

The Maryland  
Horse Trials  
The Highlands at Loch Moy Farm



  
Loch Moy Farm



Maryland's  
premier  
equestrian facility

#1 Eventing  
Venue for all  
levels of eventing  
in the country



50+ competition/clinic days a year

USDF Dressage Shows  
Hunter/Jumper Shows  
Twilight Eventing/Cross Derbies  
Horse Trials  
Year round cross country schooling  
Over 8 acres of all-weather rings

According to the USEA's results database, MDHT was the #5 US Horse Trial Venue and the #1 Mid-Atlantic Venue in 2016. The numbers don't lie! Loch Moy Farm & MDHT offers an incredible affluent audience for sponsors.

### Equestrian Demographics (Source: USEF)

- 66% have a college degree or better
- 38% have a net worth over \$500,000
- 80% make or directly influence purchasing decisions
- Average annual income is \$185,000
- 63% trade stocks, bonds, or mutual funds
- 40% own a farm, 66% of those are 10 acres or more
- 22% own two or more horses
- On average, they own four horses
- On average, they own three vehicles
- 94% own a pet in addition to a horse or pony
- On average they compete at least six times per year
- On average they spend 30 nights/year in a hotel

# 2017 Sponsorship Packages

## Platinum Sponsor - \$10,000

- Full page color advertisement in all printed Programs
- Banner hung at entry wall for all events
- Naming rights for one ring, includes 8 permanent Coroboard Signs in ring (provided by Loch Moy Farm)
- XC Complex Sponsor - Temporary sign installed on one of the permanent jump complexes
- 20'x20' Vendor Space at every event
- Linked Logo on MDHT & Loch Moy Farm websites
- Linked Logo on three e-blasts
- Your company Logo featured prominently on volunteer t-shirts
- Social media announcements
- Your company flyer/brochure or coupon placed in competitor packets (3,000+)
- PA announcements mentioning your company at all events

## Gold Sponsor - \$5,000

- Full page advertisement in all printed Programs
- 4 Coroboard Signs, hung on main show jump ring (provided by Loch Moy Farm)
- XC Complex Sponsor - Temporary sign installed on one of the permanent jump complexes
- 20'x20' Vendor Space, choice of two shows/events
- Linked Logo on MDHT & Loch Moy Farm websites & on E-newsletters
- Banner ad on one of our websites and in three E-newsletters (MDHT or Loch Moy Farm)
- Your company Logo featured prominently on volunteer t-shirts
- Social media announcements
- Your company flyer/brochure or coupon placed in competitor packets (3,000+)
- PA announcements mentioning your company at all events

## Silver Sponsor - \$2,500

- Half page advertisement in all printed Programs
- 2 Coroboard Signs, hung in main show jump ring (provided by Loch Moy Farm)
- XC Sponsor – fence base step sign
- 20'x20' Vendor Space, choice of two shows/events
- Linked Logo on MDHT and Loch Moy Farm websites
- Banner ad in two E-newsletters (MDHT or Loch Moy Farm)
- Banner ad on website of MDHT or Loch Moy Farm (season)
- Your company Logo on volunteer t-shirts
- Social media announcements
- Your company flyer/brochure or coupon placed in competitor packets (3,000+)
- PA announcements mentioning your company at all events

## Bronze Sponsor - \$1,000

- Quarter page advertisement in all printed Programs
- 2 Coroboard Signs hung in main show jump ring (provided by Loch Moy Farm)
- 20'x20' vendor space for one show/event of choice
- Linked Logo on MDHT & Loch Moy Farm websites
- Social media announcements
- Your company flyer/brochure or coupon placed in competitor packets (3,000+)
- PA announcements mentioning your company at all events

## Venue Sponsorships

**Main Show Jump Ring Sponsor for season - \$3,000**  
8 permanent Coroboard Signs around the ring, naming rights.

**Dressage Ring Sponsor for season - \$2,000**  
8 permanent Coroboard Signs around the ring, naming rights.

**Scoreboard Sponsor for season - \$1,500**  
Custom Coroboard Signs, on top of scoreboard.

**Cross Country Map Sponsor (eventing season) - \$1,000**  
Name/Logo/website on cross country Maps for the nine horse trials.

**Ring Sign, for the season - \$500**  
1 Coroboard Sign hung in competition ring.

**Startbox Sponsor - \$350/event**  
1 banner hung on the Cross Country official Startbox.

**“Complex” Sponsor - \$250/event**  
Temporary sign installed on one of the permanent jump complexes (Upper water, lower water, upper banks)

**Cross Country Jump Sponsor - \$250/event**  
Step sign at the base of fence

## Program Advertising

- Full page back cover (color): \$2,000
- Full page inside cover (color): \$1,500
- Full page (B/W): \$1,000
- Half Page (B/W): \$600
- Quarter page (B/W): \$300
- Business card (B/W): \$150

## Event Vendor: \$100/day

20'x20' Vendor Space for Horse Trials, Hunter/Jumper and Dressage shows. Includes listing in event Program where applicable, website and social media recognition. (Vendors provide their own tables, chairs, and tents.)

Name on Credit Card: \_\_\_\_\_  
 Business Name: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec Code: \_\_\_\_\_

*OR Send check payment to: Loch Moy Farm, 1235 Park Mills Rd, Adamstown, MD 21710*  
 Contact Angie at (301) 219- 5712