



*The Old Salem Farm
Spring Horse Shows
2009*

May 5-10 and May 12-17 2009



2009 SPONSORSHIP PRESENTATION

OLD SALEM FARM

The Old Salem Farm Spring Horse Show returns this spring, celebrating its 28th year and offering two weeks of exceptional Equestrian Sport. This prestigious two week event takes place May 5-10 and May 12-17 at one of the nation's premier equestrian facilities, Old Salem Farm in North Salem, New York.

Newly renovated, Old Salem Farm is host to 25 exceptional horse shows each year. Over the years, Old Salem Farm has hosted United States Olympic Team Selection Trials and World Cup qualifier classes. Olympic stars such as Michael Matz, Peter Leone, Beezie Madden, McLain Ward and Leslie Burr-Howard, as well as many other esteemed riders, have competed here throughout the years.

Old Salem's beautifully manicured grounds, list of elite horses and riders, and fantastic social gatherings draw spectators from Westchester County and beyond. They delight in strolling the pristine grounds, shopping on 'Boutique Row,' and sampling the tasty food and beverage selections, all while watching horses and ponies of every size and breed compete for hundreds of thousands of dollars in prize money.

The horse show features spectacular beauty of the "Show Hunter" and the speed and energy of the "Show Jumper." There is truly something for everyone to enjoy as horses compete in three rings of competition daily! The Old Salem Farm Spring Horse Show features one of the very few grass Grand Prix fields left in the country, making it a rare treasure for Grand Prix riders!

The Old Salem Farm Spring Horse Show features over 130 Hunter and Jumper classes each week, bringing together top competitors from all over the country, including many world-class competitors. In addition to the Olympic caliber Grand Prix events, the event features premier competitions for children, juniors, adults and amateurs. Riders from 4 to 70 years of age compete in more than 50 divisions from lead-line to Grand Prix!

The depth of competition provides an opportunity for the entire family to enjoy the sport together, creating a unique lifestyle environment. Horse Show enthusiasts, whether competitors, family members or spectators, are an active and highly influential group of consumers with significant purchasing power.

Some of the highlights for this year's event:

The \$40,000 Old Salem Farm Grand Prix May 10th

The \$75,000 Empire State Grand Prix May 17th

\$10,000 Hunter Derby

\$15,000 Jr./AO Jumper Classic

\$10,000 Leading Hunter Rider Awards

What is Grand Prix Show Jumping?

The Olympic sport of Grand Prix show jumping has been described as a cross between the thrill of thoroughbred racing and the sheer strength of downhill slalom skiing. **Grand Prix show jumping is the most challenging and sophisticated level of jumping competitions; pure athletic competition of the highest order.** Horse and rider combine as one to provide a level of excitement that is unmatched in most other sports. Women and men compete as equals. The horse has the power and the rider the control. The horse-and-rider combination must jump fences up to 6' in height and up to 5' wide without dropping a rail and within the time allowed. Jump faults (penalties) are incurred if a rail falls or a horse refuses the jump. A clear round permits the duo to come back for the final jump-off round, where speed is of the essence. The combination with the fastest time and the fewest jumping faults is the winner.

Show Jumping events are where the world's top riders, horse aficionados, spectators and celebrities gather for world-class competition and entertainment. Amongst the competitors are Olympic equestrian athletes. Business and political leaders, entertainment superstars, celebrities and international dignitaries participate in and watch the spectacle of horses performing amazing athletic feats.

And Show Hunters?

Hunt seat competitions are based on **elegant traditions arising from the foxhunt**, where beautifully groomed horses are prized as much for their impeccable manners as their lovely jumping style over fences. Hunters also complete a course over fences, however in this competition they are judged on the style and technical proficiency of the horse and rider within the constraints of the course design.

Hunt seat competitors compete on Ponies and Horses, in various divisions based on age of competitor and height of fences.



SPONSORSHIP OPPORTUNITIES AT OLD SALEM FARM SPRING HORSE SHOW



Show Jumping is engaging, high profile and fast-paced! Sponsors of this event will enjoy two weeks of visibility to affluent and influential participants. Each year, equestrian consumers represent a discerning and attractive marketing group: people whose lifestyles and spending habits can be brought to your business through our promotional efforts. Equestrian consumers have proven to be passionately loyal to products and services that support their equestrian interests.

