

# THE 129TH DEVON HORSE SHOW AND COUNTRY FAIR

2025 SPONSORSHIP





# ABOUT DEVON...

The Devon Horse Show & Country Fair (DHSCF) is America's oldest and longest-running multi-breed outdoor competition, drawing over 125,000 attendees and featuring 3,400 horses competing for nearly \$1 million in prize money.

Since 1896, Devon has been a cherished tradition, set against Philadelphia's Main Line. As an FEI competition, DHSCF attracts an international audience, with broadcasts reaching over 57 countries—providing exceptional brand exposure.

Join us as a sponsor to connect with affluent audiences while supporting Bryn Mawr Hospital. Together, we can uphold the Devon legacy for generations to come.

# 129 YEARS OF TRADITION & EXCELLENCE

The Devon Horse Show & Country Fair is a living testament to over a century of equestrian excellence. Since 1896, Devon has captivated generations, becoming a beloved community fixture and a global tradition with deep roots in American history. Set amidst the timeless grandeur of Philadelphia's Main Line, Devon's storied past is one of the reasons it stands out as a prestigious event today. We invite you to join us in celebrating this iconic legacy and preserving its tradition for generations to come.





# OUR AUDIENCE

## **Local Philadelphia & East Coast Presence**

Thousands of attendees from Philadelphia's Main Line community, and top riders and barn owners from Massachusetts to Florida.

## **National & International Audience**

Viewership and participation from across the U.S. and internationally, with a high concentration from Canada, Germany, the UK, along with more than 57 other countries.

## **Extensive Online Viewership**

Almost 150,000 live video views during the 2024 event, with a 43% year-over-year increase. Featured events like the Sapphire Grand Prix garner between 10,000-30,000 viewers on ESPN.

## **Engaged & Diverse Spectators**

Share your brand with a highly engaged and international audience across both in attendance and on digital platforms, including YouTube, Facebook, Instagram, TikTok and LinkedIn.



## THE BLUE RIBBON

### \$2,500 – \$7,500

This package offers an ideal entry point for businesses eager to establish their presence at the renowned DHSCF. This introductory level provides sponsors with the flexibility to choose from a variety of strategic marketing platforms:

- Print, Digital, and Social Media Advertising
- On-site Event Signage
- Class/Division Sponsorship and Award Presentation
- Event Ticket and Parking Passes

# THE MAIN LINE

## \$10,000 - \$20,000

This level is designed for brands seeking to further engage their presence at the DHSCF. Main Line sponsors receive a customized package that includes a range of opportunities:

- Entertainment, Networking & Hospitality Opportunities
- Print, Digital, and Social Media Advertising
- Event Signage
- Special Event Sponsorships
- Class/Division Sponsorship and Award Presentation
- Event Ticket and Parking Passes





# THE 1896

## \$20,000 - \$30,000

This comprehensive partnership elevates your brand visibility, attracts new customers, and fosters meaningful engagement with your business. Receive a strategic marketing program designed to meet your specific goals:

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



# THE WHEELER

## \$30,000 - \$50,000

Position your brand as a prominent partner of the DHSCF, providing a robust marketing and advertising program. Sponsors at the Wheeler level play a significant role in shaping the Devon experience:

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



# THE DIXON

## \$50,000 - \$100,000

This title sponsorship places your brand at the forefront of Devon's historic and world-renowned status. As our most prestigious sponsor, you gain access to the highest caliber of marketing and advertising opportunities, ensuring your brand shines across all facets of the event. Dixon Sponsors enjoy a comprehensive suite of benefits, including exclusive on-site activations, participation in top-tier competitions, entertainment, and extensive promotional activities:

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

# SPECIAL EVENTS

Each year, DHSCF showcases various iconic events for its esteemed attendees to engage with like-minded participants. From local corporations and fashion arbiters to dog lovers and foodies there is something for everyone.

- 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\*
- Culinary Offerings & Gourmet Fare
- Art Gallery
- Midway with Ferris Wheel, Carousel and Games
- Live Music & Local Bands
- More than 50 Boutique Shops





## SPONSORSHIP CONTACT

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