Morven Park Sponsorship Opportunities: International Equestrian Center
About Morven Park

Considered the “Central Park” of Northern Virginia, Morven Park attracts nearly 250,000 visitors each year. The acclaimed historic estate and equestrian park are set among 1,000 acres of rolling landscapes:

• Iconic mansion, museums & historic boxwood gardens
• International Equestrian Center, site of over 60 events annually
  • Horse Trials, Dressage & Hunter Jumper Shows
  • Carriage Driving
  • Arena Polo
  • Point-to-Point Steeplechase racing (returning soon)
  • Pleasure riding and trails
• Athletic Fields Complex
• Green space and hiking trails
• K-12 programs and outreach
• Wedding and corporate events
Morven Park Mission

Our mission is built around **four core values:**

- **Conservation**
  - 1,000 acres of park land, open space, historic trails and riding facilities

- **Preservation**
  - Stewardship of the iconic Davis Mansion, art and collections
  - Our world-renowned International Equestrian Center

- **Education**
  - Educational programs serving 7,000 Loudoun County Students
  - Art and collections forums
  - Cultural heritage and slavery research database
  - Equestrian community symposiums

- **Building for the future**
  - New opportunities and sustainable revenue sources:
    - Athletic Field Complex – 75,000+ attendees and growing
    - International Equestrian Center Revitalization
    - Arena Polo and Racing
    - Weddings, rentals and events
    - Developing new private/public partnerships
Partnering with Morven Park

We are committed to creating *win-win collaborations* to help our partners realize their goals while helping us maintain our park and continue hosting events that make Loudoun a special place to live.

• Why invest in a sponsorship with us?
  • **Reach** a wealthy audience with disposable income
  • **Build** brand awareness and loyalty
  • **Acquire** new leads and customers
  • **Align** your brand with Virginia horse country
Equestrian Center Sponsorships

• Over 100,000 equestrians visit Morven Park across 60+ events annually

• Equestrian Center sponsorships have been redesigned to reach competitors and spectators across all events and riding disciplines, such as:
  • Horse Trials
  • Hunter / Jumper
  • Dressage
  • Polo
  • Carriage driving
2018 Horse Trials

• Spring Horse Trials
  • Spring Horse Trials take place March 30\textsuperscript{th} – April 1\textsuperscript{st}
  • 700+ riders and attendees anticipated

• Fall Horse Trials
  • Morven Park is proud to be the site of the USEA Area II Championships
  • Set to take place October 5\textsuperscript{th} – 7\textsuperscript{th}
  • 900+ riders and attendees anticipated
## 2018 Equestrian Center Sponsorship Packages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Supporting Sponsor $1,000</th>
<th>Event Sponsor $2,500</th>
<th>Blue Ribbon Sponsor $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign placement at a cross-country jump at Spring and Fall Horse Trials</td>
<td><img src="#" alt="Green" /></td>
<td><img src="#" alt="Red" /></td>
<td></td>
</tr>
<tr>
<td>Space in program booklet for all equestrian events hosted by Morven Park (reaches 10,000+ attendees)</td>
<td><img src="#" alt="Green" /> (half page)</td>
<td><img src="#" alt="Red" /> (full page)</td>
<td><img src="#" alt="Red" /> (full page)</td>
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<tr>
<td>Sponsor Logo + URL Link on Morven Park Equestrian Center Website</td>
<td><img src="#" alt="Green" /></td>
<td><img src="#" alt="Red" /></td>
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<tr>
<td>PA recognition at Spring and Fall Horse Trials</td>
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<td><img src="#" alt="Red" /></td>
<td><img src="#" alt="Red" /></td>
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<tr>
<td>Social media recognition (~10,000 followers)</td>
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<td><img src="#" alt="Red" /></td>
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<tr>
<td>Mention in e-newsletter in the month following sign-up (~3,000 subscribers)</td>
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<tr>
<td>Recognition in all Horse Trials email blasts</td>
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<td><img src="#" alt="Red" /></td>
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<tr>
<td>Banner placement on Equestrian Center entrance fence through Dec 31, 2018</td>
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<td><img src="#" alt="Red" /></td>
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<tr>
<td>Sponsor brochure / swag placed in Horse Trial competitor and volunteer packets (900+)</td>
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<td><img src="#" alt="Red" /></td>
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<td>Banner placement on fence of a prominent outdoor riding arena</td>
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<td><img src="#" alt="Red" /></td>
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<td>Additional options</td>
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<tr>
<td><strong>Vendor Village Space – 20’ x 20’ space</strong></td>
<td>$100/day</td>
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<tr>
<td><strong>Space in program booklet for all equestrian events hosted by Morven Park</strong></td>
<td>$800 / $550 (full/half page)</td>
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<tr>
<td><em>(reaches 10,000+ attendees)</em></td>
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<tr>
<td><strong>Banner placement (1) on main entrance fence</strong></td>
<td>$2,500</td>
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<tr>
<td><em>(through Dec 31, 2018)</em></td>
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<tr>
<td><strong>Polo sponsorships</strong></td>
<td>See morvenparkpolo.org</td>
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</table>

*Sponsor is responsible for providing any promotional materials, jerseys, and camera-ready artwork. Materials must meet Morven Park guidelines. All assets, premium positions, and category exclusives are subject to availability.*
Thank You!

Contact: Scott Mayer - Director of Strategic Partnerships - smayer@morvenpark.org