This event provides a unique opportunity to sample Westchester's finest equestrian heritage, showcasing products and services through corporate sponsorship. These unique sponsorship opportunities will allow your company to promote its services and brands to thousands of enthusiastic spectators and passionate equestrians. Through various highly effective media outlets, your sponsorship affiliation with The Old Salem Farm Spring Horse Show will be viewed throughout the tri-state area and beyond.



Hundreds of affluent exhibitors and their families spend each day at the horse show, Tuesday – Sunday, each week. Spectators are accessible throughout the show week and over the weekend especially during the main Grand Prix event on both Sundays.



As this event has been running for 28 years it has grown into one of the largest and well-attended Hunter and Jumper horse shows in the tri-state area. Equestrians are passionate about their sport. We have competitors who have participated in this show on an annual basis for many years.

Developing and maintaining relationships with sponsors is challenging. At Old Salem Farm we work directly with your marketing team to create the ideal sponsorship package to fit your corporate needs.

**Title Sponsor of Event \$75,000-\$150,000 / Presenting Sponsor of Event \$25,000-\$75,000
Division•Class Sponsor \$5,000-\$25,000 / Individual Sponsor \$500-\$5,000**

Sponsorship Components

The Old Salem Farm Spring Horse Show respects the fact that potential sponsors – from private individuals to Fortune 500 companies—have unique and specialized marketing objectives when considering their sponsorship options. We will customize a strategic sponsorship to suit the specific marketing and promotional needs unique to each individual sponsor. Our team will work with each sponsor to create a dynamic package which will include some of the benefits listed below:

Signage

Banners: Many corporate sponsors are entitled to on-site display of 3' x 6' or 3' x 8' banner (s). Banners are displayed in high-visibility locations around the showgrounds such as the Grand Prix field fencing, front entrance fencing, railing of top grandstands, schooling area fencing and walkway fencing (where suitable). Sponsors must supply a banner that is nylon or a synthetic, wind-resistant vinyl product, NO plastic. They must be resistant to high winds and wet weather, and design should be visible from as far away as 400'. These will be neatly stapled on the fencing but could be slightly damaged. Must be received in Horse Show office by April 27, 2009

Rigid Signs: Corporate sponsors can supply one 3' x 8' rigid sign to be used on Grand Prix field fencing and other high-visibility areas, VIP Tent, walk-way (where suitable), admission area. We can produce this sign if we have artwork by April 1, 2009.

Corporate Jump Sign

Depending on sponsorship level, some corporate sponsors are featured in the Grand Prix field with a logo jump sign. This sign is used during the Saturday and Sunday Grand Prix field classes. The signs are placed at the discretion of the course designer but every effort is made to highlight the key sponsors during their sponsored event. Logos to be featured on the jumps must be received by April 1, 2009. (No exceptions)

Electronic Scoreboard

Located in the Grand Prix field facing the spectator grandstand and VIP tent. Corporate sponsor advertising messages and commercials are featured throughout the two-week event. During the Sunday Grand Prix events, only those corporate sponsors of that event are featured.

Public Address Announcements

Horse Show announcers will make several 30-second public address announcements daily linking your company's sponsorship to the event. We have three busy competition rings going simultaneously and announcements are made at appropriate times throughout the day with an emphasize on weekend spectator attendance. Announcements should be sent to Horse Show office by April 27.

Admission Tickets

Depending on sponsorship package, corporate sponsors are issued admission tickets to be used for clients, employees and other guests to enjoy the Horse Show. Premier Grandstand seating is available to view Grand Prix field events. There are general admission tickets and Grand Prix event tickets..

Award Presentation Ceremony

The opportunity to participate in on-field trophy/awards ceremony honoring event winners. Corporate head or client enjoy the thrill of the up-close presentation with these incredible athletes! Great media opportunity to highlight corporate participation.

Exhibitor 'Back' Number Sponsor

Corporate sponsor's logo/ name to appear on the top of the Exhibitor 'back' number, approx. 900 each week. Each exhibitor must wear his or her back number to participate in the Horse Show.

