

1st Annual

TWILIGHT JUMPERS

AT

GREAT MEADOW

to benefit



*High Performance
Equestrian Foundation*

GREAT MEADOW FOUNDATION

*2011 Sponsorship Package
May 20, July 22, August 12 & September 16*

A Tradition Returns to Virginia Horse Country

Twilight Jumpers at Great Meadow is a new series of events held on Friday nights under the lights at Great Meadow. Event dates are May 20th, July 22nd, August 12th and September 16th.

Modeled after Great Meadow's highly successful Twilight Polo event, **Twilight Jumpers** will offer two invitational classes each night. Proceeds benefit the High Performance Equestrian Foundation and The Great Meadow Foundation, both deserving 501(c)(3) non-profit foundations.

Gates will open at 6:30 pm. The first class (\$500 Child/Adult Amateur Class at 1.05 m) begins at 7 pm. The second class (\$5000 at 1.30 m) will start at 8:30 pm. The class size is limited to 20 competitors. *The evening will feature top competition, intense tailgating, and dancing in the pavilion after the competition.*

Whether you want to compete, sponsor, reserve a rail side box for 6, tailgate, or just picnic in the grass for \$20/carload, it's a great way to support these two worthy non-profit organizations and bring the jumpers back to Great Meadow!

Why Become a Sponsor?

The horse industry in the U.S. contributes \$39 billion in direct economic impact and generates about \$102 billion in total spending, according to a detailed economic study commissioned by the American Horse Council and conducted by Deloitte Consulting. Further, there are about 9.2 million horses in the U.S. The recreational segment accounts for \$32 billion of the total economic impact, followed by the horse show segment at \$28.8 billion.

Horse Show exhibitors and spectators represent an affluent and highly educated target market. The following is a profile of equestrian enthusiasts from Equestrian Magazine:

- 66% have a college degree
- Average income of \$185,000
- 38% have a net worth over \$500,000
- 80% make or influence purchasing decisions at work
- The market value of the average home is \$594,000
- 22% own two or more homes
- Spend an average of 30 nights per year in a hotel
- Own 3 vehicles
- 40% own a farm; 66% of those are 10 acres or more
- Own an average of four horses
- Compete at least six times per year



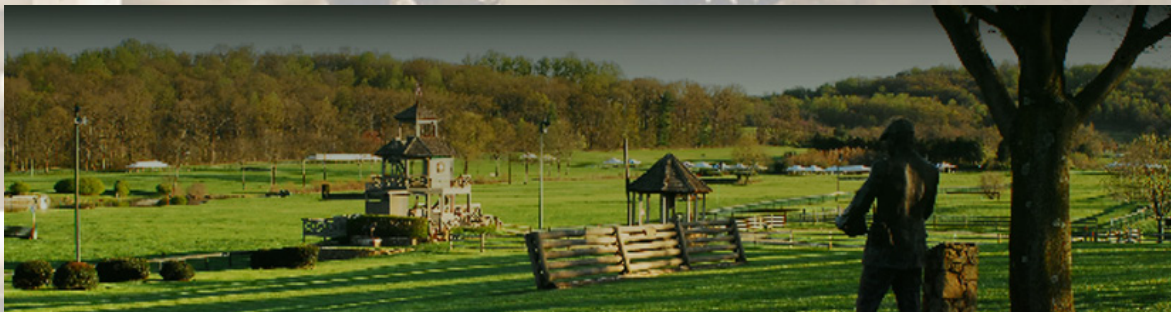
The Virginia Horse Country enthusiast lives an upscale lifestyle with significant disposable income. Products and company names associated with Twilight Jumpers at Great Meadow will be ideally positioned within this large community of virtually recession-proof consumers.

Sponsorship Opportunities

Sponsorship packages can be custom-tailored to suit your particular needs.
Your sponsorship is a contribution to a 501(c)(3), non-profit foundation.
Donations are deductible to the full extent the law allows.

TITLE SPONSOR BENEFITS **\$15,000**
\$5,000 (Your Name Here) Grand Prix of Great Meadow

Exclusive Title Sponsor for the series
Logo and Name on winning cooler
Presentation of class winners
Sign/Banner on inside and outside of arena
Inclusion in all media and advertising
Full-page ad on back of program
Name on front cover of program
Link on High Performance Equestrian Foundation website
PA announcements throughout competition
Basic Jump with logo or Custom Designed Sponsor-Provided Jump
VIP Pavilion for entertainment
Platinum Ringside Box with 6 seats
VIP Parking passes for Pavilion guests and Box



Contact Rob Banner 540-729-1335, or Alden Denegre 703-431-4068

PLATINUM SHOW SPONSOR

\$5,000

Sign/Banner on inside and outside of arena

Inclusion in print media

Insert in program

Link on High Performance Equestrian Foundation website

PA announcements throughout the show

Basic branded Jump or approved Custom-Designed Sponsor-Provided Jump

Platinum Ringside Box with 6 seats

Table in VIP Pavilion

6 VIP Parking passes



GOLD SHOW SPONSOR

\$3,000

Signs outside arena

Insert in program

Link on High Performance Equestrian Foundation website

PA announcements throughout the show

1 Platinum Ringside Box

VIP Parking passes

Contact Rob Banner 540-729-1335, or Alden Denegre 703-431-4068

Other Opportunities

PAVILION SPONSOR

\$300/night or \$1,000 for series



Inquire as to details

ENTERTAINMENT DECK SPONSOR

\$200/night or
\$500 for series



Ringside deck close to the action,
perfect for larger groups

VENDOR SPONSOR

\$150/night or \$500 for series



Inquire as to details

Contact Rob Banner 540-729-1335, or Alden Denegre 703-431-4068

RINGSIDE BANNER

\$50/night or \$150 for series



1 FULL PAGE PROGRAM AD

\$300 for series

Call for spec sheet

PLATINUM BOX

\$100/night or \$400 for series



SILVER TAILGATE

\$75/night or \$300 for series



Contact Rob Banner 540-729-1335, or Alden Denegre 703-431-4068

Taking Talent To The Top



HPEF cultivates and provides financial assistance to the talented, but under-funded equestrian athlete

The High Performance Equestrian Foundation (HPEF) is a 501(c)(3) dedicated to reimbursing accepted riders' competition and training expenses. Currently, the focus is on high-level show jumping riders. For more information, contact HPEF Executive Director, Alden Denegre, at 540-687-6369 or visit www.equestrianfoundation.org.

Donations to the foundation are tax-deductible.