

JOIN THE TRADITION!



Exceptional Equestrian
Competition
and A Family Friendly
Country Fair

2022 SPONSORSHIP
OPPORTUNITIES



Welcome Prospective Sponsor!

The Devon Horse Show and Country Fair is now in our 126th year. Each year we attract an audience in excess of 125,000 who join us during our eleven (11) day show, this is in addition to our live streaming to over 57 countries worldwide.

Our constituent base of spectators, riders, trainers, and vendors present an opportunity for the exposure of products and services offered by sponsors.

Example of our affluent audience of engaged enthusiasts:

Income: Average visitor household income is \$323,214. 47% of visitors have a household income in excess of \$150,000 per year.

Wealth: 40.3% of visitors have investable assets in excess of \$200,000.

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

This brochure is intended to highlight the many opportunities available to you through our organization. For further information, please contact our Sponsorship Department at 610-964-0550 x219 or by email sponsorship@devonhorseshow.org.

We look forward to hearing from you and being part of the Devon Horse Show & Country Fair.

Sincerely,
Wayne W. Grafton
Chairman & CEO



Devon Horse Show and Country Fair 2022 Board of Directors

2022 Corporate (INC) Board

Wayne W. Grafton, Chairman/CEO
Gail McCarthy, Secretary
Tim Riddle, Treasurer
Jennifer Burger, Director
Andrea Connors, Director
Holly H. Griffin, Director
Wes Hardin, Director
Dr. Robert J. Krebs, Director
Karin N. Maynard, Director
Collin McNeil, Director
Gerard McTear, Director
Carl Meister Jr., Director
Misdee Wrigley-Miller, Director
Thomas A. Riley, Director
Dolly Somers, Director
John Schwarz, Ex-Officio
Gail McCarthy,
Country Fair Co-Chair,
Kathy Moore, Ex-Officio,
Country Fair Co-Chair

2022 Foundation Board

Wayne W. Grafton, Chairman/CEO
Gail McCarthy, Secretary
Joseph D. Blair, Treasurer
Charlene Keller Fullmer, Director
Harry E. Hill III, Director
John R. Ingram, Director
Trevor Johnson, Director
Deborah N. Martin, Director
Dr. Donald J. Rosato, Director
Ann K. Seidel, Director
Joy Slater, Director
Michael G. Tillson III, Director
Kenneth M. Wheeler Jr., Director
Gail McCarthy,
Country Fair Co-Chair
Kathy Moore, Ex-Officio,
Country Fair Co-Chair



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 10 entries. The fenced in show ring was constructed on grass and 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 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 & 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 & 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 will culminate in the 125th Anniversary Gala which will be held April 22, 2022 at the Merion Golf Club, Haverford, PA.

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



CORPORATE SPONSORSHIP OPPORTUNITIES*

\$125,000 2022 Presenting Sponsor

- Sponsorship 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, if available
 - 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, if available
 - 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 and 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

- Class Sponsorship with Trophy Presentation
- Skybox Banner
- 4 Sponsor Badges
- 2 Reserved Parking Passes
- 25 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 Pass
- 15 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 Pass
- 10 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
- 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
- Logo on Scoreboard and Website
- Half Page Color Ad in Prize List or Souvenir Program

\$3,500 Advertising Sponsorship

- Logo on Scoreboard and Website
- Banner in warm-up ring
- Listing in Program as Sponsor

\$2,500 Level

- 10 General Admission Tickets
- Listing in Program as Sponsor

* Most Sponsorship Levels include additional benefits not listed here.

Please request a 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.

Sponsorship 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

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

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

- Tickets to First Night of Devon

Community Night - Thursday May 26, 2022

This casual community event features local area schools and organizations.

\$500 up to \$5,000

- 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 Souvenir Program

Children's Tea Party - Sunday, May 29, 2022

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

\$500 up to \$2,500

- General admission tickets

Memorial Day - Monday, May 30, 2022

Tribute to Heroes Sponsor \$10,000

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

Carriage Pleasure Drive - Sunday May 29, 2022

\$5,000

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

- Ability to present the coaching class trophy
- 15 General Admission Tickets
- 1/2 Page Color Ad in Devon Souvenir Program

Ladies Day - Wednesday, June 1, 2022

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

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

- Ladies Day admission tickets

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

\$500 up to \$2,500

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 ~ Evening)	\$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 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. Each year, the Devon Program is one of the top selling “souvenirs” with over 1,200 printed.



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/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 Berkley and Dorset Roads and offers sweeping views of both the Wheeler Ring and the Dixon Oval. The venue has two private rooms for parties 25-150. 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. \$150-\$300/per person. This venue is also available for off-season events.



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.

Geographical 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



Twitter



Instagram



E-Newsletter

Followers:	41,072	3,700	23,900	17,600 active contacts
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\$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 relationship, 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 named **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 January 11, 2022)

Amish Country Gazebos	Floor & Decor	Malvern Bank
Marilyn & Howard Arbittier	Foundation of the Horse	Moraga Farms
A.J. Blosenski	The Gochman Family	Pure Insurance
B&D Builders	Hermes	Renaissance Farms
Breakaway Farm	Herr Foods	Signature Tutoring
Courtyard by Marriott, Devon	Horseflight	USEF Network
David Auto Group	Human Touch, LLC	Voltaire Design
Extended Stay America, Malvern	Land Service USA Inc.	Wasserman Foundation
Fairfield by Marriot, Great Valley		

DEVON FALL CLASSIC

Sponsorships are now available for the Devon Fall Classic to be held September 15th - 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 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 by your sponsorship needs.





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