

ONE HUNDRED AND TWENTY-SECOND YEAR

DEVON



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

MAY 24 - JUNE 3
2018
SPONSORSHIP
OPPORTUNITIES





Steeped in rich heritage dating back to 1896 and located in the heart of Philadelphia's prestigious Main Line, the Devon Horse Show and Country Fair continues its glorious tradition as the oldest and largest outdoor multi-breed competition in the United States, featuring a world-class field that annually ranks among the most prominent internationally.

Devon began as a one-day show in 1896. Now, more than a century later, it has become the oldest and largest outdoor, multi-breed equestrian competition in the United States. In 2016, Devon significantly increased its global exposure and sophistication by qualifying for inclusion in the International Federation of Equestrian Sports (FEI) competitions. This distinction affords competitors the ability to qualify for the FEI World Equestrian Games, offered every four years at different locations worldwide. Devon's jumper class competitors can now earn points to secure significant prize money and enable them to compete in the most intensive competition in the world of show jumping. The positive impact of FEI ranking on Devon's sponsors cannot be overstated!

The excitement and exposure of the Devon Horse Show, both locally and globally, increased noticeably during 2016. The purse for the main show event of the year, Devon's wildly popular Grand Prix competition, was increased to \$225,000, resulting in the fastest sell out of tickets in Devon's history. The Grand Prix event was also expanded to three days instead of the usual one day, offering the Grand Prix sponsor a valuable opportunity for maximum visibility. With the advent of the FEI ranking, the Devon Horse Show has become not only one of the most important shows in the country, but also in the world. The increased quality and quantity of visibility for Devon Horse Show sponsors, of which there are a limited number of opportunities, has always been compelling, and the new FEI ranking will ensure that this quality will continue to grow year after year.

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

In 2016, the brand-new Devon Club was also opened to great fanfare. This beautiful, climate-controlled, luxurious location is perfect for entertaining as many as 165 people overall. With sweeping views of the Devon showgrounds, delicious food, and beverages served in a genteel and exciting atmosphere, the new Devon Club is the ultimate in on-site entertainment!

With more than 125,000 spectators attending each spring, Devon is an ideal place to reach a large and sophisticated audience, comprised of horse enthusiasts, professionals, foundations and families - many of whom have attended the show for generations. Sponsorship at Devon demonstrates to all a willingness to help promote an extraordinary event that is thriving well into its second century for the benefit of Devon's beneficiary, Bryn Mawr Hospital - one of the oldest and most respected of Philadelphia's major hospitals.

SPONSORSHIP OPPORTUNITIES

SHOW SPONSOR OF DEVON HORSE SHOW & COUNTRY FAIR

Overall show 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 Sapphire Grand Prix of Devon.

GRAND PRIX SPONSOR

Title sponsorship of the three days of Grand Prix jumping competitions enables a sponsor to pluck the jewel from the crown of Devon's main spring show. These events will continue to gain increasing global exposure due to the new FEI ranking and draws the biggest, most sophisticated crowd of the show during the final competition, held on the last Thursday night of the show. Sponsorship of one or two of the other days of competition is also possible for sponsors wishing to be recognized during a part of these exciting competitions.

TITLE SPONSOR OF FEATURED CLASS

Title sponsorship of a class such as the new Arena Eventing at Devon, FEI Jumping, Carriage Marathon, Open Jumper Stake, Speed Challenge, 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.

EXCLUSIVE CATEGORY 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 three days of exposure at the show and providing options for corporate hospitality. Sections/Divisions are for example: Coaching, Pony Hunter, Jr. Hunter, Jr. Jumper, Adult Jumper, and more.

CLASS SPONSOR

Class sponsorship offers outstanding opportunities to choose among various classes such as, Hunter/Jumper, Leadline, Ladies' Side Saddle, and more. 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, Junior Weekend and several others.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

First Night, Ladies Day, USEF Live Stream, Custom Jumps, Memorial Day, Exhibitor Hospitality.

