



Full Gallop Farm
3828 Wagener Rd
Aiken, SC 29805
www.fullgallopfarm.com
803-644-6789 . 803-215-6590 . 843-597-2913

Dear Hopeful Sponsor/Advertiser,

Full Gallop Farm has been organizing Horse Trials and events for the past 5 years running. With our own funds we've built Tadpole, Beginner Novice, Novice, Training, Preliminary and Intermediate event courses. We host five recognized events per year plus various schooling events, clinics, combined tests, jumping derbies, summer camps, schooling, etc. All of our events are usually full with waiting lists. Our goal is to eventually build an advanced cross-country course to add to what we already have.

Full Gallop Farm is unique; it is the only venue in our area that offers the Intermediate level which is considered one of the upper levels of Eventing. This level attracts the highest caliber of Eventing athletes from all over the world including many past & future Olympians. Intermediate is only one step away from Advanced, the highest level offered in Eventing.

We are looking for sponsors and advertisers to help promote the exciting and challenging sport of Eventing. Your support will help both current & future endeavors of Full Gallop Farm.

Becoming an event supporter and/or advertiser will result in many benefits. You will receive recognition consistent with the level of support you choose and the competitors, spectators and volunteers will be grateful for your contribution to the sport.

The statistics for Eventing show that on average, each competitor brings approx 3 people with them to the competition. If you also consider the spectators, officials and over 100 volunteers involved, you can start to see the possibilities of how many people your advertising/sponsorship will reach. We ourselves have advertised in many previous event programs and have received business calls from those programs even years later!

The statistics in Aiken place Eventing as second only to Polo in the amount of acres being developed for a particular Equestrian discipline.

Full Gallop Farm asks for and is appreciative of any support you can contribute. If you have any questions, thoughts or ideas, please do not hesitate to contact us by phone or e-mail. We are available to you at anytime.

Please browse through the following opportunities. We welcome any service or products you may consider trading for advertising in our program. Ideas and suggestions are always welcome.

Thanks for your time and consideration,

Full Gallop Farm

Lara Anderson & Shalonda Bryan

Sponsorship and Vendor opportunities:

- Complete sponsorship opportunities available incorporating a jump, program ad, and Website link are available call for details and to discuss your specific wants, needs, and ideas.
- Vendor space available at all events – please contact for details and for logistics of space and set-up. **** \$100 per day per vendor, access to electricity and/or water add \$25 per day per vendor. (Will consider trading product, services or gift certificates etc. for vendor fee.)**

Support of a Show Jump:

~ Signature Show Jump with a design relating to your company or logo, recognition as a sponsor in the program and on our website. Sponsors will be announced during the competition over the PA system.

~ Support of an existing show jump - \$800

~ A custom built show jump with or without your logo - \$1500 or more depending on how intricate the design. We can get an estimate from your design before proceeding. Our jump designer can also work with you to design a jump that will work for you.

Support of a Cross-country Fence:

****Your support is good for the life of the fence.**

Intermediate -	\$2100
Prelim –	\$1800
Training –	\$1400
Novice –	\$1000
Beginner Novice –	\$800
Tadpole –	\$500

* Special design requests may cost more, estimates can be given from your design or you can work with our fence builder on a concept and price for your jump.

**~ Special opportunities for theme cross-country fences are outlined below.
Contact us for details on how you can get one of these specific jumps.**

~ Prelim or Novice jump built with whiskey barrels – great for a bar, restaurant, liquor store sponsorship.

~ Intermediate Truck Fence – Great for truck dealerships, feed stores etc. - \$2100.

~ Several flower/vegetable stand jumps - great for landscapers, nurseries, florists, grocery stores, fresh markets, etc. - \$800 - \$2100 (depending on level)

~ A working waterwheel jump – new subdivisions, well/drilling, water distribution, irrigation companies, etc. - \$1600 prelim, \$1400 training.

~ A dock jump – boat dealer, RV dealer, lake retreat, etc. - \$2100.

~ The water complex features several jumping efforts (located in the center of the course) which incorporate many different jumps at all levels - \$4000 life sponsorship.

~ We also have several bank complexes, featuring a variety of efforts and levels, (located throughout the entire course) - \$3000.

~ The ditch complexes (located in the middle of the course) - \$2500

****The big complex fences are most often schooled and seem to be a focal point of the main events.**

All cross-country jump sponsors will receive the following:

- ~ Recognition in the program(s) for all of the events & on our website
- ~ A sign or plaque mounted on the jump itself. (sign or plaque to be provided by sponsor)
- ~ Banner (if provided) hung on the entrance fence for at least a week before the event and removed a week after the event.

Please contact us directly via phone at (803)215-6590, (803)644-6789, (843)597-2913 or e-mail if you would like to sponsor a jump or a complex.

Program Advertising:

Upcoming Events 2010

February 3rd & February 10th horse trials 2 for 1 price deal!

