show, it’s all about families and children. The “Itty Bitty Hat Parade” is one of the highlights.
 Deadline: April, 2017

PROMOTIONAL

- Inclusion in the Philadelphia and Main Line press releases
- Banner recognition during specific event
- Inclusion in all mailings(invitations and programs for the event)
- Inclusion in online marketing and calendar listings
- Ability to provide giveaways for event

ADVERTISING

- Logo link on Devon website
- Inclusion in promotional posters

ENTERTAINING

- VIP tickets to the First Night at Devon
- Ability to “welcome” attendees at the First Night

IN KIND SPONSORSHIP OPPORTUNITIES

- Wine, liquor, beer and other beverages
- Printing services
- Event entertaining
- Floral and décor



The Fall Festival has become a “go-to” destination for families and music lovers. The Festival offers three days of live music featuring some of the best regional artists. Great food, wonderful shopping, and rides and games for kids of all ages round out this fun-filled event for the entire family.

The Devon Fall Classic, our exciting all-jumper show, will be celebrating its 6th year in September 2017. In 2012, this new, four day show exceeded all expectations. In its sophomore run, the show put down roots as it drew 400 exhibitors from the mid-Atlantic region and thousands of spectators and festival-goers from the local community. In addition to the \$25,000 Devon Fall Classic, the Open Speed Stake, the Show Jumping Hall of Fame Classic and the Zone 2 Jumper Finals, the show continues to grow and more classes have been added to accommodate the increased level of interest of some of the top professional and amateur riders in the area.

The Fall Classic presents a unique opportunity for businesses to market to not only local customers, but to the growing equestrian community as well. Sponsorships are available at all levels, including advertising and corporate entertaining opportunities. Become our presenting sponsor, or opt to be a title, class or jump sponsor. We will create a package customized to your sponsorship needs.



DEVON HORSE SHOW & COUNTRY FAIR PROFILE

- Eleven-day Show: offers sponsors varied opportunities for multi-day exposure over a wide range of events and audiences
- \$10 Million Local Economic Impact
- More than \$450,000 in Prize Money distributed each year to exhibitors
- Devon by the Numbers:
 - 1,500+ Exhibitors
 - 100,000+ Spectators
 - 2,000+ Volunteers
 - 60+ Vendors

Demographics:

- Population: 749,656
- Households: 288,626
 - \$100k+ Households: 96,389

General Equestrian Demographics

Equestrian competitors and enthusiasts constitute an ideal market for high quality products and services. The American Horse Council indicates that the industry has a \$102 billion impact on the economy annually. As a group, they are well educated, employed, and 40%+ have a net worth of over \$500,000. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Further, with the continued expansion of social media, riders, trainers, and owners are exerting an increasing amount of influence and buying power.

Beneficiary

Since 1919, Devon Horse Show & Country Fair has benefitted Bryn Mawr Hospital. In the nearly 100 years of this special partnership, Devon has donated over \$47 million dollars to the hospital, making it by far the single largest donor. Currently, Devon is in year 4 of a five-year, \$2 million pledge to BMH, with more than \$500,000 donated in 2016. Devon's donation has aided in a number of crucial projects, including the construction of the Comprehensive Breast Center, the expansion of the Emergency Department, and the purchasing of numerous pieces of equipment including NICU and ICU resources.

Website: 9,000 – 15,000 clicks per day during the show and increasing yearly, 250,000+ unique visitors over the past year, a 48% increase.

Live Webcast:

2016 Live Webcast Total Video Plays: 89,415
Live Stream: 66,442
On Demand: 38,160
Page Views: 474,546

Social Media:

Facebook "Likes": 26,207
Twitter Followers: 1,049
Instagram Followers: 2,082
Facebook Total Reach:
- Rose from 730,520 (2013) to 1,826,652 (2014)

eNewsletter: 14,595 active contacts



THE GRAND PRIX OF DEVON

Since 1978, the Grand Prix of Devon has consistently been one of American equestrian sport's most high-profile destinations.

Winners of the Grand Prix of Devon have gone on to represent the United States in the Olympics, Pan-American Games, and World Equestrian Games.

Each year at Devon, 'Grand Prix Thursday' features a sold-out, standing-room-only atmosphere, where spectators and riders alike embrace the exhilarating energy of Devon under the lights.



Grand Prix Night offers the most exclusive opportunities for sponsors, featuring the best in corporate hospitality and an unforgettable experience.

Be a part of the tradition – be a part of the Grand Prix of Devon!





SUMMARY:

Demographic: Horse show exhibitors and spectators entertain, travel, 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 one of our five Grandstands, and an evening or afternoon in the Sponsor Suite overlooking the historic Dixon Oval or in the prestigious Devon Club.

Visibility: With more than 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 Web, print & social media and on-site signage, your company will enjoy an association with one of the area's most visible charitable events.

Community: More than 2,000 dedicated volunteers and loyal supporters help make Devon a success each spring. Devon has donated approximately \$47 million to its beneficiary, Bryn Mawr Hospital. Sponsorship of Devon demonstrates a high-level of commitment to our community.

NATIONAL SHOW HUNTER



The National Show Hunter Hall of Fame has recognized Devon as a Horse Show of the Year nominee consistently for the last 14 years.



Devon was the fourth horse show to be honored as a USEF Heritage Competition. This designation reflects endurance, dedication to philanthropic efforts and positive impact on the community.



Devon has been ranked as a Top Ten horse show every year by the North American Riders' Group annual Top 25 listing.



THANK YOU! FOR MORE INFORMATION, PLEASE CONTACT:

Miriam Volikas

Devon Horse Show & Country Fair Sponsorship

610-357-6490

miriam@devonhorseshow.org

www.devonhorseshow.org

