



# Experience Exciting

Ocala Jockey Club International 3-Day Event, November 15-18, 2018 Florida



## SPONSORSHIP OPPORTUNITIES



CLAYTON FREDERICKS  
Australian 2008 Olympic Team Silver  
Medalist, Riding FE Bowman over  
Seminole Fish Jump in CIC3\* in  
2016 OJC International 3-Day Event

"The 2016 event was  
a great showcase of  
eventing and of  
Ocala in the event's  
inaugural year. This  
year, riders will be  
back on their way to  
qualify for the 2018  
World Equestrian  
Games. An event of  
this caliber is yet  
another example of  
why we call Ocala,  
Marion County, 'The  
Horse Capital of the  
World'"

KENT GUINN  
MAYOR OF OCALA

EXPERIENCE DRAMATIC





# OCALA JOCKEY CLUB

## THE VENUE



In the rarified hills of North Central Florida sits an equestrian paradise on 950 acres: The Ocala Jockey Club.

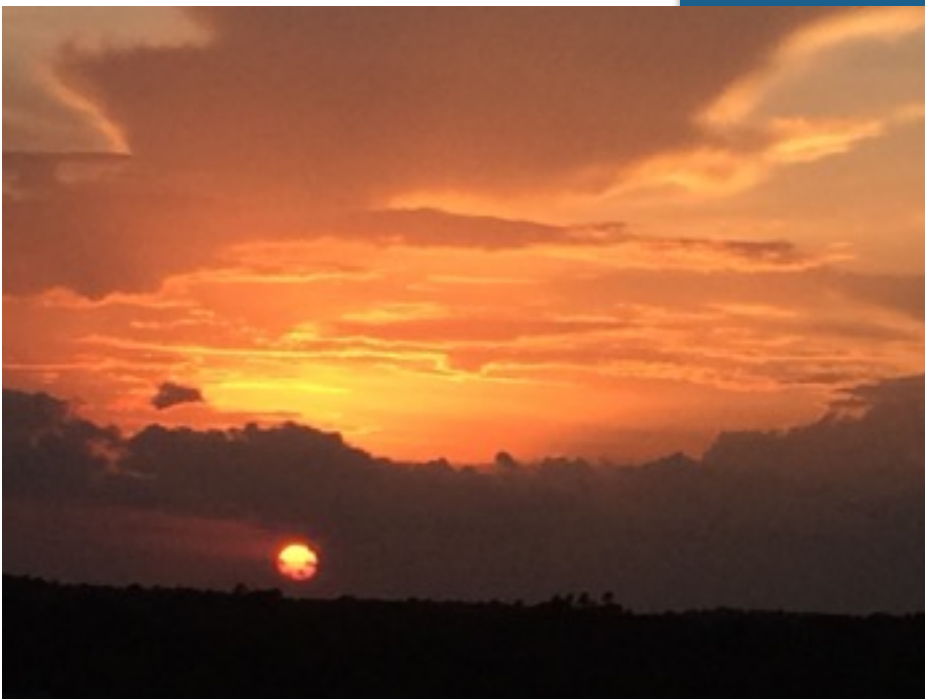
The pastures are unprecedented, sunsets glorious and facilities outstanding. The Ocala Jockey Club, with its rolling hills and old-growth, moss-laden oak trees is a crown jewel in the horse capital of Ocala, Florida.

The Ocala Jockey Club was developed in the early 1980's as a family oriented Thoroughbred horse farm community located on the rich soil and rolling hills of Marion County.

Owners Pavla and Erik Nygaard are building on the Thoroughbred tradition of the farm and recently introduced their new world class Eventing Competition Center to rave reviews.

400 acres of the farm has been developed into a world class Eventing training and competition venue, hosting the Inaugural Ocala Jockey Club 2016 International CIC3\*\*\* in November 2016.

The dramatic cross-country courses, two showcase grass arenas and unique custom jumps were designed and created by top international designers. "Best ever" and "truly first class" reviews by officials, competitors and spectators.



# 3-DAY EVENTING

Eventing is best described as an equestrian triathlon. The sport originated as a cavalry test and is comprised of three phases: dressage, cross-country and show jumping. Eventing tests horse and rider pairs more completely than any other. It is held over several days.

**Eventing is one of the few Olympic sports where men and women compete alongside one another as equals.**

The first phase - **dressage** - shows the graceful partnership of horse and rider through a sequence of movements on the flat. The next phase - **cross-country** - challenges the pair's bravery, fitness and determination as combinations navigate a series of solid obstacles and varied terrain. In the final phase - **show jumping** - pairs must again prove their precision as they clear a course of delicate fences. Competitors accumulate penalty points in each phase, and at the end of the event, the pair with the lowest score takes home top honors.

## THE SPORT ULTIMATE TEST OF HORSE & RIDER

### DRESSAGE

The first of three phases in eventing competition. From the French word meaning "training," dressage was originally created to show the horse's submission and ability to perform intricate movements required for cavalry exercises. Today's dressage still consists of an exact sequence of movements, but now they are ridden in an enclosed arena and scored by a judge or judges. The goal remains very similar, that horse should demonstrate balance, rhythm, suppleness and most importantly obedience based on the riders' cues or "aids."

The dressage phase can prove challenging for an event horse as they are supremely fit. The most tactful riders can harness and direct that energy into a polished and powerful performance.

Scores are combined with the overall collective marks, gaits, impulsion submission and rider, for a total score. Penalty points carry onto the next round, and remember, lowest score wins!





