



**WASHINGTON  
INTERNATIONAL  
HORSE  
SHOW**

October 25-30, 2011 ★ Verizon Center ★ Washington, DC

**SPONSORSHIP  
OPPORTUNITIES**

# JOIN US

**At the 53rd Annual  
Washington International  
Horse Show  
October 25-30, 2011**

At home in the heart of the nation's capital, the Washington International Horse Show is a **world class event**.

Brilliantly staged at Verizon Center, D.C.'s downtown sports arena, the event has been a **Washington institution** since its debut in 1958, attended by **Presidents, First Ladies, celebrities, Congressional and military leaders**, members of the **diplomatic corps** as well as national and local **business and community leaders**.

The country's premier indoor equestrian sporting event, the Washington International's **traditions, mystique and location** make the event an annual destination for both dedicated fans and anyone interested in experiencing the **drama, beauty and pure athleticism of equestrian sport**.

The Washington International attracts **Olympic champions** and top equestrians from around the world for **thrilling jumping competition** and a chance to vie for **more than \$400,000 in prize money, championship titles**, and the prestigious **President of the United States Perpetual Cup**, the only equestrian trophy known to carry the **Official Seal of the President**.



# Let Us Connect You with an Influential Audience

The Washington International's large and diverse audience includes **horse sport enthusiasts of all ages, national and local business leaders, military and government officials, celebrities and other influential members of the Washington, D.C. community.**

Offering 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
- ★ **Entertain special clients** in an exclusive ringside setting

We understand that all sponsors — from **private individuals to Fortune 500 companies** — have **unique marketing objectives**. Therefore, we build customized sponsorship programs designed to fit each partner's strategy.

**"An unlikely place to stargaze in Washington, D.C."**

*Washington Post, The Reliable Source*

## Part of the Fabric of America

Horses have a **broad and deep appeal**. A family-oriented sport demanding **discipline, confidence and commitment**, riding is woven throughout our country's history and the Olympic equestrian disciplines are **rooted in military history and tradition**.

- ★ **27 million** people over age 12 ride at least once every year
- ★ **14.6 million** people over age 12 ride on a regular basis
- ★ **88 million** in total attendance at sanctioned horse-related events

**"All the bells and whistles..."**

**"Excellent facilities for sponsors and VIPs"**

*Fédération Equestre Internationale*



# Providing Significant Economic Impact

The horse industry in the U.S. **employs more people** than railroads, radio and television broadcasting, petroleum, coal, and tobacco products manufacturing and generates about **\$112 billion in total spending**, including:

- ★ **7.1 million participants**
- ★ **6.9 million horses**

The **horse show segment** represents **\$35 billion in impact**, including:

- ★ **3.6 million participants**
- ★ **2 million horses**

## Ideal Market for High Quality Products and Services

Spectators and competitors in equestrian sport represent an **upscale, affluent and highly educated** target market.

No other sport delivers a more **premium demographic audience** than Grand Prix show jumping.

An **active and highly influential** group with significant **purchasing power**, this audience has **strong opinions on product quality, value and performance** — a natural target for **luxury goods** and upscale products.

- ★ 85% of competitors in equestrian sport are female
- ★ A majority are between ages 34-54
- ★ 38% have a net annual income over \$500,000
- ★ 80% are college educated
- ★ 85% are business executives
- ★ 80% make or influence purchasing decisions at work
- ★ 81% own their primary residence with an average home value of \$612,000
- ★ 43% take more than 16 airline trips per year
- ★ Average 30 nights per year in a hotel
- ★ 55% purchased an automobile within the last year
- ★ 63% have traded stocks, bonds or mutual funds within the last year

*\* Based on studies conducted by the American Horse Council and the United States Equestrian Federation*

 **Lufthansa Private Jet**

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**NETJETS**



BROWN ADVISORY



RBC Wealth Management

# One Ring Wonder

Recognized as one of the top horse shows in North America by the North American Riders Group, the Washington International offers **the best in show jumping, hunter and equitation** competition and more:

- ★ **6 days** of world class competition
- ★ **More than \$7 million** in local economic impact
- ★ **3 nights** of ringside VIP table service
- ★ **\$400,000** in prize money awarded
- ★ **6 national championships**, including WIHS Equitation Finals
- ★ **500 horses** qualify to participate
- ★ **20,000 spectators** attend
- ★ **\$100,000 President's Cup**, an FEI World Cup Qualifying Grand Prix
- ★ International Jumper Puissance
- ★ Open Jumper Gambler's Choice
- ★ World Champion Four-In-Hand Driving and Dressage Exhibitions
- ★ U.S. Army's Caisson Platoon Exhibition
- ★ 50+ specialty boutique vendors
- ★ Must-attend social gatherings
- ★ Jack Russell Terrier races
- ★ Kids' Day and other community outreach activities



## In the News

The Washington International regularly receives **generous editorial exposure** in national and local **print, television, radio and online** outlets as well as **extensive coverage** in the equestrian media.

*Photo courtesy of James Leslie Parker*

**Honeywell**

**ConocoPhillips**

GEORGETOWN CUPCAKE

**Discovery**  
ADVENTURES

## Partnering with Our Community

As a 501 (c)(3) nonprofit organization, our mission is to produce annual national and regional horse shows promoting top level competition, fair play, community participation and charitable partnerships. Throughout our history, the Washington International has proudly **distributed more than \$2 million** to worthy **national and local nonprofit organizations**.

Our **Charity Alliance** program allows sponsors to make a donation and **designate a charity of choice** to receive customized benefits throughout our event, including **branding opportunities in a major sports arena** during world class competition supported by an influential audience.

Organizations benefiting from this **innovative program** in its inaugural year included Teach for America and Children's Defense Fund.

## An Honorable Tradition

The Washington International has enjoyed a relationship with the United States military since its earliest days when former U.S. Army horses and riders represented the U.S. in national and international competition. Today, we continue that tradition in several ways.

**The Armed Forces Cup** trophy, honoring our country's servicemen and women serving in the United States Armed Forces, is awarded to the winner of one of our signature classes, the **International Jumper Puissance**, a thrilling high jump test of pure strength and courage. Donations for every clear round higher than 6'3" are made to our designated military charities.

Thanks to the generous support of a growing list of corporate sponsors, our **Military Ticket Program** provides access to the event to local service members and their families. All contributions fund tickets distributed through local installations including Andrews Air Force Base, Bolling Air Force Base, Fort Myer-Henderson Hall, Bethesda National Naval Medical Center, Walter Reed Army Medical Center, Army Recreation and U.S. Air Force Services at the Pentagon, the Armed Forces Retirement Home, the Armed Forces Foundation and the U.S. Army's Caisson Platoon.



*Photo courtesy of The Old Guard Public Affairs*

### WASHINGTON INTERNATIONAL HORSE SHOW

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