

## Sponsorship Opportunities

Sean Cunningham, of STC Dressage, LLC, is currently seeking sponsorship in order to achieve his competitive goals in 2011 and beyond. It is certainly exhilarating to consider all that he has accomplished, but it is also a significant financial challenge. Training for an opportunity to represent the United States of America internationally in competition will require even greater resources. Most talented riders in their quest for excellence can't make it on their own. The financial support of sponsors makes all the difference. Sean is deeply grateful to his loyal advertisers, friends and sponsors who return each year, and would like to invite new individuals and companies to support the success of STC Dressage, LLC.

Competing at the international level in Dressage is a huge financial undertaking. Please consider the following list of just a few of the expenses:

- Entry fees & stabling at a competition - \$500 per horse
- Lessons with a top Olympic-level trainer - \$85-300 per lesson
- Trailering to a competition/clinic - \$1/mile
- Flying a horse to or from Europe - \$7000
- Veterinary Expenses - \$100+++ /month
- Saddle – up to \$5000 including fitting for horse
- Freestyle creation - \$2000 and up
- Equine & liability insurance - \$1500+ /year
- A safe multi-horse hauling truck and trailer - \$100,000+

And, as horse people know, the list goes on, and on, and on!! The following are a few ways to help support Sean through varieties of sponsorship.

- Corporate Sponsorship
- Product Sponsorship
- Individual Sponsorship
- Horse Sponsorship

### Corporate Sponsorship

In the equestrian world, innovative companies such as Rolex, Alltech, Crown Royal, and Budweiser have sponsored equestrian events in the United States. In Europe, it is common practice for banks, publishers, and various companies outside the horse industry to sponsor equestrian athletes and their horses.

The equestrian community has a very affluent demographic. Please consider:

According to the United States Equestrian Federation, the governing body for horse sports and competing equestrian athletes in America, of its approximately 90,000 members:

- 85% are women (typically the family shopper), 63% are married, and the majority of members are between 34-54 years of age.
- 66% have a college degree or better.
- 38% have a net worth over \$500,000 and nearly half have an annual income greater than \$100,000.
- The market value of the average home is \$594,000 and 22% own two or more homes.

A study done by the American Horse Council, taking a census of the population involved in horses, found that the horse industry has a direct economic effect on the U.S. of \$39 **billion** annually, with 4.6 million Americans involved in the industry as horse owners, service providers, employees and volunteers.

- 28% have an annual income of over \$100,000.
- 46% of horse owners have an income of between \$25,000 and \$75,000.
- Two million people own horses and 14,580,000 over the age of 12 ride horses on a regular basis.

Tens of millions more participate as spectators.

It is these spectators whose buying habits are likely to be influenced by the riders they watch and admire. **Only a handful of progressive, innovative companies have grasped the value of equestrian athlete endorsements in the United States.** This is especially true in the area of Dressage, where elegance and mastery of communication through invisible cues to the horse is the pinnacle of training manifested in competition.

Your company can benefit from exposure to this market through aligning with STC Dressage, LLC at each horse show, where Sean competes in front of thousands of affluent spectators, horse owners, riders, trainers and grooms.

Corporate sponsors can choose from many benefits based on level of sponsorship.

- Logo displayed on saddle pads during training, and in certain circumstances, during competition.
- Logo displayed on polo shirts/jackets/ball caps worn during training, teaching situations and on competition grounds.
- Logo and link on STCDressage.com website
- Logo on truck and or horse trailer.
- Banner displayed in personal barn and stable area at competitions
- Company name used within sponsored horse's official registered name.
- Behind-the-scenes show access and hospitality at events.
- Sean's participation in corporate advertisements, trade shows, conventions, sales meetings, other corporate functions and charity events.
- E-newsletters to the STC Dressage distribution list with prominent name, thanks and photos
- Exposure to and involvement with the fastest growing Equestrian Olympic Sport
- Exclusive sponsorship based on company product (i.e. Official STC Dressage Feed Sponsor 2012, Official STC Dressage Saddler 2012)

### **Product Sponsorship**

Do you have a quality product that you would like Sean to promote? Word of mouth referrals and personal recommendations in any business, especially the horse world, are a powerful and necessary advertising avenue. At competitions and clinics, Sean can promote your product by displaying brochures, banners, etc, and by being available to talk with the public about your product. A banner or link to your website can also be posted on the STC Dressage, LLC website with a testimonial accompanying it. An honest testimonial and personal story of how your product or business was beneficial will be remembered long after an advertisement was thrown out and forgotten.

### **Individual Sponsorship**

Sean really enjoys sharing his goals and dreams with anyone that is interested in being a part of his success. When Sean and his horse enter the arena for a competition, it is just the two of them, focused on the goal. Behind the scenes, Sean needs an enormous team to get to the elite level of competition. This support can vary from lending a hand with grooming at a show, to financially helping with all the costs required for this sport. Donations of any size are helpful and greatly appreciated.

#### **Frequent Flyer Miles Donations:**

Sean often needs just a plane flight and hotel to take lessons or compete the upper levels on his trainer's FEI horses. The cost of airfare is prohibitive, but many folks have more miles than they can count! If you'd like to donate your miles, it would make it possible for Sean to travel out to his trainer's farm and further his advancement.

#### **Out-of-the-Box Creative Donations:**

Sean will consider just about anything to help him achieve his goals! Want to donate beer, wine, food, or give-aways for our next fundraiser event? Would you like to help with marketing, or have a great printing/embroidering resource for hats, shirts, and logo apparel?

### **Horse Sponsorship**

The single biggest hurdle for any top Dressage rider is finding and purchasing an elite, talented, and qualified horse. Perhaps you are a breeder, and you've bred an incredible athlete that you want to see developed to the best of their ability. This may even be in order to sell them for a lucrative price one day. Or maybe you own a breeding stallion, and you'd like him to compete in order to more effectively market him. Or maybe you would like to own or support a horse that Sean trains and competes, purely for the enjoyment of watching these amazing athletes as they progress in their training. Getting Sean atop his prospective Olympic Equine Athlete is the ultimate necessity in order to compete internationally. Please help in any way you can!

Please [contact Sean](#) directly to discuss the many possibilities. Many thanks and trailers full of gratitude for your consideration!

Sincerely,  
Sean Cunningham and Acacia Coast  
STC Dressage, LLC