# CROSS COUNTRY

This cornerstone of eventing proves the speed, endurance and jumping ability of the horse over varied terrain and solid obstacles. Riders want to finish with the fewest penalties possible and finishing the course within the prescribed time limit, which is known as optimum time.

Cross-country features solid fences (15-25 for lower levels and 30-40 for upper levels) as well as natural obstacles such as

water, ditches, drops and banks. The phase is ridden at a gallop with exact speed requirements varied depending on the level of competition.

Horses and riders must be at peak physical condition to successfully complete the cross-country phase. Riders condition their equine partners for months in order to reach the fitness required for this ultimate test. Horses must be bold and brave, while riders must carefully control pace in order to not only finish the course in time, but also without expending too much of the horse's energy.



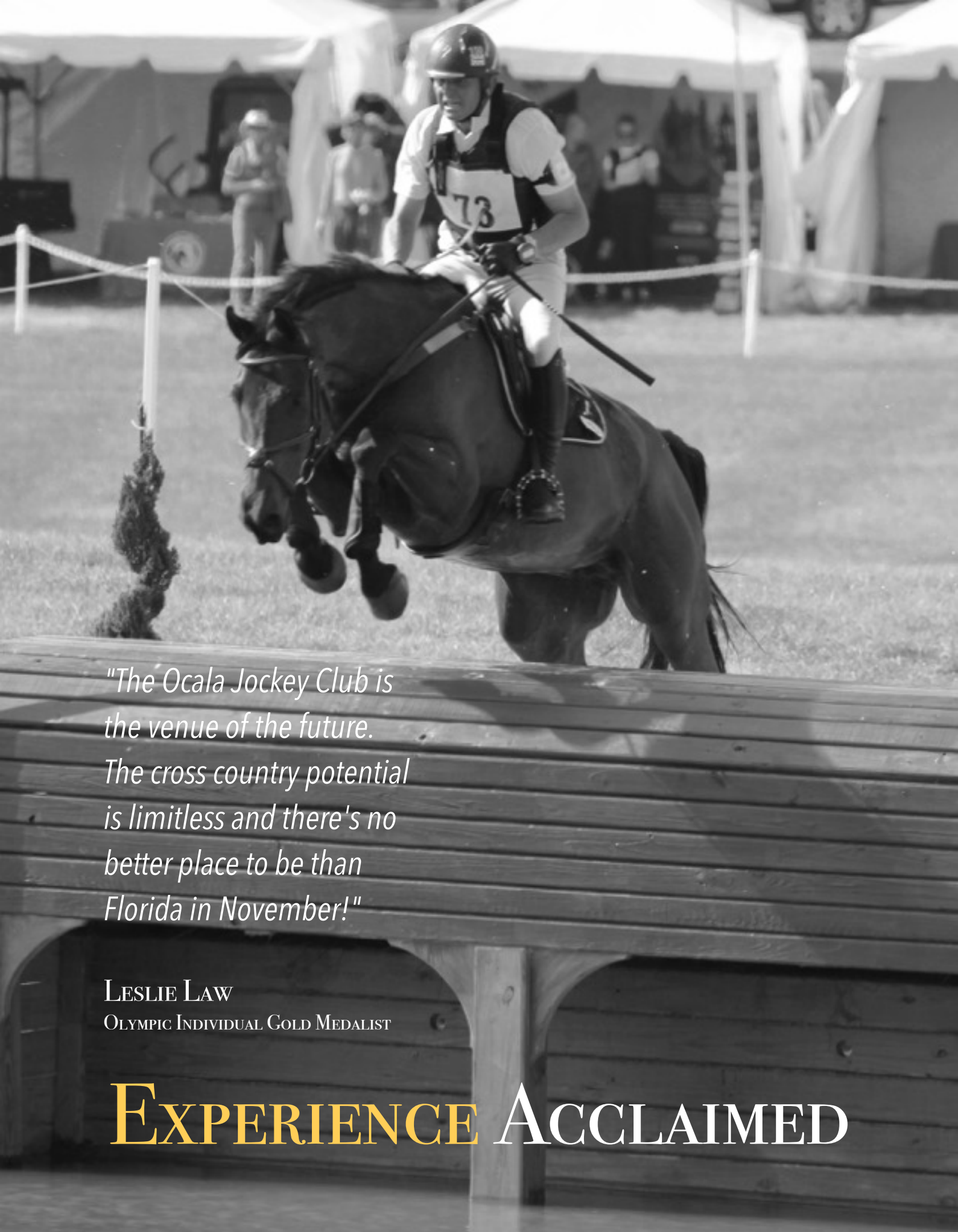
The horse and rider combination with the lowest score at the end of the competition will take home the blue ribbon.



# SHOW JUMPING

The third phase tests horses and riders precision over a series of fences made of lightweight rails which are easily knocked down. This final phase tests the stamina and recovery of the horse after the tiring cross-country phase.

Consisting of 12 to 15 jumps in an enclosed arena, show jumping requires exact riding as the slightest bump could cause a rail to fall, resulting in four penalty points. Scoring is objectively based on a horse's ability to clear each fence on course. The show jumping round also has a time limit. This finale can be a very exciting and heartbreaking experience for spectators as one single rail down could change the final standings dramatically.



