

# 2023 SPONSORSHIP OPPORTUNITIES



MARYLAND  
INTERNATIONAL  
CCI-S 1\*2\*3\*



***The Maryland International***

***CCI-S 4\* 3\* 2\* 1\****

***July 7 -9, 2023***

MARYLAND  
INTERNATIONAL  
EQUESTRIAN FOUNDATION



# ABOUT LOCH MOY FARM

## HOME OF THE MARYLAND HORSE TRIALS



As the premier venue for more than 50 days of equestrian competitions each year, Loch Moy Farm offers exposure to a desirable client base. More than 20,000 participants from across the country, ranging from local amateurs to current and future Olympians, visit Loch Moy annually. Additionally, the facility is open year-round to schooling.

### YEAR-ROUND EVENTS IN THE HEART OF U.S. EVENTING ASSOCIATION AREA II

- FEI International Eventing
- USEA Recognized Horse Trials (1\* through 4\*)
- Unrecognized (Starter) Horse Trials
- Young Event Horse Qualifiers
- Breeder Championships
- Young Horse Show Series Qualifiers with Future Event Horse (FEH)
- Twilight Eventing
- X-Derbys
- Recognized Dressage Shows
- Pick Your Time/Test Dressage Shows & Show Jumping Rounds
- Clinics & Schooling Throughout the Year

### SOCIAL MEDIA, EMAIL AND WEB METRICS

Web: 10,000+ unique visitors per month



@marylandhorsetrials  
@lochmoyfarm  
@marylandIEF



@mdhorsetrials  
@lochmoyfarm  
@marylandIEF



Event Registrations  
Show Updates  
Sponsor News

**12,976 FOLLOWERS**  
**27K+ MONTHLY REACH**

**4,559 FOLLOWERS**  
**5K+ MONTHLY REACH**

**8K+ EMAIL ADDRESSES**  
**43% OPEN RATE**



# ABOUT THE MARYLAND INTERNATIONAL EQUESTRIAN FOUNDATION

## Mission and Background

Founded in 2022, the Maryland International Equestrian Foundation (MIEF) serves as the 501(c)(3) non-profit arm of Loch Moy Farm.

MIEF's mission is dedicated to supporting equestrian sport from grass roots to FEI level at Loch Moy Farm, and committed to providing funding for the development of dedicated riders from diverse backgrounds to compete at the top levels of our sport.

## The Maryland International Equestrian Foundation Scholarship

In 2023, MIEF will award four scholarships that are equivalent to \$1,000 to riders competing at the 1\*, 2\*, 3\* and 4\* levels at the July Maryland International. The scholarships will assist by covering entry fees, stabling, as well as rider and groom/grounds person accommodations.

"I have ridden literally all of my life and set the highest standard for myself and my program to be an ambassador of the US and Eventing simultaneously. Alongside competing as a top level Eventing rider, I also hold top licenses as an Eventing judge. **Plans have unfolded for a once-in-a-lifetime summer, made possible by the Maryland International Equestrian Foundation grant.**" - Valerie Pride, 2022 MIEF Scholarship Recipient





# ECONOMIC IMPACT



## NATIONAL DEMOGRAPHICS (via U.S. Equestrian Foundation):

- Average household income is \$185,000
- 22% own two or more homes
- 38% have an average net worth of more than \$500,000
- 63% have traded stocks, bonds, or mutual funds in the last year

The State of Maryland boasts one of the strongest equestrian economies in the country.

- Maryland ranks No. 1 in terms of horses per square mile (more than 100K across the state)
- The equestrian industry adds more than \$1.3 billion to Maryland's economy
- The recreation and competition sectors combine for nearly \$400 million in added value to Maryland's economy, supporting more than 8,000 jobs



The  
MARYLAND  
HORSE TRIALS





# SPONSORSHIP PACKAGES

## \$30,000 TITLE SPONSOR\* (ONE AVAILABLE)

- 
- **Exclusive Naming Rights:** event named after sponsor (The Maryland International 4\* Sponsored By) and recognition in all announcements and marketing materials
  - **Premier signage and on-site branding**
  - **Two reserved tables for 8 at Friday night's competitor/sponsor reception**
  - **Two reserved tables for 8 at Saturday's "Brunch on the Berm"**
  - **Reserved table in VIP tent all weekend for dining and spectating (food and beverages provided throughout the weekend)**
  - **Eight VIP parking passes with premium parking**
  - **10x10 vendor space at all USEA recognized and starter events (nine total)**
  - **Logo placement and sponsor recognition at new Ian Stark bank complex on cross country course**
  - **Logo in all event advertising, on website**
  - **Social media recognition**
  - **Premium placement opportunity available for product displays/exhibit space**

\*We welcome the opportunity to discuss a customized sponsorship package!

