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# FOX LEA FARM

VENICE, FLORIDA



## Sponsorship Opportunities

2022 Competition Year



## About Fox Lea Farm

*Established in 1983, Fox Lea Farm is a nationally recognized horse show facility located in Venice, Florida. Fox Lea Farm hosts various types of horse shows that attract competitors from all over the country and internationally. It is just minutes from some of the best beaches in the country. We currently host over 40 competitions annually.*



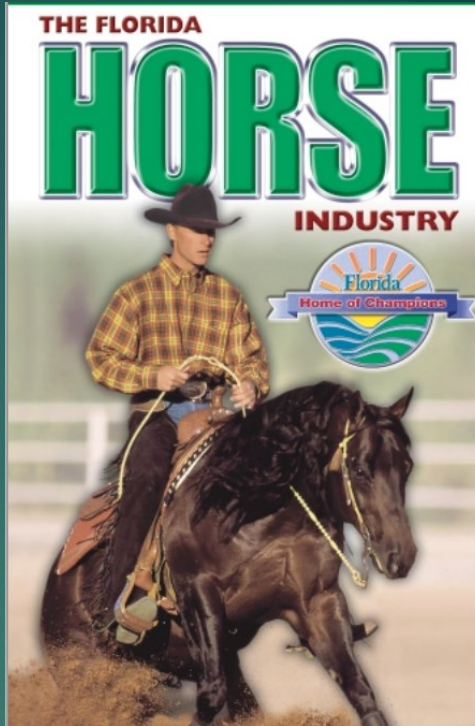


# The Equestrian Industry in the USA and Florida



***"The U.S. Horse Industry is a very large and important part of our national, state, and local economies. It is diverse, involving agriculture, business, sport, gaming, entertainment and recreation."***

***- American Horse Council***



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## *In the State of Florida:*

- \$6.5 billion economic impact annually
- \$2.2 billion worth of goods and services purchased each year
- 244,200 Floridians involved in the industry
- 72,000 jobs created by the industry
- 500,000 horses in the state of Florida, 60% of which are involved in showing or recreation

## *In the United States:*

- 14.6 million people over the age of 12 ride a horse in the U.S. on a regular basis
- 9.2 million horses owned in the United States
- 88 million attend sanctioned horse-related events each year in the U.S.
- \$102 Billion Economic Impact on the U.S. economy annually

*- American Horse Council*



*Show Jumping is audience engaging, high profile, and fast-paced. It reaches an affluent, upwardly mobile market niche: their income, education, profession and age makes them an ideal target for anyone seeking an upscale market.*

## United States Show Jumping Demographics





## USEF Members...

- Have a median income of \$185,000
- 40% report income in excess of \$350,000
- Spend an average of 30 nights per year in hotel rooms
- Travel by air at least 16 times per year
- 22% Own two or more homes
- Have ample disposable income and the time to use it in pursuit of their passions

- Source: USEF

The United States Equestrian Federation (USEF) which is the governing body of most sanctioned horse shows has over 81,000 members. These members own 300,000 horses, compete among 29 breeds and disciplines and spend \$1.4 Billion annually on horse related products





