



Opportunities...



Thank you for the opportunity to present you with our sponsorship information. We are extremely proud of the Caledon Equestrian Park and look forward to working with you.

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For further information, questions or to request a personalized sponsorship package, please contact the EMG office.



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# CALEDON EQUESTRIAN PARK

PALGRAVE, ONTARIO

## History of Caledon Equestrian Park

The equestrian jewel of eastern Canada is located in Palgrave, Ontario. It humbly began as a temporary facility for 1 or 2 horse shows a year when the original Bolton District Horse Shows Association outgrew the facilities at the Bolton fair grounds in 1973. Thru the 70's and early 80's the facility was only used once or twice a year but was widely admired for its sensational natural footing for and the beauty of the vistas. In 1986 the facility came under the management of Craig Collins who further developed the property and added several shows throughout the summer. In 1990 Collins put together a partnership of several local professional horsemen and established Equestrian Management Group Inc. with the focus being to establish the Caledon Equestrian Park as the premiere permanent equestrian park in eastern Canada. They began the process of installing permanent facilities and expanding the schedule of events to include all disciplines to make use of the facilities during the entire season.

In 2009 the Caledon Equestrian Park was selected as the Official Venue for Equestrian Sports at the 2015 Pan Am Games in Toronto and has since undergone a massive upgrade and restructuring. The Park now offers accommodations for up to 1000 horses, 7 rings with all weather sand/fiber footing and the largest indoor arena in Canada. The legacy of the 2015 Pan Am Games has insured the continued success of the Park as an international venue which is now able to operate year round.

The Caledon Equestrian Park has grown from humble beginnings to a first class equestrian event facility, attracting riders from the local regions, North America and Europe.

Enjoy the Legacy!





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PALGRAVE, ONTARIO

## Caledon Equestrian Park

- ☒ Year Round Equestrian Competition Facility
- ☒ Largest Indoor Arena in Canada
- ☒ Live Streaming 20+ Events per year
- ☒ National to International Level Competitions - Show Jumping & Dressage
- ☒ Reining, Quarter Horses & Breed Competitions
- ☒ Clinics & Sales / Charity Events
- ☒ 9,500 horses competing annually at the park
- ☒ \$1.1 Million in prize money
- ☒ 18,000 spectators annually
- ☒ Equestrian Mall - huge outdoor vendor area
- ☒ Stabling for 1000 horses on site
- ☒ 7 Outdoor Rings with sand/fiber footing

## Caledon Equestrian Park - Economic Impact Studies

- ☒ The total annual economic impact of Caledon Equestrian Industry **\$60,249,527.00\***
- ☒ Total On-farm & Off-Farm expenditures for horses in the Town of Caledon area **\$130.7 million\*\*** per year
- ☒ Total Economic contribution realized from competitions at the Caledon Equestrian Park is estimated at an annual value of **\$110.9\*\* million**
- ☒ 212,500 horses in Ontario
- ☒ 34,500 horse farms in Ontario
- ☒ 165,000 horses in Caledon Equestrian Park area
- ☒ 24,323 horse farms in Caledon Equestrian Park area
- ☒ 43,000 horse-owning households in Caledon Equestrian Park catchment area
- ☒ 12,500 horses in the Town of Caledon
- ☒ 2,400 horse farms in the Town of Caledon

\*Canadian Sport Tourism Alliance - Nov 2011 - full version available at [www.town.caledon.on.ca/en/index.asp](http://www.town.caledon.on.ca/en/index.asp)

\*\*Strategic Equine Inc. - May 2011 - full version available at [www.equiman.com/documents/PALGRAVE-ECONOMIC-CONTRIBUTION-MAY-2011-DISTD.pdf](http://www.equiman.com/documents/PALGRAVE-ECONOMIC-CONTRIBUTION-MAY-2011-DISTD.pdf)

## Rider Demographics - Industry Statistics\*

- ☒ Females comprise the majority (85%) of participants.
- ☒ Average age 39 years
- ☒ 40% report an individual income in excess of \$150,000
- ☒ 80% have a minimum four-year college degree
- ☒ Average home value \$612,000
- ☒ 81% own their primary residence outright
- ☒ 15% own a second home
- ☒ 43% travel on airlines more than 16 times per year
- ☒ 97% hold one or more credit cards
- ☒ 55% of the automobiles owned were purchased within the last year
- ☒ Average the number of equestrian events participated in each year is 14
- ☒ Average number of horses owned is 5

\*USEF source



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PALGRAVE, ONTARIO



## Show Jumping

Show Jumping is the most challenging and sophisticated level of jumping. Horse and rider combine as one to provide a level of excitement that is unmatched in most other sports. Show jumping scoring is based on faults & time. The horse and rider must complete the course faster and with fewer penalties than other pairs. Penalties are applied for knocking down, failing to clear, or refusing obstacles. The horse has the power and the rider has the control. Jump high.... go fast is the way to victory.