*"The Ocala Jockey Club is  
the venue of the future.  
The cross country potential  
is limitless and there's no  
better place to be than  
Florida in November!"*

LESLIE LAW  
OLYMPIC INDIVIDUAL GOLD MEDALIST

EXPERIENCE ACCLAIMED



## Matt Brown & Super Socks BCF Take Ocala Jockey Club CIC3\* Win + Much More

By Jenni Autry on Nov 26, 2016 8:00 pm - 2,107 views



Super Socks BCF. Photo by Jenni Autry

## Ocala Jockey Club Hits THE GROUND RUNNING

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NEWS | EVENTS | SHOWTIMES

### Ocala Jockey Club Hits THE GROUND RUNNING

POSTED ON: 11/27/2016 9:02am

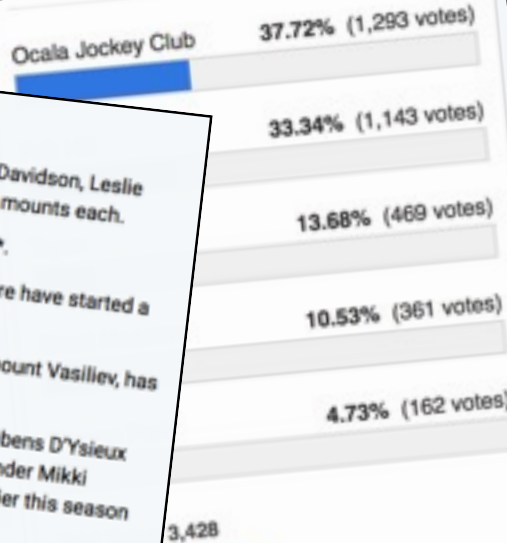
BY: Mary Phelps

TAGS: Eventing Daily, Image Gallery

SHARE



The inaugural Ocala Jockey Club Three-Day Eventing competition, held in northwest Marion County, will feature 116 competitors in three divisions: CCI4\*, CCI3\*, and CCI2\*. Held over the Thanksgiving weekend, which was live streamed on YouTube.



Like 1.9K Share

### Burnett and Halliday-Sharp Close Out Ocala Jockey Club Wins

Reddick, Fla. — Nov. 27 Hannah Sue Burnett admitted her she was full of confidence heading into today's final phase of the Ocala Jockey Club International. Burnett and Halliday-Sharp finished the eventing competition with a score of 10.53% (361 votes).

Lindsay Berreth / Nov 27, 2016 - 10:50 AM

### My Kinda Party Stands Out At Ocala Jockey Club

Kylie Clarkson never had a one-star as a goal until the Ocala Jockey Club International. Kozumplik Murphy suggested she try for one at the eventing competition. Murphy finished the eventing competition with a score of 10.53% (361 votes).

Lindsay Berreth / Nov 27, 2016 - 8:20 AM

### 81 Horses Move Forward After Final Hurdle at Ocala Jockey Club International

Reddick, Fla. - Nov. 27 Sixty-three CCI\* and 18 CCI2\* horses moved forward after the final hurdle at the Ocala Jockey Club International. This morning's eventing competition was held at the Ocala Jockey Club International.

Lindsay Berreth / Nov 27, 2016 - 5:23 AM

### Brown and Super Socks BCF Fly To CIC\*\*\*

Reddick, Fla. — Nov. 26 When the final score was tallied at the Ocala Jockey Club International, Matt Brown and Super Socks BCF finished the eventing competition with a score of 10.53% (361 votes).

Lindsay Berreth / Nov 26, 2016 - 3:52 PM

### The Field

- The field consists of 22 horses ridden by 18 riders. Five riders — Buck Davidson, Leslie Law, Joe Meyer, Doug Payne and Ronald Zabala-Goetschel — have two mounts each.
- Of the 17 riders, 15 (89% of the field) have completed at least one CCI4\*.
- Of the 22 horses, 10 (46% of the field) have completed a CCI4\*. Two more have started a CCI4\* but did not complete.
- Five horses will be attempting their first CIC3\*. Only one, Zach Brandt's mount Vasiliev, has not yet run an Advanced horse trials.
- Two horses are paired up with their riders for the first time at this level. Rubens D'Ysieux will compete with Sara Kozumplik-Murphy after previously campaigning under Mikki Kuchta. Leslie Law will take the reins on Charleston VI, who competed earlier this season with Lexi Scovil.

### Recap: All the Pre-Eventing

6 4:51 pm - 2,246 views

Horse Capital of the World | www.facebook.com/thefirsthorse

WIRE TO WIRE.NET SPECIAL 2016

# Hospitality on the Farm

## Ocala Jockey Club

A new International Three-Day event kicks off in Ocala on Thanksgiving weekend, November 24-27. The event features top hospitality for visitors, families and businesses who want to entertain clients. Admission to the event is free and all three days offer activities and shopping in addition to the horse competition. Tailgating VIP hospitality tickets are also available at [www.OJC3DE.com](http://www.OJC3DE.com).

The 566-acre Ocala Jockey Club was developed as a family-oriented thoroughbred horse farm community located on the rich soil of the county. The Clubhouse is the hub for the stunning sunsets, great food, ambience and tranquil views over the farm in all directions. Owners Pavla and Erik Nygaard are building on the thoroughbred tradition of the farm and creating a world-class eventing center for international competitions, training and teaching, the November event is just one of these opportunities.

"It's important for top-level thoroughbreds to continue to train at the Ocala Jockey Club,



## A longtime thoroughbred center in Ocala home to one of the top-level eventing competitions in the world

By Carlos E. Medina / Correspondent A longtime thoroughbred center in Ocala is home to one of the top-level eventing competitions in the world.

The Ocala Jockey Club in northwest Marion County will pair cross-country course on part of the 950-acre thoroughbred center.

The course will be the jewel of the planned eventing competition, which also includes dressage and show jumping.