March 13th - 14th horse trials

May 29th - 30th horse trials

August 28th - 29th horse trials

***Best Deal* Advertise in all 5 programs & receive a 10% discount**

Ad sizes and rates to advertise in the program:

Full Page	\$200
½ Page	\$100
¼ page	\$75
Business Card	\$50
Back Cover	\$350
Inside Back Cover	\$300
Inside Front Cover	\$300

You are welcome to put a **coupon** or **promotional discount** in your ad. This encourages people to come and visit your place of business and these are good indicators that people are keeping the program.

****When offering a discount or coupon in your ad don't forget to note an expiration date unless you want it to run forever.**

****If you have any special requests such as flyers to be inserted into competitor's packets, samples to distribute etc., please contact us and we will be happy to discuss your individual needs with you.**

WEBSITE Link and Logo – please call us about this directly – we can incorporate this as part of a sponsorship package or you can just pay for a link on our site.

Full Gallop Farm - ADVERTISING FORM

Business Name _____
Contact _____
Address _____
City/State _____
Telephone _____
FAX _____
E-mail address _____

If you would like to reserve the inside front, inside back or back cover please contact us by phone or e-mail before sending in your form so that we can confirm availability.

Ad 1 Size Requested _____ Price \$ _____

Ad 2 Size Requested _____ Price \$ _____

Ad 3 Size Requested _____ Price \$ _____

Total \$ _____

Please make checks payable to Full Gallop Farm Enterprises, Inc. and enclose with completed form.

*****DEADLINES FOR AD SUBMISSION & PAYMENT!**

January 29th 9pm – for inclusion in Feb 3rd Program

February 5th 9pm – for inclusion in Feb 10th Program

March 9th 9pm – for inclusion in March 13th-14th Program

May 25th 9pm – for inclusion in May 29th-30th Program

August 24th 9pm – for inclusion in Aug 28th-29th Program

Send Checks and completed form to:

Full Gallop Farm
3828 Wagener Rd
Aiken, SC 29805

Contact numbers
803-644-6789 Farm
803-215-6590 Lara Cell
843-597-2913 Shalonda Cell
FAX – 803-644-7955

e-mail – fullgallopfarm@yahoo.com

Website - www.fullgallopfarm.com

* Once your request is received we will reply by e-mail or phone to confirm we have your information.

Preferred formats – JPEG or PDF

**All artwork, ads, and banners must be supplied by advertiser or sponsor.

Classified advertising:

Our events attract competitors, spectators and volunteers locally as well as from all over the country. We are offering “classified advertising” in our program.

This is a perfect opportunity to reach the equestrian community. It is a great way to advertise a horse for sale (especially if it is competing at the event) tack, trailers, trucks, etc.

Cost for a classified ad is \$20 for 30 words - 40¢ each additional word.

You can e-mail, fax or send us the ad you would like to run and mail us a check for the total amount of the ad.

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Website - www.fullgallopfarm.com

Why Advertise? The Equestrian Audience

Eventing is a remarkable, exciting and fast-paced spectator sport. The equestrian audience is an upwardly mobile market segment and is very loyal to products and services that support its interests. The equestrian audience can be defined as “a rider, owner, trainer, groom or spectator.”

Equestrian Sports Participant Demographics

(Source: USA Equestrian) profile of 80,000 members and on-site audiences.

- Industry statistics indicate that females comprise 85% of USEF participants. The average age is 39 years.
- Estimated consumer expenditures by USEF membership each year: \$2 billion
- 40% report an individual income in excess of \$150,000 per year.
- 80% have a minimum four-year college degree.
- The average home value is \$412,000.
- 81% own their primary residence outright.
- 15% own a second home.
- 43% travel on airlines more than 16 times per year.
- 78% are members of a frequent flyer program.
- 97% hold one or more credit cards.
- 55% of the automobiles owned were purchased last year.
- Average number of equestrian events participated in each year: 14.
- Average number of horses owned: 5.

General U.S. Population/Equestrian Demographics

- The number of people over the age of 12 in the United States who ride a horse at least once every year: 27,000,000.
- The number of people over the age of 12 in the United States who ride a horse on a regular basis: 14,580,000.
- The number of horses owned in the United States: 6,900,000.
- Total attendance at sanctioned horse-related events: 88,000,000.
- The number of horse owners in the United States: 2,200,000.
- The average annual income of individuals who subscribe to English style of riding equestrian magazines: \$105,900.
- The percentage of equestrian sports enthusiasts who regularly purchase goods and apparel through mail order catalogues: 60.2%.
- The ratio of horse owners whose annual income exceeds \$100,000 to non-horse owners who earn more than \$100,000 per year: 4 to 1.
- The ratio of equestrian sports enthusiasts who own other pets (primarily dogs and cats) to the general population: 3 to 1.