

# JOIN THE TRADITION!

Photo Credit: Sassy Strides Photography



Exceptional Equestrian  
Competition  
and A Family Friendly  
Country Fair

**2022 Sponsorship  
Opportunities**





## **125 YEARS OF HISTORY AND TRADITION AND BRIGHT PLANS FOR THE FUTURE!**

The first Devon Horse Show was held on July 2, 1896 as a one-day event held at the Devon Race Track and Polo Grounds. The show consisted of thirty classes, the largest class having only ten entries. The fenced-in show ring was constructed on grass and the judges and officials sat in a gazebo in the center. The Devon Horse Show grounds hosts two main rings, the Dixon Oval and the Wheeler Ring. The

Dixon Oval is the main arena surrounded by the grandstands with the famous gateway reading "Where the Champions Meet." The smaller Wheeler Ring hosts the less populous classes such as pony breeding classes, Pessoa Medal, Regular Pony Hunters, as well as Local Hunters.

The Devon Horse Show has in-hand, jumpers, hunters, carriages, gaited events, and arena eventing.



In celebration of our historic 125th Anniversary, the Devon Horse Show & Country Fair will be holding two unique functions:

On Friday, October 8, 2021, the Devon Horse Show and Country Fair (DHSCF) kicked off its 125th Anniversary with an induction ceremony honoring the inaugural "Devon Legends" at the iconic Merion Cricket Club. This is the first time in the history of the distinguished competition at Devon, that the legends of the sport have been recognized. The Devon Horse Show and Country Fair looks forward to annually recognizing the many more legends that have made the event a unique and unparalleled horse show.

Other events leading up to the 2022 show and will culminate in the 125th Anniversary Gala which will be held in the Spring 2022.

All events support our Devon Horse Show & Country Fair Foundation in honor and celebration of our 125 year history.



## **CORPORATE SPONSORSHIP OPPORTUNITIES\***

### **\$100,000 2022 Show Sponsor**

- Sponsor visibility and co-branding for the event
- Evening Entertainment in the prestigious Committee Stand for 60
  - Private daytime table for 4 in VIP Committee Stand daily
  - Premier Class Sponsorship with Trophy Presentation
    - Presenting Sponsor Skybox Banner
      - 8 Sponsor Badges
      - 6 Reserved Parking Passes
      - 150 General Admission Tickets
    - 8 tickets to Devon First Night and Ladies' Day.
- Full Page Color Ad in Prize List and Souvenir Program

### **\$75,000 Platinum Level**

- Entertainment in the prestigious Committee Stand for 50
  - Premier Class Sponsorship with Trophy Presentation
    - Skybox Banner
    - 6 Sponsor Badges
    - 4 Reserved Parking Passes
    - 150 General Admission Tickets
  - 6 tickets to Devon First Night and Ladies' Day.
- Full Page Color Ad in Prize List and Souvenir Program

### **\$50,000 Gold Level**

- Entertainment in the prestigious Committee Stand for 50
  - Premier Class Sponsorship with Trophy Presentation
    - Skybox Banner
    - 6 Sponsor Badges
    - 2 Reserved Parking Passes
    - 125 General Admission Tickets
  - 6 tickets to Devon First Night or Ladies' Day.
- Full Page Color Ad in Prize List and Souvenir Program

\*Most Sponsorship Levels include additional benefits not listed here.