"Our land is the perfect eventing terrain and could rival the best in the world. It is the terrain on the vacant parcel to the east of our clubhouse that made me fall in love with the property when I toured all sizes and shapes of farms in Ocala in 2005," said Pavla Nygaard, who owns the farm with husband, Erik.





*"Because of the Ocala  
Jockey Club 3-Day  
Event, eventers came  
to Ocala sooner in the  
season and stayed  
longer. This is great for  
Ocala and the trainers,  
farriers, vets and other  
businesses serving  
these eventers."*

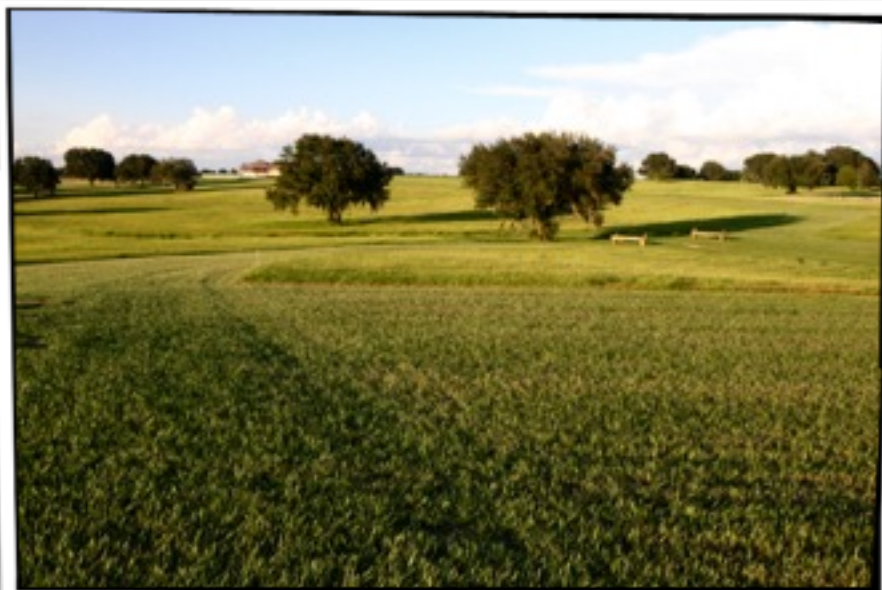
CLAYTON FREDERICKS  
AUSTRALIAN 2008 OLYMPIC  
TEAM SILVER MEDALIST  
2007 CCI4\* ROLEX KY WINNER

EXPERIENCE STUNNING





EXPERIENCE  
BEAUTY  
OF THE  
HORSE  
AND THE  
OCALA  
JOCKEY  
CLUB  
FARM





"The Ocala Jockey Club is one of the up-and-coming premier facilities for eventing in our country as well as the world! The turf as well as the world-class designers make the event special here on the East Coast.

The Clubhouse and the viewing for owners as well as spectators is top notch and something I have not seen at any venue overseas."

**JENNIE BRANNIGAN**

CIC<sub>3</sub>\* WINNER AT THE FORK,  
GREAT MEADOW AND FAIR HILL  
2017 No.1 LADY RIDER OF THE YEAR  
AND No. 3 RIDER OF THE YEAR ON  
THE USEA LEADERBOARD

\*MARCH 2017

Shannon Brinkman Photo

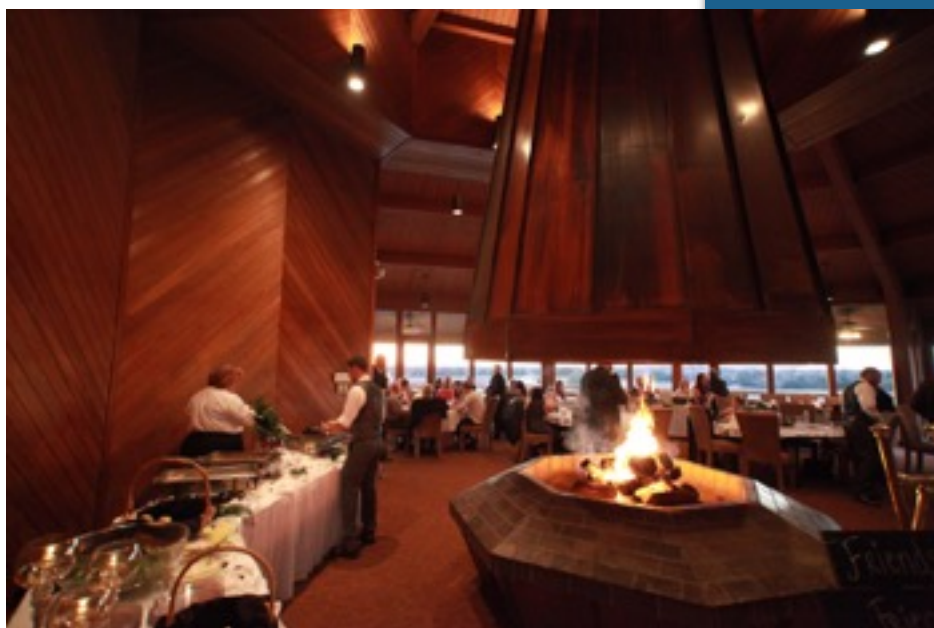
# EXPERIENCE EXCEPTIONAL





# OJC CLUBHOUSE

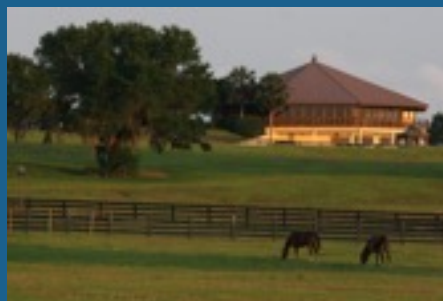
## VIP EXPERIENCE




The center of the equestrian action is the main grass arena designed by acclaimed show jumping designer Richard Jeffery. Dressage and show jumping take place in the arena. Cross-country action crosses the main arena for superb spectator experience.

