



THE DEVON HORSE SHOW &  
COUNTRY FAIR

2024  
SPONSORSHIP







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# ABOUT US

The Devon Horse Show & Country Fair (DHSCF) is America's oldest and longest-running multi-breed outdoor competition in North America. It has achieved the highest rating afforded by the governing organization, US Equestrian Federation (USEF). The annual event attracts an impressive crowd of over 125,000 attendees, and it features a thrilling competition with more than 3,400 horses vying for a share of nearly \$1 million in prize money.

Held annually since 1896, 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.





# OUR LEGACY

Our organization brings together world class equestrians and the local Main Line community in a celebration of athletic competition, philanthropy and fun. For many, DHSCF is a family tradition that spans generations and marks the start of summer. In 2024 the 11 day show will commence 23rd May and go through until June 2nd. Whether it is traditional English tea sandwiches or the chance to see champions competing in the ring—there is something truly unique about DHSCF that no other horse show can replicate.



# THE DEVON DIFFERENCE

DHSCF is a renowned Federation of Equestrian Sports (FEI) Competition. It attracts an international audience representing many nationalities. The event's global exposure and sophistication is of tremendous value to event sponsors and vendors. With the event broadcasted across the World to over 57 different countries, this is the perfect opportunity for a high level of brand exposure. Along with the affluent residents of Philadelphia's western region and the Main Line DHSCF attracts a unique and diverse crowd, encompassing all types of audiences that are valuable for your brand.

Sponsorship also demonstrates a willingness to help promote an extraordinary event that benefits Bryn Mawr Hospital, one of the oldest and most respected hospitals in Philadelphia. The Devon Horse Show Foundation is a 501(c)(3), nonprofit\*. The organization is operated to perform the charitable and educational purposes of the Devon Horse Show and Country Fair, Inc. It also supports the maintenance and improvement of the historic Devon Horse Show grounds to ensure its position as one of the premier equestrian event facilities in the world.





# SPECIAL EVENTS



Each year, DHSCF showcases various special events and other offerings on its expansive fairgrounds.

\*Special Event Sponsorships available

- Corporate Gatherings\*
- The First Night at Devon\*
- Ladies Hat Day Competition\*
- Dog Show at Devon\*
- Carriage Pleasure Drive\*
- Memorial Day (Tribute to Heroes)\*
- Junior Weekend\*
- Private parties\*

- Various Culinary Offerings & Gourmet Fare
- Art Gallery
- Midway with Ferris wheel, Carousel, Games, and More
- Live Music & Local Bands
- +50 Boutique Shops
- And much more



# INDUSTRY ACCOLADES

“Horse Show of the Year” by the  
National Show Hunter Hall of Fame  
(NSHHF)

“Hackney/Saddlebred Horse Show of  
the Year” by the United Professional  
Horseman’s Association (UPHA)  
Chapter 15

“Legacy Award” by the Chester  
County Sports Hall of Fame

“Outstanding Volunteer Fundraising  
Group” by the Greater Philadelphia  
Chapter of the Association of  
Fundraising Professionals (AFP)





# OUR AUDIENCE

RIDERS            \$200,000 Average Household Income -  
\$1 Million Net Worth  
+40% Own Farms with 4 or more horses  
and compete 6x Per Year

VISITORS        \$325,000 Average Household Income  
\$5 Million in Investable Assets  
+80% College Degree /+30% Graduate  
Degree

COMMUNITY    Facebook - 44K Followers  
Instagram - 29.5K Followers  
Email - 1.2MM Subscribers





# THE BLUE RIBBON

## \$2,500 – \$7,500

The Blue Ribbon package is an introductory level that is designed for new businesses looking to introduce themselves at the Devon Horse Show and Country Fair. Sponsors at this level have the opportunity to choose from the areas below.

- Print, Digital, and Social Media Advertising
- Event Signage
- Class Sponsorship
- Event Ticket and Parking Pass options







# THE MAIN LINE

## \$10,000 – \$20,000

The Main Line package is the ideal way to further introduce your brand at The Devon Horse Show & Country Fair. Sponsoring at this level earns you a bespoke package incorporating any of the below areas.

- Print, Digital, and Social Media Advertising
- Event Signage
- Special Event Sponsorships
- Class Sponsorship
- Event Ticket and Parking Pass options
- Entertainment, Networking & Hospitality options



# THE 1896

## \$20,000 – \$30,000

The 1896 package provides a more comprehensive way for you to build brand visibility, acquire new customers and encourage others to interact with your business. We will work with you to customize a program to meet your goals.

- Sponsored Jump in the Ring
- Print, Digital and Social Media Advertising
- Elevated Event Signage
- Class/Division Sponsorship
- Event Tickets and Parking Pass
- Special Event Sponsorships
- Entertainment, Hospitality and Corporate event opportunities
- Vendor Space







# THE WHEELER

## \$30,000 – \$50,000

The Wheeler package positions you as a prominent partner of the Devon Horse Show and Country Fair, offering robust marketing and advertising for significant brand exposure. Sponsors at the Wheeler level play a pivotal role in shaping the essence of Devon.

- Print, Digital and Social Media Advertising
- Sponsored Jump in the Ring
- Increased Event Signage
- Class/Division Sponsorship
- Event Tickets and Parking Passes
- VIP Hospitality/Corporate Event Opportunities
- Special Event Sponsorships
- Public Address Announcements
- Jumbotron and Livestream Commercials
- Increased Email Marketing Opportunities
- Vendor Space Opportunity



# THE DIXON \$100,000+

Our Dixon partners are the cornerstone of Devon's historic and world-renowned status. At this premier sponsorship level, you gain access to the highest caliber of marketing and advertising. Dixon Sponsors enjoy the full spectrum of Devon's offerings, including visibility in top-tier competitions, entertainment, advertising, and more!

- Print, Digital and Social Media Advertising
- Sponsored Jump in the Ring
- Increased Premier Event Signage
- Class/Division Sponsorship
- Event Tickets and Parking Passes
- VIP Hospitality/Corporate Event options
- Public Address Announcements
- Jumbotron and Livestream Commercials
- Custom Sponsorship Activations
- Invitation to Sponsor Networking Opportunities
- Social Media and Email Marketing
- All customer marketing opportunities
- Vendor Display Opportunity
- Show Activity Host





# OTHER SPONSORSHIP OPPORTUNITIES



The Devon Horse Show and Country Fair is pleased to offer tailored packages for corporate events, private parties and advertising opportunities.





# SPONSORSHIP CONTACT

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