



### **WHY SPONSOR?**

A sponsorship offers your company opportunities throughout the entire show season (May thru 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 3 spectators per rider, this adds to 360 additional people on our property for just one single event.

### **How do we highlight your brand or 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 two 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 July 20th and September 29th. We also host three 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 of our events.

### **CLINICS AND SCHOOLING**

We also host many clinics throughout the year. This year we will have Stephe 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 tons 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 going on. This provides a great practice for both horse and riders. All of our event jumps (XC and show jumping) are out for schooling opportunities during the season.

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