



2024 SPONSORSHIP OPPORTUNITIES



Chagrin Hunter Jumper Classic Unrated Show: July 5-7, 2024

Riders With Disabilities Competition: July 8, 2024

Chagrin Hunter Jumper Classic (National Rated Week): July 10-14, 2024



***A US Equestrian Federation Heritage Competition
held at Chagrin Valley Farms, a premier equestrian center in Northeast Ohio***

www.chagrinhunterjumperclassic.org



Since it was first held in 1949 the **Chagrin Hunter Jumper Classic** has been one of North America's finest charity hunter jumper shows, and home to North America's first show jumping Grand Prix held in 1965. The Classic attracts competitors from across the nation, as well as hundreds of spectators to the Cleveland area at Chagrin Valley Farms near the Village of Chagrin Falls. **Sponsorships offer companies great visibility, exposure to key influencer audiences, and a beautiful family-friendly venue where they can entertain and enjoy.**



July 5-14, 2024

- **July 5-7:** Schneider Saddlery Opening Weekend
- **July 8:** Riders with Disabilities Competition
- **July 10-14:** A-rated horse show

Demographics

- The equestrian audience has **median income of \$185,000** and **38%** have a **net worth of over \$500,000**
- **85%** of participants are **female**
- **80%** of total participants are **decision makers in the workplace**
- **40% own a farm**; 66% of which are larger than 10 acres
- Participants report they **own an average of three vehicles**

Source: U.S. Equestrian Federation



Mission:

To host a first-class equestrian event, support local charities and educate the public about equestrian sports.

The Classic is operated by the all-volunteer Chagrin Valley PHA Horse Shows Inc. board, a 501(c)(3) organization.


Benefitting Local Charities:

Proceeds from the 2023 horse show benefited area nonprofits including: Rainbow Babies and Children's Hospital, Fieldstone Farm Therapeutic Riding Center, Cleveland Metroparks Polo Field Fund, Ronald McDonald House, Rescue Village, Cleveland APL, PetFix Northeast Ohio, Angels Haven Horse Rescue, In Step With Horses, Tri-State Region Pony Club, and Ohio Professional Horseman's Assn. (OPHA) Scholarship Fund.



Chagrin Hunter Jumper Classic

2024 Sponsorship Benefits

	Premier Sponsorship \$15,000	Platinum Sponsorship \$10,000	Gold Sponsorship \$7,500	Silver Sponsorship \$5,000	Sterling Sponsorship \$3,500	Copper Sponsorship \$2,500	Bronze Sponsorship \$1,500
Sponsor Exclusivity <ul style="list-style-type: none"> Exclusive opportunity First right of refusal next year Industry exclusivity in category Naming rights of horse show area (repeated throughout the show over PA system) + signs 							
Special Opportunities <ul style="list-style-type: none"> Right to host hospitality event Reserved table for 6 in pavilion between rings Digital sponsored posts on horse social media* Opportunity to present class award(s) 	Hunter Rings (2)	Jumper Ring					
	2	2	1	1			
	5	4	3	2	1	1	
	4	3	2	1	1	1	
Show Sponsor Recognition <ul style="list-style-type: none"> Custom jump with sponsor logo/colors in the competition arena (sponsor provides jump) Announcement in news release* Logo on CHJC website* 2' x 8' sponsor banner(s) in ring and/or show grounds during the show (supplied by sponsor) Mention in social media posts and Enewsletter* Daily mentions over PA system during show 							
	Hot-link	Hot-link	Hot-link				
	6	3	2	2	1		
	14	12	10	8	6	4	2
	8	5	4	2	2	2	2
Prize List and Show Program <ul style="list-style-type: none"> Advertisement Show Supporter listings 							
	2 Full pages	Full page	Full page	1/2 page	1/2 page	1/2 page	

Chagrin Valley PHA Horse Shows, Inc. (dba Chagrin Hunter Jumper Classic) is a registered 501(c)(3) non-profit organization. Tax ID# 23-7275317. Donations are tax-deductible to the extent allowed by law.

*Digital Advertising for at least one year will begin this Spring. **The sooner you can confirm your sponsorship the greater the exposure.**

2024 SPONSORSHIP RESERVATION FORM



CHAGRIN HUNTER JUMPER CLASSIC at CHAGRIN VALLEY FARM

Chagrin Hunter Jumper Classic Unrated Show: July 5-7, 2024

Chagrin Hunter Jumper Classic (National Rated Week): July 10-14, 2024

Only through donations and sponsorships can we continue to support local charities through a top-notch equestrian event and educate the public about equestrian sports.

