



APPLE KNOLL FARM SPONSORSHIP OPPORTUNITIES

WHY SPONSOR?

A sponsorship offers your company opportunities throughout the entire show season (March to November) to advertise to competitors, coaches, spectators and visitors to the farm. By sponsoring, you can **make your brand highly visible** to the target audience: equestrian athletes (and their equine partners). Along with this target group, typically 2-3 people attend the show in support of the rider. This offers even more opportunity to target this additional group: if there are 90 riders, and 3 spectators per rider, this adds to 270 additional people on our property for *just one single day*.

We can **highlight your brand or company through advertising** in many ways:

- Physical advertisements (banners, ads in our show programs, logo on competitor's T-Shirts and promotional flyers)
- Announcements over the PA system during shows
- Posts on social media platforms and on email blasts to over 2,800 contacts
- Links and postings on our website

WHAT KIND OF SHOWS DO WE HOST?

We are an eventing facility, but we host many different types of shows. We are now hosting USEA sanctioned events, meaning that the show is monitored by a regulatory body (the United States Eventing Association, the USEA). This is a three-phase competition that includes dressage, stadium jumping and cross-country. **In 2020, we are hosting two sanctioned events: May 9 and September 19.**

We also host schooling horse trials, which follow the same guidelines but are not regulated. Each August, we host the Area 1 Schooling Horse Trials Championships. This is a championship event for Area 1 riders of the lower levels, who have not yet moved up to riding in sanctioned events. For five years now, we have welcomed riders from Maine to New York for the SHTC. The championship helps to promote the schooling horse trials in the area and recognizes the hard work lower level riders are putting in.

Throughout the summer, we host weekly jumper shows; **every Wednesday night, we see nearly 100 riders** arrive to compete in our jumper series. In the spring and fall, we host cross-country derbies and hunter paces. Throughout the year, our facility is rented and used to host shows for outside associations. These shows bring hundreds of competitors and spectators.

In July 2019, we brought Lucinda Green to AKF. She is a world-renowned eventer- a six-time winner of Badminton and Olympic Silver Medalist. She taught a two-day clinic and a masterclass symposium. The symposium was new- it was a day-long clinic that was geared towards auditors and spectators, different from a clinic that is traditionally geared towards the rider. Although it was a new idea, it was met with great feedback and an outpouring of support. We welcomed over a hundred auditors to the symposium, and over 20 Area 1 professionals as riders. We nearly ran out of seating space!

2019 has brought much success, and we have been highlighted in many equestrian news sources, like Eventing Nation, Massachusetts Horse and Equine Journal. We were able to build a brand-new water complex and hope to continue to build our cross-country course in 2020. We want to welcome you to join us!

2020 CASH & SPONSORSHIP PACKAGES

Cash or in-kind donations of product, gift certificates or services are accepted.
All sponsors are welcome to vendor space at horse shows and clinics at no cost.

Prize Sponsorship

\$5 to \$49	Listed as a supporter in our USEA horse trials program
\$50 to \$99	Listed as a supporter on the Apple Knoll website and USEA horse trials program
\$100 to \$299	Linked on the Apple Knoll website homepage Listed in the program for USEA Horse Trials
\$300 to \$499	Linked on the Apple Knoll website homepage Listed in the program for USEA Horse Trials Logo printed on the SHTC T-Shirt; PA announcements Space for your banner during the 2020 season
\$500 to \$1000	Linked on the Apple Knoll website homepage Listed in the program for USEA Horse Trials and on promotional flyers Logo printed on the SHTC T-Shirt; PA announcements Space for your banner during the 2020 season Mentioned in bi- monthly email blasts to over 2,800 contacts & social media platforms
\$1000+	All the above plus: Banner to be hung on the start box for the SHTC & USEA Horse Trials Banner to be hung by the prize tables for the SHTC & USEA Horse Trials

Show Jump Sponsorship

Show Jumps are designed by Greg at EMS Jumpco, Inc. and will be used at all horse trials, clinics and weekly jumper shows.

Purchasing a show jump is a high visibility option to advertise your business year-round. See appleknoll.com for details.

Standard Package: \$999	Listed as a supporter on the Apple Knoll website with link Listing on the SHTC T-Shirt
\$1000 to \$2500	Linked on the Apple Knoll website homepage with link Listed in the program for USEA Horse Trials and on SHTC T-Shirt
\$3500 to \$6500	All the above plus: PA announcements and space for your banner during the 2020 season

Cross Country Sponsorship

Display your banner on our **brand-new** water jump or have your sign by a jump!

If you would like to sponsor by decorating a jump at a horse trial, please inquire.

\$1000	Listing and link on the Apple Knoll Farm home page Listing on Area 1 Schooling Horse Trials Championship t-shirt One afternoon of XC Schooling at AKF for up to 6 riders
\$2500	Listing and link on the Apple Knoll Farm home page Listing on Area 1 Schooling Horse Trials Championship t-shirt Space for a banner around the show rings for the 2020 season One afternoon of XC Schooling at AKF for up to 10 riders
\$5000	Listing and link on the Apple Knoll Farm home page Listing on Area 1 Schooling Horse Trials Championship t-shirt Space for a banner around the show rings for the 2020 season One afternoon of XC Schooling at AKF for up to 6 riders, including 6 overnight stalls

Please see our website at www.appleknoll.com for more details and photos.

To become a sponsor, please contact Adrienne Iorio at msamberfrog@mac.com or 508-376-2564

APPLE KNOLL FARM

2020 SPONSORSHIP FORM

Contact Name: _____

Company: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Signature: _____

Date: _____

Sponsorships:

- ☐ Prizes/ Products
- ☐ Services
- ☐ Gift certificates
- ☐ Cash

Notes about your sponsorship, or what prizes
you would like to give: _____

Vendor Space:

Please indicate the event(s) you wish to attend. The \$100 fee is per event. *Sponsors do not pay this fee.*

- ☐ May ☐ August ☐ September ☐ Wednesday Night Jumper show (date: _____)

TOTAL AMOUNT ENCLOSED: _____

Please make all checks payable to: Apple Knoll Farm

Mail this form to: Apple Knoll Farm | 25 Forest Lane | Millis, MA 02054

Contact Adrienne Iorio at msamberfrog@mac.com or 508-376-2564

