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LONGINES



WASHINGTON
★ INTERNATIONAL ★
HORSE SHOW

WASHINGTON INTERNATIONAL HORSE SHOW
OCTOBER 24-29, 2017 ★ VERIZON CENTER

LONGINES

events





LETTER FROM WIHS BOARD PRESIDENT

Dear WIHS Partners and Friends,

The Washington International Horse Show, now in its 59th year, is excited to once again host more than 500 of the world's best horses and riders. With six days of top equestrian competition, more than 26,000 enthusiastic spectators, and one incredibly vibrant capital city, this horse show is like no other.

Enthusiasm for this historic event continues to build. In 2016 we had record entries and unprecedented support from the equestrian, local and corporate communities. A highlight of show week, the \$130,000 Longines FEI World Cup™ Jumping Washington is a qualifying event for the Longines FEI World Cup™ Jumping Final, which will take place in Paris, France this spring. The show's most coveted prize, the President of the United States Perpetual Cup, given to the show in 1961 by First Lady Jacqueline Kennedy, will be presented to the winning rider on Saturday night. Crowd thrilling exhibitions, free family friendly Kids' Day and a packed schedule of VIP hospitality make WIHS a can't miss event.

From the youngest small pony rider to top international competitors, horses and riders work hard all year long to qualify for our year-end championship event in Washington, D.C. We congratulate them all! We also would like to thank our neighbors in the Penn Quarter for their support as well as our generous long time sponsors, partners, and friends who ensure the continued success of this one-of-a-kind event and invite you to join us in the winner's circle in 2017.

Sincerely,
Victoria Lowell
WIHS Board President



ECONOMIC IMPACT

The Washington International Horse Show, a 501(c)(3) organization founded in 1958, is a historic world-class equestrian event that engages, entertains and educates the Washington, DC community while supporting charitable and military causes.

In 2016, WIHS had a \$10.5 million economic impact on the District of Columbia.

“This is our 8th year supporting this fantastic sports and cultural institution in Washington, DC, and we are excited to continue this partnership so people can come downtown, be close to horses and see a different kind of sporting event, one that most of us are not so accustomed to in the city. There’s a lot of history and culture here and we want people to come out and experience WIHS for themselves.”

– Erik A. Moses, Events DC





THE VENUE

VERIZON CENTER 601 F STREET NW, WASHINGTON, DC 20004

Brilliantly staged at Verizon Center, DC's downtown sports arena, the event is in the heart of the nation's capital. Just steps away from the top dining spots, shopping, cultural and social scenes that DC has to offer, WIHS attracts power players in the corporate, entertainment and military communities.

THE WEEK AT WASHINGTON

RECOGNIZED AS ONE OF THE TOP HORSE SHOWS IN NORTH AMERICA BY THE NORTH AMERICAN RIDERS GROUP, WIHS OFFERS THE BEST IN SHOW JUMPING, HUNTER AND EQUITATION COMPETITION AND MORE:

TUESDAY OCT. 25

Regular Conformation Hunters, AO Hunters, High Performance Hunters, WIHS Adult Hunter Championship



THURSDAY OCT. 27

Breakfast with the Mounted Police (free event - Hotel Monaco), Junior Hunters, Low Jr/AO Jumpers, \$35,000 International Jumper Welcome Stake, BARN NIGHT, High Jr/AO Jumpers, \$35,000 International Jumper Accumulator Costume Class



WEDNESDAY OCT. 26

AO Hunters, High Performance Hunters, WIHS Children's Jumper Championship, WIHS Adult Amateur Jumper Championship, \$10,000 International Jumper



SATURDAY OCT. 29

Kids' Day (free event- Verizon Center), Small, Medium, and Large Pony Hunters, Low Jr/AO Jumper Classic, SJHF High Jr/AO Jumper Classic, PRESIDENT'S CUP NIGHT, \$130,000 Longines FEI World Cup™ Jumping Washington for the President's Cup



FRIDAY OCT. 28

Junior Hunters, WIHS Equitation Finals Hunter Phase, Low Jr/AO Jumpers, High Jr/AO Jumpers, MILITARY NIGHT, \$50,000 International Jumper Speed Final, \$25,000 International Jumper Puissance

SUNDAY OCT. 30

Pony Hunters, Pony Equitation Finals, WIHS Regional Pony Hunter Finals, WIHS Regional Hunter Finals





KEY FIGURES 2016

WIHS 2016 HIGHLIGHT REEL

- Over half a million dollars in prize money
- More than 500 of the world's top horses and riders
- 26,000+ spectators
- 36,000 Facebook fans (as of March 2017) (+28%)
- 6,000 Twitter followers (+17%)
- 12,000 Instagram fans (+84%)
- Live Stream Views: 235,847 unique views (+52%)
- NBC Sports Broadcast: Viewed in 12 countries

“This is a great horse show. In the night time they get great crowds, and to be in the middle of D.C. is something special.”