The Ocala Jockey Club International 3-Day Event offers a highly unique feature with viewing opportunities from the acclaimed Ocala Jockey Club Restaurant as the premier VIP hospitality area.

The 9700 square foot OJC Clubhouse sits 200 feet above sea level, the second highest point in Central Florida. The rolling hills of the Ocala Jockey Club are reminiscent of England and Virginia, and the views from the Clubhouse allow for simultaneous viewing of 270 degrees of multiple cross-country jumping efforts from a single vantage point!



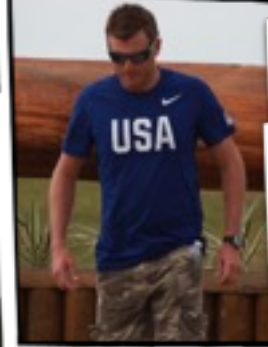


The Ocala Jockey Club 3-Day International Event brings together a showcase of what is good about a winter in Ocala:

- Southern hospitality and friendliness
- Family fun, with games and kid activities
- Entertainment and demonstrations
- Florida sunshine

EXPERIENCE FLORIDA FUN







"The OJC event in 2016 was a huge success and I was very pleased to be a part of it. I think the event can only get better each year, and with the atmosphere and the undulations in the course, it has the feel of European event. I'm sure this will quickly become one of the best events in the USA."

LIZ HALLIDAY-SHARP  
2016 OCALA JOCKEY CLUB  
3-DAY EVENT CCI\* WINNER



EXPERIENCE WORLD CLASS



# THE MISSION & THE MARKET

- Provide exposure to the Ocala Jockey Club and Marion County by running a top-tier, destination 3-Day Event experience of interest to local and out-of-area equestrian enthusiasts.
- Create a reason for a multi-day visit to Ocala to demographics with interest in Central Florida.
- Provide visitors with a positive taste for living in Ocala for the equestrian winter season or year-round
- Present a stepping stone for Ocala to the world stage of equestrian sports and 3-day eventing, attracting world class riders to the OJC 3-Day Event as a qualifier for the 2018 World Equestrian Games
- Attract and engage Ocala business and general audience with the equestrian industry, a significant segment of Marion County's economic impact
- Attract equestrian sport competitors' interest to own and value off-track Thoroughbreds, a benefit to Marion County and America's Thoroughbred farms, trainers and owners

## AUDIENCE REACH

**3,500<sup>+</sup>**

Live Attendees at  
Inaugural 2016 Event

**57,000<sup>+</sup>**

Social Media Post Reach

**150,000<sup>+</sup>**

Earned media exposure in  
printed and online media

**4,000<sup>+</sup>**

Engaged on Social Media

**62,000<sup>+</sup>**

Livestream Viewers

**4,000<sup>+</sup>**

Room Nights

## EQUESTRIAN DEMOGRAPHICS: \*as per US Equestrian Federation

### AFFLUENT


- Average income is \$185,000
- 38% net worth > \$500,000
- 22% own two or more homes
- 40% live on a farm; 66% of those are 10 acres or more
- Average home \$594,000

### ACTIVE

- 30 nights per year in a hotel
- 43% take more than 16 airline trips per year
- 97.3% hold >1 credit card
- Own three vehicles
- 53% own a pick-up truck

### DECISION-MAKERS

- 80% make purchase decisions
- 63% have traded stocks, bonds or mutual funds in the last year
- 85% are women
- 66% have college degrees



The OJC event in 2016 provided \$15,000 in prize funds to participating Thoroughbreds, to attract the use of off-track Thoroughbreds in second careers. Thoroughbred blood provides bravery and stamina needed for cross-country. Off-Track Thoroughbreds need second careers and great owners. It's win-win for both sides.

It worked. 27% of the 2016 OJC Event were Thoroughbreds. Average was just 6.5% in two other Ocala 3-Day events.

LYNN SYMANSKY &  
DONNER

OFF-TRACK THOROUGHBRED  
TRAVELING ALTERNATE PAIR FOR THE  
2016 RIO OLYMPICS U.S. EVENTING TEAM

EXPERIENCE IMPACT



# 10 REASONS TO SPONSOR

## 1. Stand Out from the Crowd

Visibility and presence at a prestigious event positions you and your business as an established and trusted authority in its industry, in ways that advertising alone does not accomplish. For example, a photo of an Olympic athlete going over sponsor signage on a cross-country jump allows for memorable branding opportunities long past the event.

## 2. Reach Your Target Market

Whether you are marketing to riders, trainers, horse owners, local businesses or residents, out-of-town visitors or those who may one day make the Ocala area their home, they will be at the November Event. They will be seeing event marketing and publicity in the months before the event, providing ample opportunity for you to be promoted.

## 3. Entertain Clients and Other Groups

VIP experiences and Private Hospitality tent options on the cross-country courses give you and your business an experience of a lifetime to share with your clients, staff, family, school, or non-profit group. If a client forges new business relationships at the event, they will have you to thank for introducing them.