**For more information, or to create your Devon Sponsorship
Package: Jen Glick, Development & Sponsorship**

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PROMOTIONAL

- Exclusive Category sponsorship
- Title sponsorship of a competitive class
- Private reception for box holders, exhibitors, or volunteers
- Custom jump signage
- 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) Deadline for copy January, 10
- Ad in the souvenir Show Program and Daily Schedule. Deadline for copy April, 1
- USEF Live Stream sponsorship to 87 countries and thousands of viewers
- 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 (50 guests)
- The Devon Club: On-site hospitality is available at the highly sophisticated venue where your guests will enjoy the Devon experience in style. (165 guests maximum)
- Private Box for six guests.
- VIP passes allowing entry to the Hospitality Room (5pm-7pm)
- Invitations to VIP parties and events
- General Admission & Reserved Tickets
- Reserved VIP Parking
- After-hours parties: Country Fair area & Devon Club
- Popular Clydesdales Corner pub

ADDITIONAL EXPERIENCES ARE AVAILABLE

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



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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, 1

LADIES DAY

May 31, 2017

Attended by nearly 300 women of all ages, this fun day includes the iconic Ladies Hat Contest with celebrity judges and extensive press and media coverage

Deadline: April, 1

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, 1

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
- Event entertaining
- Floral and décor



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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.



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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 \$500,000 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

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: 32.1k
Twitter Followers: 3.4k
Instagram Followers: 16.1k
Facebook Total Reach:
- Rose from 730,520 (2013) to 1,826,652 (2014)

eNewsletter: 15k+ active contacts

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 \$400,000 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.



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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.

New in 2016 - \$225,000 in prize money and FEI 4* International Ranking

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



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The five-night FEI-Open Jumper class schedule offers the most exclusive opportunities for sponsors, featuring the best in corporate hospitality and an unforgettable experience.



SUMMARY

Income

- Average visitor Household Income is \$323,214.00
- 47% of visitors have a household income in excess of \$150,000.00 per year

Wealth

- 40.3% of visitors have investable assets, excluding their primary residence and company retirement in excess of \$200,000.00
- Average visitor investable assets value is \$5,096,578.00

Education

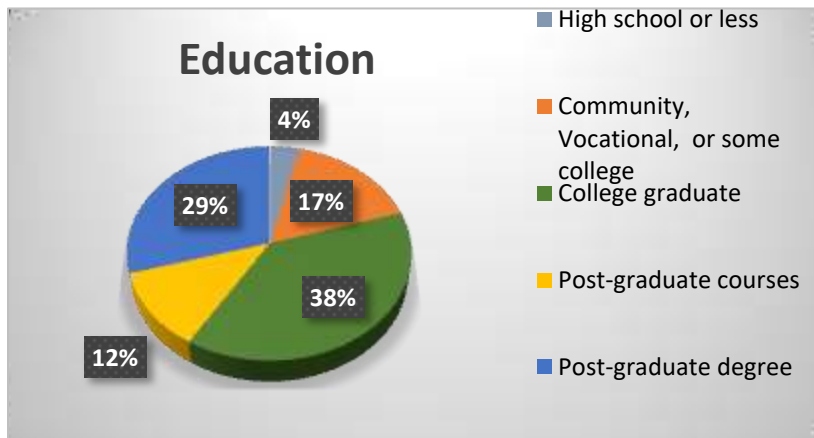
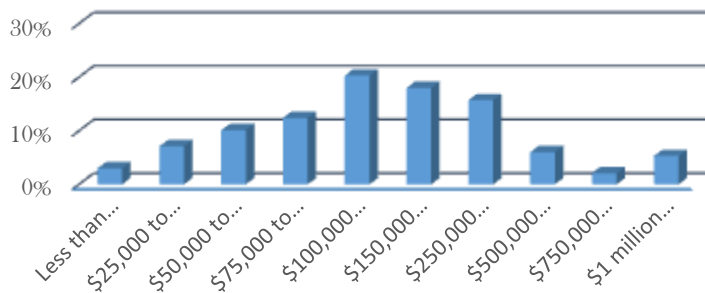
- 79.8% of visitors have a College degree or more advanced
- 29.5% of visitors have a post graduate degree

Geography

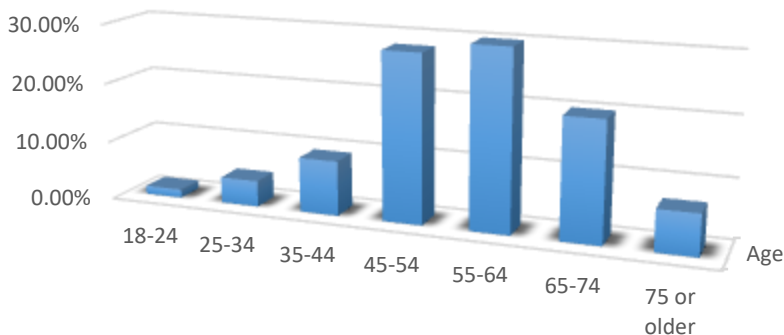
- 77.6% of visitors are from southeastern Pennsylvania

All data is a result of a TRC originally sourced research study conducted 2016

Household Income



Current Ages



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:
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