## Hunter

Are judged on the way they jump, they are the graceful beauties of any jumping competition. A good show hunter must possess an excellent jumping form. This is often described as the horse taking the shape of a dolphin jumping out of the water, with the horse's back up, and its head reaching forward and down over the fence. Their style and impeccable manners are what wins the day.

## Equitation

Defined as the art of riding. Equitation classes are judged on the rider's correctness of form, proper use of aids, and control over the horse. The rider, rather than the horse is evaluated. Classes are offered for beginners on ponies to advanced riders competing for National honors.



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PALGRAVE, ONTARIO



## Dressage

Dressage is pure elegance in motion, where every movement made by the horse and rider is choreographed to perfection. The fan favorite is the musical freestyle dressage where horses perform to music chosen by their riders. At the international level Dressage becomes a ballet with the horse and rider performing as one while appearing effortless.

## Reining

The origins of reining go back to the working cattle farm, skills and movements were developed to control and direct the cattle. Today Reining is the ultimate in control and instant response. Crowds just can't resist the urge to cheer after every sliding stop.



## Breed Sport

This group of spectacular horses are considered to be the original show horses. Encompassing Horses & Ponies from many different breeds including the American Saddlebred, Friesians, Hackney, Morgan and Road Horses. With many different disciplines and the brilliant motion within each breed, this group of horses is always a crowd favourite.





# CALEDON EQUESTRIAN PARK

PALGRAVE, ONTARIO

## Sponsorship Opportunities

- ☒ Competition Title Sponsor
- ☒ Grand Prix Class Title Sponsor
- ☒ Hospitality Options
- ☒ Division Sponsor - Year long exposure
- ☒ Facility Sponsorship - Complete packages
- ☒ Print Advertising
- ☒ Facility Signage
- ☒ Digital Media
- ☒ Live Streaming Events
- ☒ Custom Jumps
- ☒ Award Ceremony
- ☒ Public Announcements
- ☒ Press Releases
- ☒ Feature Articles
- ☒ Equestrian Mall - Vendor Space



Indoor Arena Complex



Grand Prix Pavilion





## CALEDON EQUESTRIAN PARK

PALGRAVE, ONTARIO



### CUSTOM BRANDING

Event Title  
Custom Jumps  
Custom Logo, Ribbons, Awards  
Product Placement  
In Ring Signage  
Premium Advertisement Space



## CALEDON EQUESTRIAN PARK

PALGRAVE, ONTARIO



### BRANDED JUMPS

Highly Visible and ready for that perfect Promo Shot  
Custom Designed and Built  
Singles, Doubles, Triples, Islands, Walls & Gates



# CALEDON EQUESTRIAN PARK

PALGRAVE, ONTARIO

**HOSPITALITY EVENTS**  
Small Groups to 300+  
Casual to Fine Dining  
Entertainment | Auctions | Display Space





# CALEDON EQUESTRIAN PARK

PALGRAVE, ONTARIO

Equestrian Management Group understands that each sponsor has unique marketing objectives and will custom design a strategic sponsorship program to suit the specific marketing requirements for each sponsor. We will work with each sponsor to create a dynamic package which may include some or all of the benefits listed below.

## FACILITY SPONSORSHIP BASIC PACKAGE

### Starting from \$7500

May include the following

- ☒ Presenting Sponsor of a Hunter/Jumper Division or a Modified Grand Prix
- ☒ Vendor Space - (400 sq. ft.) all events at Caledon Equestrian Park
- ☒ Ring signs - Grand Prix & Jumper Rings
- ☒ Public Announcements
- ☒ Logo on Grand Prix Digital Score Board
- ☒ Logo placement and link on Caledon Equestrian Park website
- ☒ Full page advertisement in Caledon Equestrian Park Magazine
- ☒ Presentation & photo opportunity

## SPONSORSHIP UPGRADE OPTIONS

- ☒ **Custom Jumps** - Starting from \$5000
  - Original custom designed jumps
  - Hunter or Jumper style with graphics
  - Wings, pillars, poles, islands & gates available
  - Jump to be used throughout the year
- ☒ **Indoor Arena Signage** - \$10,000
  - Extra Large 3' x 20' with your custom graphics
  - Mounted in the Indoor Arena
  - Sign will remain throughout the entire year
- ☒ **Larger Vendor Spaces**
  - ▲ 800 sq. ft. (20 x 40) - \$2,500
  - 1200 sq. ft. (20 x 60) - \$7,500
- ☒ **Live Streaming - Video Advertisement**
  - 20 Events - from \$5,000
  - 60 second video ads
- ☒ **Presenting sponsor class upgrades**
  - National Events - from \$2500
  - International Events - from \$7500
- ☒ **VIP Club Memberships \$10,000**
  - Exclusive seating area on Terrace
  - Includes a selection of free drinks and snacks
  - Plus invitation to all EMG "special" events

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