## 4. Generate Leads

A customer list is one of the most valuable assets for any business. Adding leads to that list is crucial to grow a business. People are happy to share their business cards or email addresses in exchange for a sample or chance to win a prize. Some of these leads may become your best customers in time as you invite and nurture these new relationships.

## 5. Network and Build Relationships

The event provides for like-minded individuals to assemble in a casual atmosphere. Horse owners and business decision-makers are in VIP areas, on the course and in the vendor village. Olympic stars are mingling in the crowds in between rides. Vendors forge relationships with other vendors. Spectators meet new friends and suppliers.

## 6. Build Credibility and Goodwill

Show your target market you care about an event they care about. For all the technology, social media and other efficient but impersonal ways of doing business today's world, people still like doing business with people and businesses they know, like and trust personally. They will appreciate your being at the event and getting to know you.

## 7. Showcase Product and Service Trials

Do you have a product or service you would like your target market to try? You may wish to showcase an item in the competitor, VIP or spectator gift bag. A discount on your services or a special offer only available to event attendees may be advertised in the event program or in a special pre-event promotion.

## 8. Make Sales and Get New Business

New sales and beneficial business partnerships come from exposure and relationships formed before, during and after the event with attendees, competitors, fellow sponsors, vendors, event suppliers and live-streaming viewers. Creative activation of your sponsorship is an important part of ensuring return on your investment.

## 9. Get Behind Community and Causes

A destination event such as this allows for the growth and exposure of the communities this event serves: 1) Sport of Eventing, 2) Ocala equestrian and business communities, and 3) Thoroughbred racing community, via the event's focus on second careers for off-track Thoroughbreds. When these communities grow, those serving them benefit as well.

## 10. Get Valued and Recognized

Be recognized for your sponsorship and your contribution to a young but dearly beloved event. Sponsors of all levels will be recognized in sponsor recognition pages in the event program, the event website and on-site sponsor boards. Extra recognition opportunities will go with options such as award presentations or sponsorships of specific event areas.





*"The Ocala Jockey Club 3-Day was our first eventing sponsorship. We saw tremendous interest during and after the November Event and had a great time meeting attendees, competitors, current Ram truck owners and many future Ram customers. Phillips, the local dealer, actually sold 6 vehicles from the event. I am hooked on eventing!"*

AARON CHILDRESS  
RAM TRUCKS AREA MANAGER OF THE  
SOUTHEAST BUSINESS CENTER

Olympian Boyd  
Martin on Santos  
in CCI2\*  
at 2016 Ocala  
Jockey Club  
International  
3-Day Event

EXPERIENCE WINNING

# CORPORATE PACKAGES

## **CUSTOM SPONSOR PACKAGE: \$50,000+**

The possibilities for customized sponsorships are quite unlimited. If your company or organization has specific needs, a marketing campaign rollout, activation strategies and other ideas that would benefit from close alignment with a prestigious event like the Ocala Jockey Club, contact us to discuss ways that the OJC International 3-Day Event may become a strategic tool for you. A package can combine ideas such as:

- Title and naming rights sponsorship opportunities (division, area, event, venue)
- Presenting opportunities (award, event section)
- Association rights with a prestigious event
- Corporate hospitality
- Marketing benefits: networking, advertising, signage, vendor space, live streaming, entertainment
- Product placement

## **PRESENTING SPONSOR PACKAGE: \$25,000**

This package combines title opportunities for specific event segments with corporate hospitality, networking, advertising, signage and vendor booth benefits

- **ALL benefits of Platinum Corporate Sponsor Package, PLUS:**
- Placement of sponsor show jump in main arena
- Cross-Country sign placement on premium jump
- Participation in award presentation
- Title sponsorship of one (1) event section, such as:
  - o Party
  - o Competition division
  - o Off-Track Thoroughbred Incentives
  - o Visitor Information Center
  - o Parking Area
  - o Kid Zone
- Special recognition and marketing benefits:
  - o Website banner advertisement
  - o E-Newsletter banner advertisement
  - o Live-streaming advertisement
  - o Social media recognition

## **PLATINUM CORPORATE PACKAGE: \$15,000**

This package combines corporate hospitality, networking, advertising, signage and vendor space benefits

- Reserved table for eight (8) all-day in the VIP hospitality area during all competitions
- Tickets for eight (8) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for eight (8) to Saturday night Competitors' Party
- Tickets for eight (8) to the Winners' Celebration on Sunday afternoon
- Four (4) VIP Parking Passes
- Eight (8) Official Event Programs
- One (1) golf-cart for use during event, with Sponsor name and logo
- One (1) full-page color advertisement in event program
- Two (1) 3'x8' sign placements along main Ocala Jockey Club driveway
- One (1) 3'x8' sign placement in the main arena
- One (1) sign on Cross-Country obstacle, of up to 3'x8', depending on obstacle chosen
- Logo and link on sponsor recognition page of event website
- Logo and link on E-Newsletters
- Recognition with logo on sponsor recognition board at Ocala Jockey Club main entrance during event
- Recognition with logo on photo opportunity board at event
- Logo on event T-shirt
- Product placement in gift bags and/or at event
- Daily PA Announcements
- 10'x10' Vendor Tent Space in Vendor Village
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Forty (40) General Admission Tickets for your guests

\*\*\* All signs, sponsor jumps, vendor tent, advertisements, graphic design and other sponsorship activation costs provided by sponsor



# CORPORATE PACKAGES

## **GOLD CORPORATE PACKAGE: \$10,000**

This package combines corporate hospitality, networking, advertising, signage and vendor space benefits

