



*A Jump Above the Rest*



# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

2025



## **WHY SPONSOR?**

A sponsorship offers your company opportunities throughout the entire show season (May through October) to advertise to competitors, coaches, spectators, and visitors to the farm. By sponsoring, you can make your brand highly visible to the target audience: equestrian athletes (and their equine partners). Along with this target group, typically 2-3 people attend the show in support of the rider. This offers even more opportunity to target this additional group: if there are 120 riders, and three spectators per rider, this adds to 360 additional people on our property for just one single event.

## **HOW DO WE HIGHLIGHT YOUR BRAND COMPANY?**

- Banners/Signs displayed in premier spots.
- Ads in our show programs.
- Company logo on purchased jump.
- Logo and links to your company site from Course Brook website.

## **WHAT KIND OF SHOWS DO WE HOST?**

We host three USEA recognized events every year up to the Preliminary level, meaning that the show is monitored by a regulatory body (the United States Eventing Association, the USEA). This is a three-phase competition that includes dressage, stadium jumping and cross-country. This year, our recognized Horse Trials are on May 18th, July 20th and September 28th. We also host two Schooling HT Events throughout the year, which follow the same guidelines but are not regulated. We welcome riders from all over the country for all our events.

## **CLINICS AND SCHOOLING**

We also host many clinics throughout the year. This year we will have Stephanie Baer, Buck Davidson and John Zopatti spreading their professional knowledge to fellow Area 1 riders. These clinics have a great turnout by riders and auditors from all over New England. Participants learn a great deal from these professionals and take-home lots of exercises to add to their 'toolbox'.

By appointment only riders are welcome to come school our cross-country course and jump arenas when a show/clinic is not in process. This provides great practice for both the horse and riders. All our event jumps (XC and show jumping) are out for schooling opportunities during the season.

**39 Brush Hill Rd  
Sherborn, Ma 01770**

[www.coursebrookfarm.com](http://www.coursebrookfarm.com)

[Cmayocoursebrookfarm@gmail.com](mailto:Cmayocoursebrookfarm@gmail.com)

**508-202-9698**

**2025**



## COURSE BROOK FARM HISTORY

Course Brook Farm's original name was Fairfield Farm, which was established in 1927 by our grandfather Donald Rogers Mayo, the year our father John (Jack) M. Mayo was born. It was a 300-acre dairy farm that produced milk through 1956 from as many as seventy cows. The milk was processed, bottled and delivered to residential and commercial customers in Sherborn and bordering towns into the late 1970s.

The severe challenges of the Depression, World War II, our grandfather's sudden death (in 1956), and a buyout (in 1966) led to necessary land sales shrinking the property to its current size of sixty acres. The home delivery milk business industry saw its peak in the mid 1960s and then declined with the emergence of convenience stores, along with the rise of grocery store chains. The oil embargo in 1973 was the "stake in the heart" of the industry where droves of customers immediately had to save money to pay for increases in gasoline. The result was nearly fatal for the farm. By then our family had built ten stalls in what is now known as the "main aisle" and leased the barn to one tenant, and Course Brook Farm was born. By the end of the decade we went from processing and bottling to just redistributing milk and we doubled the capacity of the barn to twenty stalls. At that time, Nancy Mayo was running the stable.

In the early 80s after the milk business closed, ten more stalls were added. In the 1990s, the indoor arena was built and the initial steps began in moving forward to cater to the needs of the eventing and dressage community, including the first baby steps in creating the cross country course. With Jim Gornall's guidance, we had our first practice event in a freezing snowstorm in October of 1998 with fourteen horses and riders for novice and beginner novice levels. In 2010, we added training level and hosted our first USEA-recognized Course Brook Farm Horse Trials. In 2020 we anticipate adding the preliminary level and in the following years the intermediate level to our now-annual recognized event.

Our family has owned this property for over ninety years. In the first forty, the property was reduced by 80 percent. Since 1966, we have worked so hard to preserve and develop the sixty-acre property we've all called home for over fifty years in our continued commitment to serve the needs of the eventing and dressage community.

## PURCHASE A JUMP!

We are always trying to refine our courses to keep Area1 flourishing.

Every jump purchased will be used in every Event while also providing additional schooling opportunities.

Jumps will be customized with your name on a plaque or advertisement of your business.

**Cross Country Portable Jumps** \$800-\$1,000  
**Show Jumps** \$1,500-\$2,500

## FENCE SPONSORSHIP

**Stadium Fences-All Levels** \$550.00

- Banner or Sign displayed at Five Events (Banner /Sign to be supplied by Sponsor)
- Listed as supporter on CBF Website
- 1/4 Page black and white Ad in our program
- Official Course Brook Farm Coffee or Travel Mug

**Cross Country Fences** \$450.00

- Banner or Sign displayed at Five Events (Banner /Sign to be supplied by Sponsor)
- Listed as supporter on CBF Website
- 1/4 Page black and white Ad in our program
- Official Course Brook Farm Coffee or Travel Mug

## PRIZE AND PRODUCT DONATIONS

Donations of goods for one of our Schooling/HT Events with a retail value in the ranges below will receive:

### \$250 and \$500

One black and white 1/4 page ad in our program and logo with a link on our website.

