

DEVON HORSE SHOW & COUNTRY FAIR

# JOIN THE TRADITION!

2023 SPONSORSHIP OPPORTUNITIES



## Welcome Prospective Sponsor!

The Devon Horse Show and Country Fair is on the cusp of our 127th 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  
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 more information, please contact our Sponsorship Department at 610-964-0550 x219 or by email [sponsorship@devonhorseshow.com](mailto:sponsorship@devonhorseshow.com).

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

Sincerely,  
Wayne W. Grafton  
Chairman & CEO



## Devon Horse Show and Country Fair 2023 Board of Directors

### 2023 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

Collin McNeil, Director

Gerard McTear, Director

Carl Meister Jr., Director

Misdee Wrigley-Miller, Director

Thomas A. Riley, Director

Elizabeth S. Wright, Director

John Schwarz, Ex Officio

Beth Previti, Ex Officio

Deborah N. Martin, Ex Officio

Kathy Moore, Co-Chair,

Country Fair

### 2023 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

Dr. Donald J. Rosato, Director

Ann K. Seidel, Director

Joy Slater, Director

Michael G. Tillson, III, Director

Kenneth M. Wheeler Jr., Director

Michael Criscuolo, Ex Officio

Deborah N. Martin, Ex Officio

Kathy Moore, Co-Chair,

Country Fair



## **127 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 more 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.

The Devon Horse Show & Country Fair is America's oldest and longest-running multi-breed outdoor horse show. Devon is a community fixture and a global tradition. With the storied grandeur of Philadelphia's Main Line setting the stage, we invite you to join us as we celebrate the Devon legacy and carry it on for generations to come.

## **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.





## **MAY 25th - JUNE 4th, 2023**

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

#### **\$125,000 2023 Presenting Sponsor**

- Sponsor visibility and co-branding for the event
- Entertainment in the prestigious Committee Stand for 60
  - Private 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
  - 175 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.

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

# **MAY 25th - JUNE 4th, 2023 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 Passes
- 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 Passes
- 10 General Admission Tickets
- 2 tickets to Devon First Night or Ladies' Day.
- Half 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
- Half Page Black and White or Quarter Page Color Ad in Prize List or Souvenir Program

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

- 2 Sponsor Badges
- Logo on Scoreboard and Website
- Quarter 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 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 28 – June 3, 2023.



## SPECIAL EVENT SPONSORSHIPS

### **First Night at Devon – Wednesday, May 24, 2023**

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

This 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 25, 2023**

\$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 25, 2023 through Sunday, May 28, 2023**

\$25,000 – Presenting Level

- Entertainment in the prestigious Committee Stand or Devon Club for 60 Friday evening, if available..
- 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 28, 2020**

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

This event is such a hit, a third seating has been added for 2023.

- Sponsor visibility and co-branding for the event

### **Memorial Day – Monday, May 29, 2023**

“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 28, 2023**

\$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, May 31, 2023**

\$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, June 4, 2023**

\$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 5/30 ~ 7:00pm) .....	\$25,000
Devon International Speed Stake (Wednesday 5/31 ~ 7:00pm) .....	\$15,000
Main Line Challenge (Thursday Morning 6/1 ~ 8:00am).....	\$15,000
Sapphire Grand Prix of Devon celebrating its 43rd Year (Thursday 6/1~8:30pm).....	\$100,000
Devon Speed Derby (Friday 6/2 ~ 7:00pm) .....	\$15,000
Idle Dice Open Jumper Stake (Saturday 6/3 ~ 7:00pm) .....	\$35,000

### Other Classes:

Arena Eventing (Sunday 5/28 ~ 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 6/4/2023 (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.





## EXCLUSIVE SPONSORSHIPS

### Daily Exhibitor Social Hour

**\$2,500/day, total of 7 available.**

Held daily Sunday, May 28, 2023 - Saturday, June 3, 2023 from 5-7pm in the Exhibitors' Lounge by the Groom's Kitchen and back gate. Includes PA announcements, logo on website and all onsite digital boards, and welcome signage on the day of your sponsorship.

### Exhibitor Bag

**\$5,000**

Distributed to every exhibitor, your company logo will be displayed on the front and designed with colors of your choice. Includes PA announcements, logo on website and all onsite digital boards.

### Photo Booth

**\$5,000**

A fun digital photo booth that provides prints for Exhibitors to commemorate their participation in the 2023 event. Your logo/name will appear on signage at the photo booth as well as receive PA announcements, logo on website and all onsite digital boards.

### Bootshine

**\$5,000**

A popular complementary professional service to riders for a few hours per day. Your logo/name will appear on signage at the bootshine location, as well as receive PA announcements, logo on website and all onsite digital boards.

### Boxholder Reception

**\$7,500**

Boxholder Reception held on a date TBD from 5-7pm at the Devon Club. Includes an opportunity to meet 175 boxholders. Your logo/name will appear on signage at the cocktail reception as well as receive PA announcements, logo on website and all onsite digital boards.

*Have something in mind? Ask us! Custom packages and experiences available.*

Photo Credits: KIND Media LLC and Brenda Carpenter



## UNIQUE DEMOGRAPHICS

### Show Grounds:

- Number of Boxes: 460
- Number of Exhibitors: 1835
- Number of Horse Entries: 3000
- Number of Horse Stalls: 880
- Number of Volunteers: 2,200+
- Number of Vendors: 70+



More than 125,000 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. 2022 total video plays: 112,452.

LiveStream: 85,620. On Demand: 26,832. 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: 43,966



Twitter Followers:  
3,700



Instagram  
Followers: 26,482



E-Newsletter:  
20,950 active  
contacts.

\$18 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 127 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 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 current 2023 Sponsors (alphabetical, as of October 10, 2022)**

Baldwin School  
Brightview Senior Living  
Clementina Brown  
EMO Insurance  
Gochman Family/Baxter Hill Farm  
Goshen Hill  
Herr Foods Inc.  
Horseflight

Jaguar Land Rover Main Line  
Lee Kellogg Sadrian  
Kindle Hill  
Markel Service Incorporated  
Patient First  
PURE Insurance  
St. Brides Farm  
Voltaire Design

## **DEVON FALL CLASSIC**

Sponsorships are available now for the Devon Fall Classic to be held on September 14 – 17, 2023.

The Devon Fall Classic is an exciting all-jumper show and will be celebrating its 10th year in September 2023. Featuring the \$25,000 Devon Fall Classic, the Open Speed Stake, the Show Jumping Hall of Fame Classic and the Zone 2 Jumper Finals.

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 to your sponsorship needs.







**Devon Horse Show & Country Fair**

P.O. Box 865  
Devon, PA 19333