## CORPORATE SPONSORSHIP OPPORTUNITIES CONTINUED\*

### **\$35,000 Silver Level**

- Entertainment in the prestigious Committee Stand for 50
- Class Sponsorship with Trophy Presentation
- Skybox Banner
- 4 Sponsor Badges
- 2 Reserved Parking Passes
- 125 General Admission Tickets
- 4 tickets to Devon First Night or Ladies' Day.
- Full Page Color Ad in Prize List or Souvenir Program

### **\$20,000 Bronze Level**

- Class Sponsorship with Trophy Presentation
- Skybox Banner
- 2 Sponsor Badges
- 1 Reserved Parking Passes
- 100 General Admission Tickets
- 2 tickets to Devon First Night or Ladies' Day.
- Full Page Color Ad in Prize List or Souvenir Program

### **\$10,000 Blue Ribbon Level**

- Class Sponsorship with Trophy Presentation
- 2 Sponsor Badges
- 1 Reserved Parking Passes
- 50 General Admission Tickets
- 2 tickets to Devon First Night or Ladies' Day.
- Full Page Color Ad in Prize List or Souvenir Program

\*Most Sponsorship Levels include additional benefits not listed here.





## **CORPORATE SPONSORSHIP OPPORTUNITIES CONTINUED\***

### **\$7,500 Level**

- 2 Sponsor Badges
- 35 General Admission Tickets
- 2 tickets to Devon First Night or Ladies' Day
- Full Page Black and White or Half Page Color Ad in Prize List or Souvenir Program

### **\$5,000 Level**

- 2 Sponsor Badges
- 25 General Admission Tickets
- Half Page Color Ad in Prize List or Souvenir Program

### **\$2,500 Level**

- 10 General Admission Tickets
- Listing in Program as Sponsor

### **\$3,500 Advertising Sponsorship**

- Half Page Color Ad in Prize List or Souvenir Program
- Logo on Scoreboard and on DHS Website
- Banner in warm-up ring
- Listing in Program as Sponsor

**\*Most Sponsorship Levels include additional benefits not listed here.**

**Please refer to Sponsorship Deck for more detailed information. Custom Sponsorships tailored to your needs are also available.**

**All of the above sponsorship levels include logo on website and on-site digital billboards.**

**Sponsor badges receive daily access to Hospitality Suite from 5-7pm for cocktails and light fare May 29 – June 4, 2022.**

## SPECIAL EVENT SPONSORSHIPS

### **First Night at Devon – Wednesday, May 25, 2022**

\$1,000 up to Presenting Sponsor  
\$10,000

This exclusive premier event attracts over 200 art lovers and philanthropists from the Main Line.

- Sponsor visibility and co-branding for the event
- Tickets to First Night of Devon

### **Community Night – Thursday, May 26, 2022**

\$500 up to Presenting Sponsor \$5,000

This casual community event features local area schools and organizations.

- Sponsor visibility and co-branding for the event
- Ability to set up table in the Picnic Grove
- General admission tickets

### **Junior Weekend – Thursday, May 26, 2022 through Sunday, May 29, 2022**

\$25,000 – Presenting Level

- Entertainment in the prestigious Committee Stand for 60 Friday evening.
- Sponsor visibility and co-branding for Junior Weekend
- Class Sponsorship with Trophy Presentation
- Box for Junior Weekend for 6
- 100 General Admission Tickets
- Full Page Color Ad in the Devon Souvenir Program

### **Children's Tea Party – Sunday, May 29, 2022**

\$500 up to Presenting Sponsor \$2,500

This first-time event in 2019 was such a hit, a second seating has been added for 2022.

- Sponsor visibility and co-branding for the event

### **Memorial Day – Monday, May 30, 2022**

"Tribute to Heroes Sponsor" \$10,000

- Sponsor visibility and co-branding for the Memorial Day activities.
- Box for the afternoon for 6
- 25 General Admission Tickets
- Full Page Color Ad in Devon Souvenir Program

### **Carriage Pleasure Drive – Sunday, May 29, 2022**

\$5,000

Carriages parade through local streets and conclude with awards in the Dixon Oval.

- Sponsor visibility and co-branding for the event
- Ability to present the coaching class trophy
- 15 General Admission Tickets
- ½ Page Color Ad in Devon Souvenir Program

### **Ladies Day – Wednesday, June 1, 2022**

\$1,000 up to Presenting Sponsor  
\$10,000

This highly visible event attracts over 300 elegantly dressed ladies with celebrity judges.