— Lauren Hough,
winner of the 2016 \$130,000 Longines
FEI World Cup™ Jumping Washington

“It is a fantastic show. I’m always happy to come back here every year. It’s always nice when the crowd is cheering you on. It is very motivating.”

— Nicola Philippaerts



WIHS SPONSORSHIP

The Washington International Horse Show's diverse audience includes horse sport enthusiasts of all ages, national business leaders, military and government officials, and other influential members of the Washington DC community.

WIHS offers a highly effective way for sponsors to:

- Showcase products and services by integrating them into an appealing lifestyle activity
- Deliver targeted messages to a highly influential audience and hundreds of thousands of fans worldwide
- Entertain special clients in an exclusive ringside setting

WIHS delivers winning assets and tailored solutions to meet each partner's unique marketing objectives. Branding opportunities for partners can include customized jumps, product placement in the ring and in hospitality areas, in-arena signage, charity alliance programs and special exhibitions ensuring your brand is recognized as a true supporter of top international competition.



TITLE SPONSOR

- Title sponsorship of the Washington International Horse Show
- Title sponsorship of the International Jumper Division, including title sponsorship of the other two Legs of the Longines FEI World Cup™ Jumping Washington
 - International Jumper Welcome Stake on Thursday afternoon
 - International Jumper Speed Final on Friday evening
 - International Jumper Championship presented on Saturday evening
- Title sponsorship of the \$15,000 Leading International Rider Award and Bonus
- Title sponsorship of the FEI Stabling Area; includes branded banner signage on the fencing
- Title sponsorship of the International Jumper Rider Hospitality
- Title sponsorship of the WIHS Live Stream with wall-to-wall broadcast throughout the week
- Presenting sponsorship of the warm-up arena with enhanced branding opportunities
- Co-host of the President's Cup Party in the PwC Club on Saturday evening
- Co-host of the Exhibitor Welcome Party on Tuesday evening hosted at a local restaurant
- Opportunity to promote charitable partner of choice
- Plus additional exclusive branding, hospitality and promotional benefits



PRESENTING SPONSOR

- Designation as the presenting sponsor of the WIHS
- Designation as the title sponsor of an International Jumper Class or Award; opportunity to participate in the awards presentation at center ring following the class
- Designation as the presenting sponsor of a PwC Club Reception; includes the opportunity to work with WIHS to brand and decorate the PwC Club for the evening
- Designation as the presenting sponsor of an in-arena exhibition
- Two (2) tables for eight (8) guests on a VIP Dining Platform on Thursday, Friday and Saturday evenings
- Two (2) reserved tables for four (4) guests in the PwC Club on the evening of sponsored reception
- Fifty (50) tickets to the Armed Forces Reception to welcome veterans, military and team members
- Two (2) ring wall signs to be displayed in the competition ring
- One (1) custom branded jump
- WIHS will donate one thousand (1,000) complimentary General Admission ticket vouchers free of charge to military personnel and their families courtesy of the sponsor (\$30,000 value)
- Plus additional exclusive branding, hospitality and promotional benefits



**PLATINUM
SPONSOR**
\$50,000+

POTENTIAL PROPERTIES INCLUDE:

- \$50,000 International Jumper Speed Final on Friday evening
- Additional premium benefits & amenities options:
- Opportunity to participate in the awards presentation
- Two (2) tables for eight (8) guests on a Ringside Dining Platform (Thursday – Saturday)
- Two (2) signs on the competition ringwall
- Branded jump in the ring during select classes
- Daily videoboard spots and public address recognition
- Boutique vendor space
- Program and Prize List advertising
- Social media and PR opportunities
- And more...packages are customized based on investment level and partnership objectives



**GOLD
SPONSOR**
\$25,000+

POTENTIAL PROPERTIES INCLUDE:

- WIHS Equitation Finals
- WIHS Pony Equitation Finals
- WIHS Championship Coolers
- Exhibitors Breakfast on a Ringside Dining Platform
- Kids' Day on Saturday
- Additional premium benefits & amenities options:
- Opportunity to participate in awards presentations
- One (1) table for eight (8) guests on a Ringside Dining Platform (Tuesday - Saturday) or two (2) tables for four (4) guests in the skybox level PwC Club (Thursday - Saturday)
- One (1) 8' x 3' sign on the competition ringwall
- Daily videoboard spots and public address recognition
- Social media and PR opportunities
- And more...packages are customized based on investment level and partnership objectives



SILVER
SPONSOR
\$15,000+

POTENTIAL PROPERTIES INCLUDE:

- WIHS Adult Hunter Finals
- WIHS Children's Hunter Finals
- WIHS Featured Exhibition Sponsor
- Additional premium benefits & amenities options:
 - Two (2) tables for four (4) guests in the PwC Club (Thursday - Saturday)
- Social media and PR opportunities
- And more...packages are customized based on investment level and partnership objectives



**BRONZE
SPONSOR**
\$10,000+

POTENTIAL PROPERTIES INCLUDE:

- WIHS Live Stream
- Professional Hunter Divisions
- Amateur-Owner Hunter Divisions
- Pony Hunter Divisions
- Leading Hunter Owner Awards
- Additional premium benefits & amenities options:
 - One (1) table for four (4) guests in the PwC Club (Thursday - Saturday)
- Social media and PR opportunities
- And more...packages are customized based on investment level and partnership objectives



**BENEFACTOR
SPONSOR**
\$5,000+

POTENTIAL PROPERTIES INCLUDE:

- Junior Hunter Stake Round
- Grand Champion Pony Hunter
- Exhibitors' Lounge Lunch
- Additional premium benefits & amenities options:
 - Four (4) tickets to the PwC Club (Thursday – Saturday)
- Social media and PR opportunities
- And more...packages are customized based on investment level and partnership objectives



HOSPITALITY

WIHS premium hospitality packages offer you the very best way to appreciate the energy, thrill and excitement of elite level equestrian sport while entertaining business partners or mingling with the who's who of the equestrian world and DC community.

RINGSIDE ELEGANCE:

VIP Ringside Dining Platform packages start at \$25,000

SKY HIGH FUN:

PwC Club packages start at \$2500

"An unlikely place to stargaze in Washington, DC" - Washington Post, The Reliable Source

LIVE STREAM & NBC SPORTS BROADCAST



- NBC Sports broadcast reach in **85 million** homes nationwide
- Viewed in **12** countries
- WIHS Live Stream: **235,847** unique views (+52%)
- Free wall to wall coverage of all WIHS classes

CHARITABLE CONNECTION

WIHS is proud to champion national and local causes to make a positive impact in our community

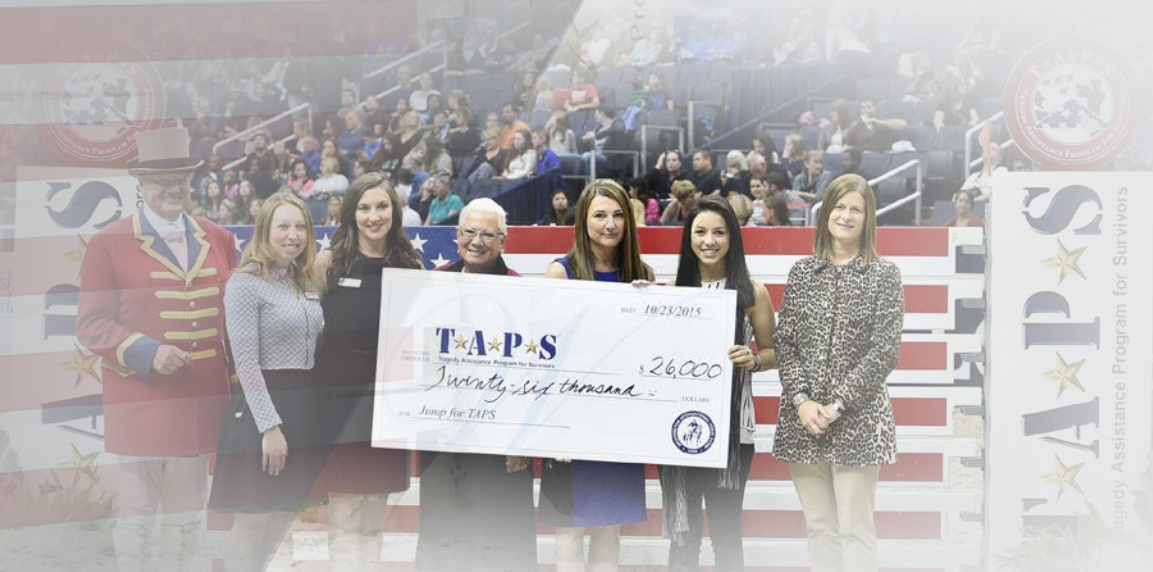
- Our Military Ticket Program has provided more than 26,500 tickets since its inception
- New for 2016, our First Responders Ticket Program provided over 2,000 tickets to local fire, police and ems organizations
- Jump for TAPS has raised more than \$80,000 for the Tragedy Assistance Program for Survivors, our official military charity since 2010
- Our Armed Forces Reception welcomed local military and their families in a benefit for TAPS and featured a booth for PAWS for VETS
- Buck Breast Cancer and Clear for the Cure raised \$32,500 for Capital Breast Care Center since 2013
- Our President's Cup Party raised funds for the United States Equestrian Team Foundation in support of the U.S. Equestrian Team and their High Performance programs