- Reserved space for six (6) all-day in the VIP hospitality area during all competitions
- Tickets for six (6) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for six (6) to Saturday night Competitors' Party
- Tickets for eight (6) to the Winners' Celebration on Sunday afternoon
- Three (3) VIP Parking Passes
- Six (6) Official Event Programs
- One (1) golf-cart for use during event, with Sponsor name and logo
- One (1) full-page color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- One (1) 3'x8' sign placement in the main arena
- One (1) sign on Cross-Country obstacle, of up to 2'x4", depending on obstacle chosen
- Logo and link on sponsor recognition page of event website
- Logo and link on E-Newsletters
- Recognition with logo on sponsor recognition board at Ocala Jockey Club main entrance during event
- Recognition with logo on photo opportunity board at event
- Logo on event T-shirt
- Product placement in gift bags and/or at event
- Daily PA Announcements
- 10'x10' Vendor Tent Space in Vendor Village
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Thirty (30) General Admission Tickets for your guests

## **SILVER CORPORATE PACKAGE: \$7,500**

This package combines corporate hospitality, networking, advertising, signage and vendor space benefits

- Reserved space for four (4) all-day in the VIP hospitality area during all competitions
- Tickets for four (4) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for four (4) to Saturday night Competitors' Party
- Tickets for four (4) to the Winners' Celebration on Sunday afternoon
- Two (2) VIP Parking Passes
- Four (4) Official Event Programs
- One (1) Full-page color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- One (1) 3'x8' sign placement in the main arena
- Logo on sponsor recognition page of event website
- Logo on E-Newsletters
- Sponsor name recognition on sponsor recognition board at Ocala Jockey Club main entrance during event
- Sponsor name recognition on photo opportunity board at event
- Logo on sponsor recognition page in event program
- Daily PA Announcements
- 10'x10' Vendor Tent Space in Vendor Village
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Twenty (20) General Admission Tickets for your guests

\*\*\* All signs, sponsor jumps, vendor tent, advertisements, graphic design and other sponsorship activation costs provided by sponsor.

### **SEGMENT SPONSOR: \$5,000**

This package combines sponsorship of specific event segment with corporate hospitality, networking, advertising, signage and vendor space benefits

- Space for two (2) for Saturday and Sunday in the VIP hospitality area during all competitions
- Tickets for two (2) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for two (2) to Saturday night Competitors' Party
- Tickets for two (2) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- Two (2) Official Event Programs
- One (1) page color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Sponsor logo and name on sponsor recognition page of event website
- Sponsor name on sponsor recognition page in event program
- Sponsor Name on E-Newsletters
- Sponsor Name Recognition on sponsor recognition board at Ocala Jockey Club main entrance during event
- Sponsor Name Recognition on photo opportunity board at event
- Daily PA Announcements
- Sponsorship of one (1) Competition Segment:
  - o \_\_\_\_ Visitor Information Area
  - o \_\_\_\_ Breakfast and Coffee in Stabling Area for One Day
  - o \_\_\_\_ Kid Zone
  - o \_\_\_\_ Volunteer T-Shirts
  - o \_\_\_\_ Livestream
  - o \_\_\_\_ One (1) Wine & Cheese Reception
- One (1) Table for Vendor Space
- Two (2) Folding Chairs for Vendor Space
- Ten (10) General Admission Tickets for your guests

### **BRONZE CORPORATE PACKAGE: \$3,500**

This package combines corporate hospitality, networking, advertising and signage

- Space for two (2) Saturday and Sunday in the VIP hospitality area during all competitions
- Tickets for two (2) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for two (2) to Saturday Competitors' Party
- Tickets for two (2) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- Two (2) Official Event Programs
- Half-page (1/2) color advertisement in event program
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Sponsor name on website recognition page
- Sponsor name on program recognition page
- Sponsor Name on E-Newsletters
- Sponsor name recognition on sponsor board at Ocala Jockey Club main entrance during event
- Sponsor name recognition on photo opportunity board at event
- Daily PA Announcements
- Ten (10) General Admission Tickets for your guests

### **OJC FRIEND SPONSOR PACKAGE: \$1,250**

This package combines basic corporate hospitality, networking, signage and recognition

- Space for two (2) Saturday in the VIP hospitality area
- Tickets for two (2) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for two (2) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- Two (2) Official Event Programs
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Sponsor name on sponsor recognition page of event website
- Sponsor name on sponsor recognition page in event program
- Two (2) General Admission passes for all days of event

\*\*\* All signs, sponsor jumps, vendor tent, advertisements, graphic design and other sponsorship activation costs provided by sponsor.



# PROMOTIONAL OPPORTUNITIES

## **EVENT PROGRAM ADVERTISING RATES:**

\*\*\* Print-ready design to be provided by advertiser. 25% off rates to approved non-profit organizations, event vendors or sponsors.

- \_\_\_\_\_ Full page: \$1,250
- \_\_\_\_\_ 2/3 page: \$1,000
- \_\_\_\_\_ Half page: \$750
- \_\_\_\_\_ 1/3 page: \$600
- \_\_\_\_\_ 1/4 page: \$450
- \_\_\_\_\_ Inside cover: \$1750
- \_\_\_\_\_ Back cover: \$1,950

## **WEBSITE AND ONLINE PROMOTIONAL RATES:**

- \_\_\_\_\_ Product or Company Showcase: \$975  
(includes linked logo, 100 word description through to event)
- \_\_\_\_\_ Banner ad on event website: \$850
- \_\_\_\_\_ Linked logo only: \$450
- \_\_\_\_\_ Banner ad on E-blast: \$500
- \_\_\_\_\_ Facebook post: \$450

## **ONSITE PROMOTIONAL OPPORTUNITIES:**

\*\*\* Signs and materials supplied by advertiser or charged extra.