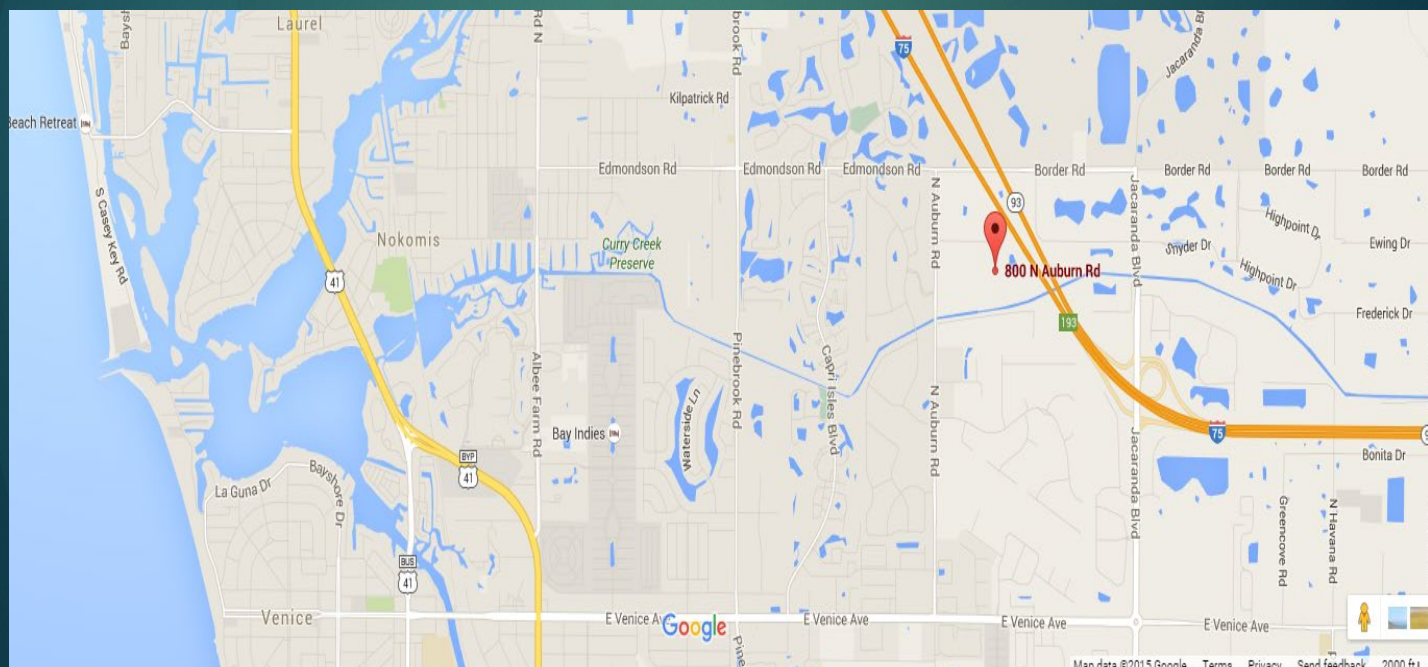
# Fox Lea Farm is **Located...**

800 North Auburn  
Road  
Venice, Florida

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FOX LEA FARMS, VENICE FL





## FOX LEA FARM

### VENICE, FLORIDA

The new winter circuit is  
**Attracting Competitors**  
 from far away...

**70+% of the competitors in  
 the Grand Prix series were  
 from out of state**

### VENICE EQUESTRIAN TOUR II

#### "JUMPING UNDER THE STARS" - \$25,000 GRAND PRIX ORDER OF GO

| Order | Entry | Horse                      | Owner                             | Rider                 | Trainer        | City, State     | Round 1 | Round 2 |
|-------|-------|----------------------------|-----------------------------------|-----------------------|----------------|-----------------|---------|---------|
| 1     | 504   | CRACKYZ                    | Christi Israel                    | Christi Israel        | Christi Israel | Birmingham, AL  |         |         |
| 2     | 503   | COVERBOY                   | The Coverboy Group                | Amanda Flint          | Amanda Flint   | Long Valley, NJ |         |         |
| 3     | 508   | ELIZA                      | Katherine Frame Dewar             | Katherine Frame Dewar | Kyle Dewar     | Ocala, FL       |         |         |
| 4     | 506   | BILL CLINTON               | Koyo Investment Group             | David Tromp           | David Tromp    | Saugerties, NY  |         |         |
| 5     | 511   | ACANTO 7                   | Kate Mulligan                     | Kate Mulligan         | Kate Mulligan  | Frenchtown, NJ  |         |         |
| 6     | 56    | SCS LUGI                   | Hanley Morrison                   | Hanley Morrison       | Holly Shepherd | Madison, MS     |         |         |
| 7     | 501   | SUPERBAD                   | Amanda Flint & The Coverboy Group | Amanda Flint          | Amanda Flint   | Long Valley, NJ |         |         |
| 8     | 507   | RUSSELL                    | Kyle Dewar                        | Kyle Dewar            | Kyle Dewar     | Ocala, FL       |         |         |
| 9     | 250   | DESTINY VAN DE NOORDHEUVEL | Jodie Camborg                     | Kris Killam           | Kris Killam    | Naples, FL      |         |         |
| 10    | 505   | CLOUSEAU                   | Christi Israel                    | Christi Israel        | Christi Israel | Birmingham, AL  |         |         |
| 11    | 510   | TRESOR DU PARADIS          | John & Barbara Bartko             | Tracy Magness         | Tracy Magness  | Baltimore, MD   |         |         |
| 12    | 58    | SKYMILES                   | Loretta Patterson                 | Holly Shepherd        | Holly Shepherd | Grand Bay, AL   |         |         |
| 13    | 518   | BLUE MOON 22               | Full Circle Farm & Maisie Mcswain | David Jennings        | David Jennings | Franklin, TN    |         |         |
| 14    | 502   | VDL WITTINGER              | Amanda Flint                      | Amanda Flint          | Amanda Flint   | Long Valley, NJ |         |         |
| 15    | 509   | GOMEZ VAN DE WITTHOEVE     | Kyle Dewar                        | Kyle Dewar            | Kyle Dewar     | Ocala, FL       |         |         |



# "Show Jumping Under the Stars"

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## Announcing the 2023 Schedule for "Show Jumping Under the Stars" \$24,999 GRAND PRIX SERIES



### Venice Equestrian Tour

Mark your calendars!