TAPS
Tragedy Assistance Program for Survivors



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TAPS
Tragedy Assistance Program for Survivors

COMMUNITY CHAMPIONS

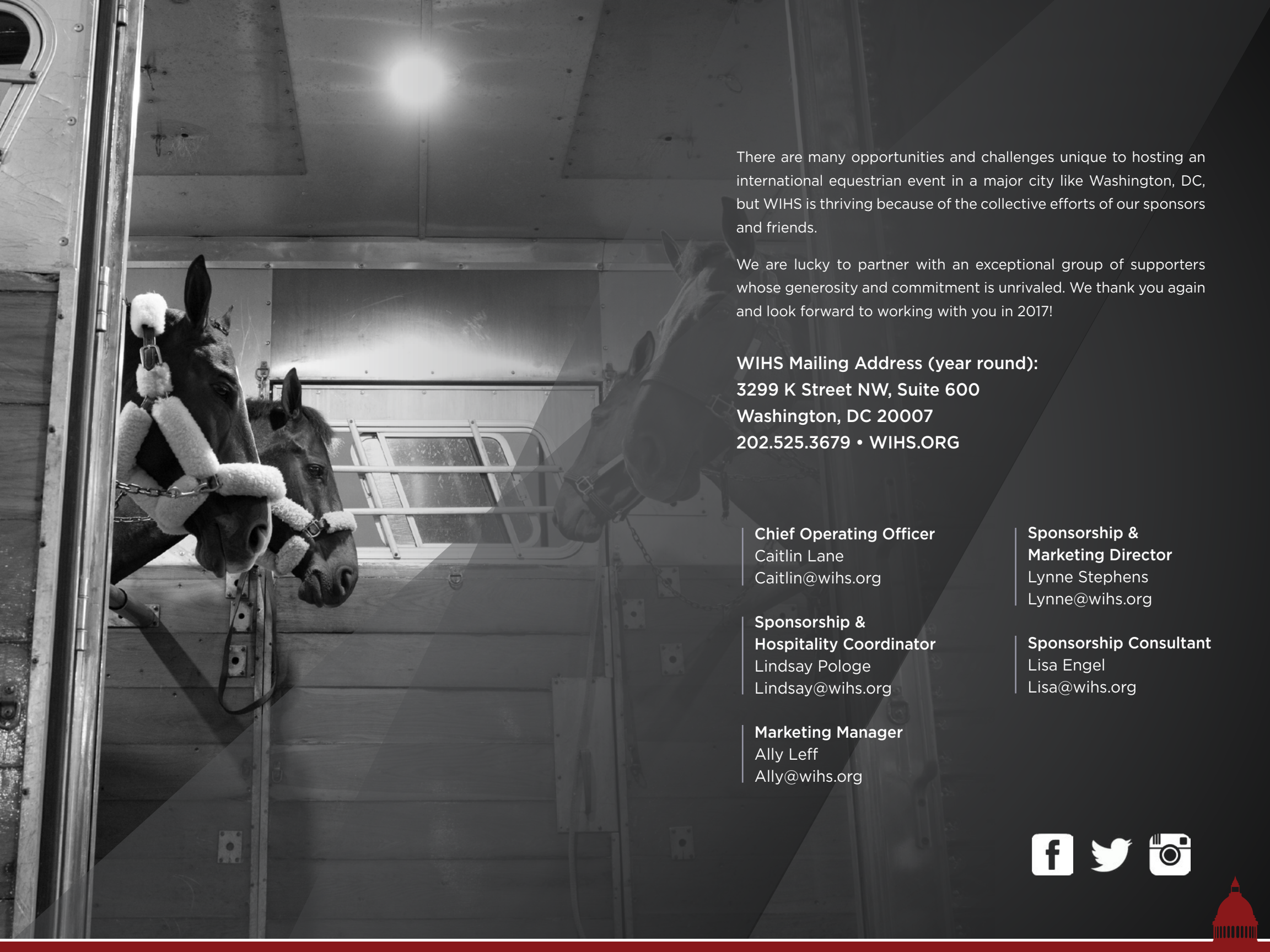


63 groups from DC, VA and MD attended Barn Night on Thursday evening



800+ children and families enjoyed Kids' Day, a free event for the local community

Our Charity Alliance Program provides local DC charities such as Teach for America and Humane Rescue Alliance with on-site promotion and awareness



There are many opportunities and challenges unique to hosting an international equestrian event in a major city like Washington, DC, but WIHS is thriving because of the collective efforts of our sponsors and friends.

We are lucky to partner with an exceptional group of supporters whose generosity and commitment is unrivaled. We thank you again and look forward to working with you in 2017!

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