- \_\_\_\_\_ Sign placement on roadway or arena fence: \$350
- \_\_\_\_\_ Sign placement on cross-country jump: \$1,000
- \_\_\_\_\_ Sign placement on show jump: \$1,500
- \_\_\_\_\_ Livestream repeating commercial: \$2,500
- \_\_\_\_\_ Logo on Volunteer T-Shirt : \$1,000
- \_\_\_\_\_ Literature or product in competitor gift bag: \$750
- \_\_\_\_\_ Literature or product in attendee gift bag: \$1250
- \_\_\_\_\_ Literature or product in VIP gift bag: \$750
- \_\_\_\_\_ PA Announcements during event: \$500

## **NAMING AND SHOWCASE OPPORTUNITIES:**

Each sponsored area will feature "Presented By" signage:

- \_\_\_\_\_ VIP Area Breakfast: \$2000 (per day)
- \_\_\_\_\_ Competitor Area Coffee/Breakfast: \$1,250 (per day)
- \_\_\_\_\_ VIP Area Lunch : \$3000 (per day)
- \_\_\_\_\_ VIP Area Afternoon Wine & Cheese: \$750 (per day)
- \_\_\_\_\_ Information Booth: \$1500
- \_\_\_\_\_ Kid Area Entertainment: \$3,500
- \_\_\_\_\_ Band Performance: \$3,000

# PRIVATE ENTERTAINMENT OPTIONS

## **\_\_\_\_\_ PRIVATE CORPORATE PACKAGE: \$5,000**

This sponsorship package price includes:

- Space for private tent up to 20 x 60 tent in a premium cross-country course location\*\*\*
- Tickets for eight (8) to Wednesday night Sponsor and Competitor Welcome Reception
- Tickets for eight (8) to the Winners' Celebration
- 20 (20) VIP Parking Passes
- 20 (20) Official Event Programs
- One (1) 3'x8' sign placement along main Ocala Jockey Club driveway
- Signage placement around private tent space
- Sponsor name on website recognition page
- Sponsor name on event program recognition page
- 40 (40) General Admission passes for all event days

## **\_\_\_\_\_ TAILGATING: \$350 Premium Area**

## **\_\_\_\_\_ TAILGATING: \$250 Regular Area**

Price includes:

- One (1) 12'x12' space on Saturday in assigned area along the cross-country course\*\*\*
- Two (2) Official Event Programs
- Four (4) General Admission passes for all event days

\*\*\* Tent, food and beverages extra, or supplied by client.

# VIP HOSPITALITY

## ALL-STAR EXPERIENCE: \$1,875

This package combines exclusive hospitality, parties, networking and special access. Per person price includes:

- Reserved seat for prime viewing space for one (1) in the VIP hospitality area for all days of competition
- Tickets for one (1) to Wednesday night Sponsor and Competitor Welcome Reception
- Ticket for one (1) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- One (1) Official Event Program
- Event Concierge
- Exclusive Ocala Jockey Club Farm Tour
- Exclusive "Backstage" Stabling Area Tour
- Exclusive Photo Opportunity with Event Stars
- 8'x10' Print of Photo with Event Stars
- One (1) golf-cart for use during event, with Sponsor name and logo
- Exclusive event gift bag
- Four (4) General Admission passes for all event days

\_\_\_\_ Package for two (2): \$3,000

\_\_\_\_ Package for four (4): \$5,250

\_\_\_\_ Package for eight (8): \$9,750

## VIP EXPERIENCE: \$1,250

This package combines hospitality and networking for all competition and parties. Per person price includes:

- Ticket for one (1) in the VIP hospitality area for all days of competition
- Tickets for one (1) to Wednesday night Sponsor and Competitor Welcome Reception
- Ticket for one (1) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- One (1) Official Event Program
- Event gift bag
- Four (4) General Admission passes for all event days

\_\_\_\_ Package for four: \$4,250

\_\_\_\_ Package for eight: \$7,950

## WELCOME EXPERIENCE: \$250

This package combines hospitality and networking for the dressage competition days. Per person price includes:

- Ticket for one (1) to Wednesday night Sponsor and Competitor Welcome Reception
- Ticket for one (1) to VIP hospitality area for Thursday and Friday dressage competitions
- One (1) VIP Parking Pass
- One (1) Official Event Program
- One (1) General Admission pass for full event

\_\_\_\_ Package for four: \$950

\_\_\_\_ Package for eight: \$1750

## FINALE EXPERIENCE: \$500

This package combines hospitality and networking for cross-country and show-jumping days. Per person price includes:

- Ticket for one (1) to VIP hospitality area for Sunday show-jumping
- Ticket for one (1) to the Winners' Celebration on Sunday afternoon
- One (1) VIP Parking Pass
- One (1) Official Event Program
- One (1) General Admission pass for full event

\_\_\_\_ Package for four: \$1750

\_\_\_\_ Package for eight: \$3250



# Experience Special

Ocala Jockey Club International 3-Day Event, November 15-18, 2018

Shelley Page, Event Organizer, Tel: (352) 266-3970  
Pavla Nygaard, Ocala Jockey Club President, Tel: (858) 764-4275

## Ocala Jockey Club

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Email: [sponsorships@ocalajc.com](mailto:sponsorships@ocalajc.com)

Event website: [www.OJC3de.com](http://www.OJC3de.com)  
Venue website: [www.OcalaJC.com](http://www.OcalaJC.com)