Gates Open at 5:00 pm, First Horse on Course at 7:00 pm

Admission \$10.00, Free Parking



Friday January 20  
Friday January 27  
Friday February 3  
Friday February 10  
Friday February 17  
Friday February 24  
Friday March 3  
Friday March 10

Grand Prix Horse Show Jumping is an Olympic Sport requiring extraordinary athleticism from both horse and rider, with jumps approaching 5 feet in height

**Food – Beverages – Fun for the Entire Family!**

Visit our website for full schedule and details on all special events



Fox Lea Farm  
800 North Auburn Road, Venice, FL 34292  
[www.FoxLeaFarm.com](http://www.FoxLeaFarm.com)



The new and exciting "Show Jumping Under the Stars" \$24,999 Grand Prix series is held each Friday night during the Venice Equestrian Tour Winter horse show circuit.

These events have enabled Fox Lea to:

- Attract a higher caliber of riders and horses to our area
- Offer an exciting event open to the public, integrating Fox Lea Farm into the local sports community
- Incorporate a Charity component, which benefited various area charities





## Sponsorship Opportunities

There are a range of sponsorship opportunities available throughout the year at Fox Lea Farm, ranging from \$500 to \$25,000.

We would be happy to discuss your needs and custom tailor a package to fit your budget and your objectives.

Opportunities include:

- Title/Presenting Sponsor of \$25,000 Grand Prix's
- Hospitality Sponsorships
- Jump Sponsorship, from simple graphics to a fully custom-built jump
- Banners in rings and around property
- Circuit, Show, Division, and Special Class Award Sponsorships
- Show-specific, Circuit, or Annual sponsorships available





# 2022 Show Sponsorship Levels

*Everything can be customized to your needs and level of sponsorship.  
Here are some possibilities for each different level of sponsorship.*

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## **Platinum/Venue Sponsorship – \$15,000 & Above :**

Provides your company with advertising exposure to all of our exhibitors and visitors on show grounds as well as on social media for an entire calendar year.

- Possible naming rights to arenas, or an Improvement, or other areas at the venue
- Presenting Sponsor – 3 of the premiere classes will be named after sponsor – Derby, Grand Prix, Welcome, 1.25 Prix
- Banners at Each Show Ring
- VIP Table during the Shows
- Product Display Areas and Vendor Space at Shows
- Logo on Scoreboard
- Custom Jump(s) in arena(s) – provided by Sponsor (Can suggest a jump builder if requested)
- Full Page of the Back Cover on each prize list

## **Gold/ Show Sponsorship - \$10,000:**

Your company will be promoted during the circuit or show series to all exhibitors and visitors on the show grounds as well as on social media.

- Naming Rights as a Presenting Sponsor or an Improvement
- Banners at each show ring
- Class or Division Sponsorship
- Jump(s) in arena(s) – provided by Sponsor (Can suggest a jump builder if requested)
- Product Display areas and Vendor Space at Shows



# Sponsorship Continued

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## **Silver/Event Sponsorship - \$5,000:**

Give your Company Exposure during a specific event.

- Naming Rights to a specific event
- Choice between exhibitor party or awards presentation
- Banners in the arena
- Jump(s) in arena(s) – provided by Sponsor (Can suggest a jump builder if requested)
- Logo on the Scoreboard display
- Name Plate on an improvement we use your pledge towards
- Full Page add in the prize list

## **Bronze/Class Sponsorship - \$1,000:**

A Bronze level sponsorship allows your company to sponsor a particular class or division within a show.

- Naming rights of a Specific Class or Division
- Option of presenting awards or Hosting Exhibitors Hospitality
- Name Plate on an improvement we use your pledge towards
- Banners in the arena
- ½ page add in the prize list

## **Friend of Fox Lea Sponsorship - \$250 - \$500:**

- Sponsorship towards an exhibitor party – pizza, ice cream, Kona Ice, maybe apples and carrots for the horses! Etc.
- Name Plate on an improvement we use your pledge towards
- ¼ page add in the prize list



# Contact Information

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