

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  
Jumper Shows  
Twilight Eventing/Cross Derbies  
Starter and USEA Horse Trials  
Year round cross country schooling  
Over 8 acres of all-weather rings

According to the USEA's results database, MDHT was 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



# 2018 Sponsorship Packages

## CIC Title Sponsor - \$5,000

- Name attached to all mentions and promotions of CIC event
- Announcements at CIC
- Announcements on social media and e-newsletters
- Full page color advertisement in all printed Programs
- 2 Coroboard Signs in main show jump ring/dressage ring (provided by Loch Moy Farm)
- XC Complex sponsor – stake sign placed at a cross country jump complex (24"x18" double sided)
- 20'x20' Vendor space at all 2018 events (40+ show days)
- Linked logo on MDHT & Loch Moy Farm websites and e-newsletters
- Banner ad on MDHT/LMF websites
- Company promotional materials placed in competitor packets for 3 days of The Maryland International
- Large banner at entrance of event venue for duration of MD International (banner provided by sponsor)

\*\$3,000 of this sponsorship will be allocated as prize money for top CIC finishers.

## BN 3-Day Title Sponsor - \$3,000

- Name attached to all mentions and promotions of event
- Featured speaker for BN 3-day event
- Announcements at event and social media
- Logo on MDHT & LMF websites
- Half page ad in all 2018 printed programs
- XC Complex sponsor – stake sign placed at a cross country jump complex (18"x24" double sided)
- Company promotional materials placed in competitor packets
- Large banner at entrance of event venue for BN3DE (banner provided by sponsor)
- 20'x20' vendor space at event
- Portion of sponsorship will be allocated towards prize money

## Corporate Sponsor- \$2,000

- Half page ad in all printed programs
- One coroboard sign hung in main show jump ring (provided by MDHT)
- 20'x20' Vendor space for one show/event of choice
- Linked logo on MDHT & Loch Moy Farm Websites
- Social media announcements
- Company promotional materials placed in competitor packets (3,000+)
- Announcements at all 2018 events

## XC Sign Sponsor- \$200

- Stake sign (24"x18" double sided) placed at a cross country jump complex

## Vendor Booth

- All USEA/USEF Recognized MDHT Events (9 dates): \$350 or \$75/day or \$150/weekend
- Future Event Horse: \$25/day

## Fall Starter Horse Trial Series Title Sponsor - \$5,000

- Name attached to all mentions and promotions of all 3 Fall Starter Horse Trial Series events
- Announcements at all 3 Fall Starter Horse Trial Series events
- Announcements on social media and e-newsletters
- Full page ad in all printed Programs
- 2 Coroboard signs hung in main show jump/dressage ring (provided by MDHT)
- XC Complex sponsor – stake sign placed at a cross country jump complex (24"x18" double sided)
- 20'x20' Vendor space at all Fall Starter Horse Trial Series events
- Linked logo on MDHT & Loch Moy Farm websites and e-newsletters
- Banner ad on MDHT/LMF websites
- Company promotional materials placed in competitor packets for the 3 Fall Starter Horse Trial Series events
- Large banner at entrance of event venue for duration of Fall Starter Horse Trial Series (banner provided by sponsor)

\*\$1,000 of this sponsorship will be allocated as prize money for top three series winners

## Custom Jump Sponsor -\$2,500

- Custom Tower Jump (graphics provided by sponsor) with custom poles
- Jump will be used at shows throughout the year
- Includes Full page ad in all 2018 programs
- Announcements at all 2018 events

## Real Estate Sign Sponsor - \$2,500

- 5 stake signs 24"x18" double sided with your company logo/message (signs provided by MDHT)
- 3 locations to choose from (one sponsor per location)
  - Entry way to Loch Moy Farm
  - Up the hill leading to event complex
  - By the Pond

## Friends & Family Sponsor - \$500

- One coroboard sign place in show jump or dressage ring (provided by MDHT)
- Quarter page ad in all printed programs

## T-shirt sponsor -\$500

- Logo added to event t-shirts

## Cocktail Dinner with Talk - \$500

- Two opportunities after our USDF dressage shows, June 2nd and August 3rd. 40-60 people expected in attendance.
- Includes name recognition for the dinner
- Talk at Dinner
- Vendor Booth
- Literature in Attendee Packets
- Announced as sponsor at event

- Loch Moy Farm Jumper Shows (includes Dressage Show): \$25/day
- MDHT Starter Horse Trials: \$50/Starter or all 6 starters for \$250
- Loch Moy Farm Dressage Shows: \$25/day or all 8 dates for \$150

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 or Carolyn at (301) 514-0111