Please complete this form and return it to our Sponsorship Office (address below). If you have questions or would like to tailor your sponsorship, please contact Stanley Schneider at **216-789-0966** or email sschneider@sstack.com.

Company Name: _____

Contact Name: _____

Contact Title: _____

Address: _____

Telephone: _____ Email: _____

Please count me/us in at the sponsorship level indicated below:

- ☐ Premier Sponsor: \$15,000 ☐ Platinum Sponsor: \$10,000
☐ Gold Sponsor: \$7,500 ☐ Silver Sponsor: \$5,000 ☐ Sterling Sponsor: \$3,500
☐ Copper Sponsor: \$2,500 ☐ Bronze Sponsor: \$1,500

I/We would like to be a:

- ☐ Rated Division Sponsor: \$1,000 ☐ Unrated Division Sponsor: \$500 ☐ Rated Class Sponsor: \$250
☐ Unrated Class Sponsor: \$125 ☐ CHJC Champion: \$100

Please indicate your first, second, and third choice of the class, division, or championship that you would like to sponsor. We will try to accommodate your request: 1st Choice: _____

2nd Choice: _____ 3rd Choice: _____

Please accept my/our gift of: \$ _____ that is being paid for:

- ☐ **By check:** Amount: \$ _____ Check #: _____
Please make checks payable to: Chagrin Hunter Jumper Classic
- ☐ **By credit card:** Please call Sue Ford in the show office at 440-398-5619.
- ☐ **With appreciated securities:** Call Rebecca McNish at 216-536-5959.

Mail completed reservation form with check or credit card information to:
CHJC Sponsorship Office • P.O. Box 23552 • Chagrin Falls, Ohio 44023



Advertising Specifications for Chagrin Hunter Jumper Classic Program Book

Unrated Show July 5-7, Rated Show July 10-14, 2024 at Chagrin Valley Farms

RETURN ON INVESTMENT:

- Participants have contributed as much as \$3 million to the economy in a single year of the show.
- High net-worth audience. Median income is \$185K; 38% have net worth of more than \$500K
- 85% of equestrian participants are women
- 80% of total participants are decision makers in the workplace
- 40% own a farm; 66% of those farms are larger and 10 acres
- Individual participants own an average of three vehicles
- Individual participants own on average of four horses

DIGITAL DISTRIBUTION: 4,000 equestrian trainers and horse owners

MORE BANG FOR YOUR BUCK WITH BONUS ADVERTISING!!!! We have hired a marketing and PR firm with years of equine experience to dramatically expand exposure for all of our supporters. Your ad will appear in both print and electronic editions of the CHJC Program Book. The electronic edition will appear as soon as payment is received and processed on the website till July 2025. will be loaded to the CHJC website and will remain there for 12 months. Your name will also appear in our print and digital Show Supporters listings, in social media posts, and PA announcements throughout the show. The digital 2024 Show Program will be available on our website, shared on social media, and sent out in all e-mail newsletters and announcements to our e-mail list of apx 4,000 contacts, multiple times leading up to and during both Opening and Rated weeks of the horse show. Printed programs will be given to exhibitors and available in the horse show office both weeks. **We must receive your Logo / Ad before June 24, 2024, or your ad/logo will not appear in the show program.**

PRODUCTION GUIDELINES & REQUIREMENTS: Ad Specs: JPEG, PNG, or PDF format, CMYK format, 300 resolution. Please send ads/logo files to: Mandy Boggs at chagrinhjc@gmail.com

Business Name: _____ Contact Name: _____
Street Address: _____
City: _____ State: _____ Zip Code: _____
Email: _____ Phone: _____

INSERTION RATES:

Pay By: ☐ Cash ☐ Check ☐ Credit Card

Full page: 8.5" x 11"

Half page: 8.5" x 5.5"

Quarter Page 5.5"x 4.25"

☐ Color: \$800

☐ Color: \$550

☐ Color: \$350

Credit Card #: _____ Exp Date: _____ CCV: _____ Zip Code: _____

If you prefer to provide your credit card number by phone, please call

Sue Ford in the show office at 440-398-5619.

Make checks payable to: Chagrin Hunter Jumper Classic - Mail to: 14541 Sperry Road, Newbury OH 44065
<http://chagrinhunterjumperclassic.org/>