



# The Capital District Hunter Jumper Council

## 2022 Annual Horse Show

### Advertising and Sponsorship

The CDHJC's Annual Horse Show has been a cornerstone event for local horse enthusiasts and professionals since 1975. This four-day event draws local competitors, as well as those from neighboring states. The Annual Horse Show provides a quality local horse show for participants of all levels, while promoting the CDHJC's high standards of horsemanship and sportsmanship. Your advertisement or sponsorship of this event makes it possible, and helps to fund necessities such as prizes, staff, and equipment. Your support also helps to support our overall mission of education, sportsmanship, and professionalism, while promoting your business to participants and spectators from the across the Capital District and surrounding areas. We offer a variety of options to suit every level of support, and can also work with you to create a custom plan for you.

### Advertising and Sponsorship Options

#### **Advertisement in the CDHJC Annual Horse Show Prizelist**

Promote your business, congratulation a friend or family member, or celebrate an accomplishment with an advertisement in the Horse Show Prizelist. This publication is available online, and reaches hundreds of competitors, spectators, supporters, and staff.

**Full Page Ad (black and white) - \$125**

**Half Page Ad (black and white) - \$75**

#### **Horse Show Class Sponsorship**

The Annual Horse Show offers over 100 classes for a variety of riders and horses. Class sponsors will be announced over the loud speaker while the class is in progress, and when results are posted. Class sponsors will also receive written recognition in the Horse Show Prizelist.

**Class Sponsorship - \$50**

### **Horse Show Division Sponsorship**

Comprising five classes, most divisions take place over two days. Division sponsors will be announced over the loud speaker while the division is in progress, and when champion and reserve champion awards are announced. Division sponsors also receive a half page ad in the Horse Show Prizelist.

The following Hunter and Equitation divisions are available for sponsorship:

<i>Beginner Equitation (Saturday)</i>	<i>Beginner Equitation (Sunday)</i>
<i>CDHJC Child/Adult 2' Equitation</i>	<i>CDHJC 2'3" Equitation</i>
<i>Modified Child/Adult Equitation</i>	<i>Open Adult Equitation</i>
<i>2'3" Hunter</i>	<i>2'6" Hunter</i>
<i>Special Hunter</i>	<i>Low Hunter</i>
<i>Children's Hunter</i>	<i>Adult Amateur Hunter</i>
<i>Junior/Amateur Owner Hunter</i>	<i>CDHJC Working Hunter</i>
<i>Thoroughbred Hunter Division</i>	<i>Open Pleasure Horse/Pony</i>

### **Hunter and Equitation Division Sponsorship - \$200**

The following Jumper divisions are available for sponsorship:

<i>CDHJC Optimum Time Jumpers</i>	<i>Schooling Jumpers</i>
<i>Child Adult Jumper Low and High</i>	

### **Jumper Division Sponsorship - \$125**

### **Special Class/Event Sponsorship**

These classes and awards highlight notable achievements throughout the horse show as a whole. Sponsors will receive a half page ad in the Annual Horse Show Prizelist, and announced recognition at the horse show. The following events are available for sponsorship:

- Best Child Rider
- Best Adult Rider
- Leadline
- Horse Show Parent

### **Special Class Sponsorship – minimum \$100**

### **Banner Sponsorship**

A banner hung ringside at the Annual Horse Show draws the eye of competitors, staff, and spectators, and will be hung for all four days of competition. Banner sponsors will also receive written recognition in the prizelist. Banner sponsors are responsible for providing and storing their own banner (the CDHJC can provide storage for a fee of \$30/year).

### **Banner Sponsorship - \$300**

### **Finals Sponsorship**

This year, the CDHJC Equitation, Jumper, and Hunter Finals will be held at the Annual Horse Show. Featuring classes for riders and horses of a variety of levels, the Finals offer qualified riders an opportunity to showcase their skills. Finals sponsors will receive:

- Name embroidered on all champion and reserve champion prize
- Written recognition in the Annual Horse Show Prize List and Time Schedule
- Announced recognition during the final
- Banner hung during Final competition and warmup
- Half page color ad in the CDHJC Yearbook
- Full page in the Annual Horse Show Prizelist
- Invitation to present awards at the Finals, including award photos

### **Finals Sponsorship - \$500**

We are happy to work with you to create a custom package for any level of support. To discuss a custom option, purchase a sponsorship, or ask an advertising or sponsorship question, please contact Amanda Wadsworth at [awadswor@skidmore.edu](mailto:awadswor@skidmore.edu).