- Sponsor visibility and co-branding for the event.
- Ability to set up table in the Picnic Grove.
- Ladies Day admission tickets.

### **Itty Bitty Hat Parade and Children's Day – Sunday, May 29, 2022**

\$500 up to Presenting Sponsor \$2,500

Hat Parade is behind in the Picnic Grove with children decorating their creations and parading through the grounds. This last day of the show is focused on children and families.

- Sponsor visibility and co-branding for the event

*Special event sponsorships offer sponsors the ability to market to a smaller, specific market. These sponsorships are very flexible in terms of visibility and promotion. Please contact the Sponsorship Committee to discuss your needs.*

### **Naming Rights Available!**

Naming rights are available for the Exhibitor Lounge and other visible venues. Naming rights begin at \$10,000 annually and are provided on a multi-year basis.



## CLASS SPONSORSHIPS

### FEI Classes:

*Special benefits are included with each Sponsorship, inquire for details.*

Jet Run Devon Welcome Stake (Tuesday 5/31 ~ 7:00pm) .....	\$25,000
Devon International Speed Stake (Wednesday 6/1 ~ 7:00pm) .....	\$15,000
Main Line Challenge (Thursday Morning 6/2 ~ 8:00am).....	\$15,000
Sapphire Grand Prix of Devon celebrating its 42nd Year (Thursday 6/2~8:30pm).....	\$100,000
Devon Speed Derby (Friday 6/3 ~ 7:00pm) .....	\$15,000
Idle Dice Open Jumper Stake (Saturday 6/4 ~ 7:00pm).....	\$35,000

### Other Classes:

Arena Eventing (Sunday 5/29 ~ Evening) .....	\$35,000
Carriage Driving Classes Division .....	\$10,000
Young Jumper Section (Classes 261-266) .....	\$5,000
Amateur Owner Jumper (Classes 214-215).....	\$5,000
Adult Amateur Jumpers (Classes 231-234) .....	\$5,000
Show Jumping Hall of Fame Junior Jumper Classic (Class 203).....	\$10,000
Breeding Division Sponsor Sunday 6/5/2022 (all classes) .....	\$15,000
Standard Class Sponsorships (Depending on Class Value) .....	\$750-\$1,500

## PROGRAM ADVERTISING

(see insert)

Your ad in this valuable annual publication is a strong statement that your enterprise is an important part of our local community and our leading local nonprofit organization. Devon Horse Show & Country Fair Program provides long range visibility as the program is not only a valuable resource during the show but is generally kept as a reference by both exhibitors and spectators long after the event is over. The Devon Program is one of the top selling “souvenirs” each year. 1,200 programs are printed each year.



## ENTERTAINMENT OPPORTUNITIES

Devon offers two very unique entertainment opportunities during the show for groups of 25-175.

### VIP Committee Stand

When not reserved for sponsors, this venue is rented for entertainment. It includes sweeping views of the Dixon Oval and accommodates parties of 30-60 persons. All events are fully catered and offer a full top shelf bar as well as professional staff. \$200-\$250/per person. Daytime tables are also available for parties of 4-6 persons- Please contact us for pricing.

### The Devon Club

The Devon Club is located at the corner of Berkeley and Dorset Roads and offers sweeping views of both the Wheeler Ring and Dixon Oval. The venue has two private rooms for parties of 25-175. The Devon Club is climate controlled and guests are served by a professional staff that provides everything needed for a private event. The rental includes high-end catering and a top shelf open bar. \$100-200/per person. This venue is also available for off-season events.

Photo Credits: Brenda Carpenter





## UNIQUE DEMOGRAPHICS

### Show Grounds:

- Number of Boxes: 480
- Number of Exhibitors: 1835
- Number of Horse Entries: 3200
- Number of Horse Stalls: 880
- Number of Volunteers: 2,200+
- Number of Vendors: 70+



More than 126,000 spectators over the 11 day show.