# SPONSORSHIP PACKAGES



## **\$20,000\* – COMPETITOR AND SPONSOR RECEPTION (ONE AVAILABLE)**

- Recognition as reception sponsor for more than 200 competitors, sponsors, and owners
- Two reserved tables for 8 at Friday's competitor/sponsor reception
- Reserved table for 8 at Saturday's "Brunch on the Berm"
- Reserved table in VIP tent all weekend for dining and spectating (food and beverages provided throughout the weekend)
- Premier signage and on-site branding
- Six VIP parking passes with premium parking
- Logo placement and sponsor recognition on cross country course
- Logo in all event advertising, on website
- Social media recognition
- Premium placement opportunity available for product displays/exhibit space

## **\$15,000\* – VIEWING MEZZANINE (ONE AVAILABLE)**

- Exclusive use of brand-new viewing mezzanine, positioned to observe all three disciplines throughout the weekend (for up to 15 people)
- Food and beverages provided throughout the weekend
- Sponsor banners fully wrapped around mezzanine
- Reserved table for 8 at Friday's competitor/sponsor reception
- Reserved table for 8 at Saturday's "Brunch on the Berm"
- Four VIP parking passes with premium parking
- Logo placement and sponsor recognition on cross country course
- Logo in all event advertising, on website
- Social media recognition
- Premium placement opportunity available for product displays/exhibit space

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# SPONSORSHIP PACKAGES



## **\$15,000\* – VIP TENT (ONE AVAILABLE)**

- Exclusive sponsorship of 100x40' VIP tent, including naming rights
- Four VIP parking passes with premium parking
- Logo placement and sponsor recognition on cross country course
- Reserved table for 8 at Friday's competitor/sponsor reception
- Reserved table for 8 at Saturday's "Brunch on the Berm"
- Reserved table in VIP tent all weekend for dining and spectating (food and beverages provided throughout the weekend)
- Logo in all event advertising, on website
- Social media recognition
- Premium placement opportunity available for product displays/exhibit space

## **\$10,000 – SHOW JUMPING STADIUM (ONE AVAILABLE)**

- Exclusive sponsorship of show jumping ring; banner and logo placement throughout
- Three VIP parking passes with premium parking
- Reserved table in VIP tent all weekend for dining and spectating (food and beverages provided throughout the weekend)
- Four tickets to Friday's competitor/sponsor reception
- Logo in all event advertising, on website
- Recognition in digital program
- Social media recognition
- Premium placement opportunity available for product displays/exhibit space

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a customized sponsorship package!**

KIRA  
TOPEKA

# SPONSORSHIP PACKAGES

## **\$10,000 – DRESSAGE ARENA (ONE AVAILABLE)**

- Exclusive sponsorship of two dressage arenas; banner and logo placement throughout
- Three VIP parking passes with premium parking
- Reserved table in VIP tent all weekend for dining and spectating (food and beverages provided throughout the weekend)
- Four tickets to Friday's competitor/sponsor reception
- Logo in all event advertising, on website
- Recognition in digital program
- Social media recognition
- Premium placement opportunity available for product displays/exhibit space

## **\$5,000 – CHALET (6 AVAILABLE)**

- Private chalet, seating up to six people, for entire weekend
- Customized, farm-to-table catered lunch on Friday and Saturday
- Two VIP parking passes with premium parking
- Recognition in digital program
- Opportunity for vendor/exhibit space

## **\$2,500 – XC JUMP SPONSOR**

- Banner and/or logo recognition at high-visibility XC jump; announcements throughout weekend
- Two VIP parking passes with premium parking
- Recognition in digital program
- Opportunity for vendor/exhibit space

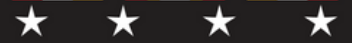
## **\$1,250 – PATRON SPONSOR**

- Repeating logo placement on mesh fencing throughout venue, including prime viewing locations at XC start/finish
- One VIP parking pass with premium parking
- Recognition in digital program
- Opportunity for vendor/exhibit space



# CONTACT INFORMATION

MARYLAND  
INTERNATIONAL  
EQUESTRIAN FOUNDATION



To secure your sponsorship, email  
[sponsorship@lochmoyfarm.com](mailto:sponsorship@lochmoyfarm.com).

For more information, contact:

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Owner, Loch Moy Farm  
[mdhorsetrials@gmail.com](mailto:mdhorsetrials@gmail.com)