### \$500 and \$1000

One black and white 1/2 page ad in the program and logo with a link on our website.

### \$1000 +

One color full page ad in the program and logo with a link on our website .

## Show Dates:

May 18th Schooling HT

July 20th Recognized H.T

August 24th Schooling H.T

September 28th Recognized H.T

October 26h Schooling H.T

## Shipment of Donated Product

Please ship items to :Collin Mayo  
Course Brook Farm  
39 Brush Hill Road  
Sherborn, MA 01770

# A Jump Above the Rest



## ADVERTISING OPPORTUNITIES

**ADVERTISE IN ALL FIVE PROGRAMS**

**or**

**ADVERTISE IN A PROGRAM OF YOUR CHOICE**

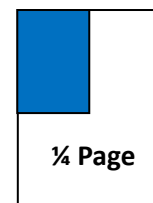
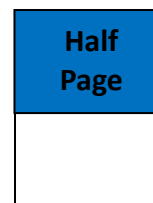
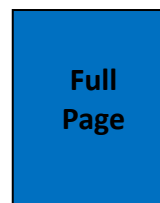
Spring H.T, Summer Schooling H.T, Summer Recognized H.T , Fall Recognized H.T and Halloween Schooling H.T.

### Rates for All Five

|                              |       |
|------------------------------|-------|
| Full Page – Black & White    | \$800 |
| Full Page - <b>Color</b>     | \$925 |
| Half Page – Black & White    | \$500 |
| Half Page – <b>Color</b>     | \$625 |
| Quarter Page – Black & White | \$375 |
| Quarter Page – <b>Color</b>  | \$450 |

### Rates for Individual

|                              |       |
|------------------------------|-------|
| Full Page – Black & White    | \$325 |
| Full Page - <b>Color</b>     | \$425 |
| Half Page – Black & White    | \$175 |
| Half Page – <b>Color</b>     | \$225 |
| Quarter Page – Black & White | \$100 |
| Quarter Page – <b>Color</b>  | \$125 |



Artwork must be camera ready. All ads are black and white (grey-scale) except for color option. Business cards can be used for quarter-page . All ads must be in .jpg or .pdf format.

# SPONSORSHIP AND ADVERTISING FORM-2025



Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sponsorships:

- Prizes/Products
- Services
- Gift Certificates
- Cash

### PURCHASE A JUMP

- Cross Country Portable Jump
- Show Jump

### FENCE SPONSORSHIP

- Stadium Fences-All Levels
- Cross Country Fences

### PRIZE AND PRODUCT DONATIONS

Prize and/or product donations for:

(Please choose and Event (s))

- Spring Horse Trials (Recognized Event) - May
- Summer Horse Trials (Schooling Event) - July
- Summer Horse Trials (Schooling Event)-Aug
- Fall Horse Trials (Recognized Event) -Sept
- Halloween Horse Trials (Schooling Event)  
Oct

Sponsorship Notes/Prizes you would like to give:

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## Show Program Advertising

ADVERTISING OPTIONS – All or Individual Programs

- Full Page – Black & White
- Full Page - Color
- All Five Programs
- Individual Program- Event Date: \_\_\_\_\_
- Half Page – Black & White
- Half Page – Color
- All Five Programs
- Individual Program- Event Date: \_\_\_\_\_
- Quarter Page – Black & White
- Quarter Page – Color
- All Five Programs
- Individual Program- Event Date: \_\_\_\_\_

## Vendor Space:

Events you would like to attend. \$100 fee per Event (Free to Sponsors)

- Spring Horse Trials (Recognized Event) - May
- Summer Horse Trials (Schooling Event) - July
- Summer Horse Trials (Schooling Event) Aug
- Fall Horse Trials (Recognized Event) -Sept
- Halloween Horse Trials (Schooling Event)  
Oct

Total Amount Enclosed: \_\_\_\_\_

Artwork for ads must be submitted no later than **May 1st** to be included in our Spring program . **July 1st** to be included in our Summer Schooling & horse trials programs. **Sept 1st** to be included in our Fall Program and **Oct 1st** to be included in the Halloween horse trials program. Please make checks payable to Course Brook Farm. Full payment must be received with ad to guarantee space.

Please mail form & Payment to:  
Collin Mayo, P O Box 908 Sherborn , Ma 01770  
Questions: 508.202.9698 or  
cmayocoursebrookfarm@gmail.com