High Income Demographics: Average visitor household income is \$323,214.00. 47% of visitors have a household income in excess of \$150,000.00 per year

High Net Worth Demographics: 40.3% of visitors have investable assets, excluding their primary residence and company retirement, in excess of \$200,000.00.

Higher Education: 79.8% of visitors have a college degree or more advanced degree. 29.5% of visitors have a post graduate degree.

Geographic Distribution: 77.6% of visitors are from southeastern Pennsylvania

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

LiveStream coverage to 57 countries worldwide. 2019 total video plays: 24,302.

LiveStream: 99,068. On Demand: 36,788. Page Views: 474,546

### EXHIBITOR DEMOGRAPHICS:

- 85% Female 66% have a college degree
- Average income of \$185,000
- Average net worth of \$955,000
- Average home value is \$600,000
- 22% own two or more homes
- Own three vehicles
- 40% own a farm; 66% of those are 10 acres or more
- Own an average of four horses
- Compete at least six times per year

[Source: USEF]

### High exposure on social media:



FaceBook  
Followers: 38,229



Twitter Followers:  
3,700



Instagram  
Followers: 22,200



E-Newsletter:  
17,600 active  
contacts.

\$20 million in local economic impact. The Devon Horse Show directly affects the following: Horse training and sales, boarding, stallion services, owners, trainers, groomers, lessons, judging, veterinarian and hospital services, automobile, tourism, restaurants, hotels, and many other local businesses.

Devon Horse Show website has 9,000-15,000 clicks per day during the spring show and 250,000+ unique visitors from spring 2017 through 2018. An increase of 48%.

# WE INVITE YOU TO JOIN US IN CELEBRATING 126 YEARS OF EXCEPTIONAL EQUESTRIAN COMPETITION AND 100 YEARS OF FAMILY FUN!

Beneficiary: Since 1919, Devon Horse Show & Country Fair has benefitted Bryn Mawr Hospital. In the 100 years of this special partnership, Devon has donated over \$47 million dollars to the hospital, making it by far the single largest donor. In 2019, Devon pledged \$2,000,000 over six years for the Bryn Mawr Hospital Inpatient Behavioral Health Service.

The National Show Hunter Hall of Fame has recognized Devon as a Horse Show of the Year nominee consistently for the last 15 years. **In 2019 Devon was name Horse Show of the Year.**

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.

## Thank you to our 2022 Sponsors (alphabetical, as of October 25, 2021)

Amish Country Gazebos	Horseflight
Marilyn & Howard Arbittier	Inn at Villanova
B&D Builders	Land Service USA Inc.
David Auto Group	Malvern Bank
Floor & Decor	Moraga Farms
The Foundation of the Horse	Pure Insurance
The Gochman Family	Renaissance Farms
Hermès	Signature Tutoring
Herr Foods	USEF Network

## DEVON FALL CLASSIC

Sponsorships are available now for the Devon Fall Classic to be held on September 14th - September 18, 2022.

The Devon Fall Classic is an exciting all-jumper show and will be celebrating its 9th year in September 2022. Featuring the \$25,000 Devon Fall Classic, the Open Speed Stake, the Show Jumping Hall of Fame Classic and the Take 2 Thoroughbred.

The Fall Classic, presented by Bryn Mawr Hospital, has become a “go-to” destination for families and music lovers. The Classic offers four days of live music. Great food, wonderful shopping, and rides and games for kids of all ages round out this fun-filled event for the entire family.

All proceeds go to the benefit of the Devon Horse Show Foundation, a nonprofit 501(c)3 organization. The Foundation relies on your support to make the improvements necessary to ensure its position as one of the premier equestrian event facilities in the country and maintain the classic charm of the Country Fair.

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.

We will create a package customized to your sponsorship needs.





**Devon Horse Show**  
P.O. Box 865  
Devon, PA 19333