VIP TENT Entertainment Opportunity

Corporate sponsor to receive access to VIP Tent overlooking Grand Prix field and activities! Table seats 8 people, and includes a catered gourmet lunch on Grand Prix Sunday, including wine and desserts. Your guests will dine in a comfortable setting as they enjoy the thrills of watching the Grand Prix event up close. VIP Tent can also be used for private catering for corporate parties during the week Tues – Friday in the evening. Special arrangements can be made for a portion of the tent to be used for catered lunches Tues – Fri as well.

MEDIA TIE-IN

Corporate sponsor tie-in to all media publicity; press releases, feature articles, event advertisements in mainstream print publications as well as equestrian trade magazines.

WEBSITE

Corporate sponsors with Internet presence can request a four-month courtesy link on our website: www.oldsalemfarm.net



Award Presentation



Corporate Signage



VIP Tent

Riding has always been a part of American history. From the beginning, riding has been a family oriented sport that demands confidence, commitment and discipline. Horses have a very broad and deep national appeal as evidenced by statistics from both the American Horse Council and demographics from the USEF (national governing body of equestrian sport in the USA, profile of 80,000+ members).

The number of people over the age of 12 in the US who ride a horse at least once every year: **27 million**
The number of people over the age of 12 in the US who ride a horse on a regular basis: **14.6 million**
The number of horses owned in the US: **9.2 million**
Total attendance at sanctioned horse-related events: **88 million**
The number of people who participate in the horse industry: **4.7 million**

National Rider Demographics

Females comprise the majority of participants: **85%**
Average age: **39 years**
Individual income in excess of \$150,000 per year: **40%**
Minimum four-year college degree: **80%**
Average home value: **\$412,000**
Own primary residence: **81%**
Own second home: **15%**
Airline travel more than 16 times per year: **43%**
Hold one or more credit cards: **97%**
Owned automobiles purchased last year: **55%**
Average number of equestrian events participated in each year: **14**
Average number of horse owned: **5**



Opportunity to see Grand Prix riders in action

VENDOR/ BOUTIQUE ROW

The Old Salem Farm Spring Horse Show features 20+ boutiques along “Boutique Row”. Vendors sell everything from tack and equestrian goods and services to clothing, jewelry, furniture and luxury gift items. We offer numerous capabilities that focus on your sales needs. Consider this an extension of the sales and marketing efforts.

Our outdoor displays and event tents offer high visibility and flexibility. The beautiful equestrian environment provides an ideal setting for product sales and hospitality.

Booth specifics:

- White frame tents are located in various areas throughout horse show grounds.
- Plywood flooring is available for rent at an additional cost; otherwise the booth floor is grass. (depending on location).
- Includes the rental of one 8’ table, and two chairs
- Electric available upon request- 110 only
- All have lights and flaps for closing.
- Booth sizes are 9’x 10’, 9’x 20’ and 20’x 20’- there are a number of each size available. (limited to location of tents)

There are also a number of Trailer Exhibition Spaces available.

Size: 34’ x 20’ depth. We must charge for all electric hookups, and space is limited.



PUBLIC RELATIONS/MEDIA

The Old Salem Farm Spring Horse Show is promoted through a multi-faceted public relations campaign designed to expand awareness of the event's status as one of America's premier Hunter/Jumper horse shows and to stimulate spectator attendance.

The goals are accomplished through a series of focused press releases and extensive personal contact with members of the media representing radio and television, newspapers, magazines and websites.

The general publicity campaign is combined with extensive advertising, collateral materials and other communications to effectively reach all segments of the hunter/jumper world and population centers around Westchester County, including southwest Connecticut, northern New Jersey and metropolitan New York.

Prior to the horse show, media contacts are called and informed of the event. Calendar listings are distributed to national media, equestrian and local publications, and on line outlets. During the competition, press releases and results are e-mailed to select media each day. Daily results are also distributed to several Internet sites, allowing the public to attain immediate access to current news and results.

A concerted effort to place stories and photographs in the media after the event leads to widespread coverage benefiting the horse show, sponsors and all involved parties. Highlighting the extensive coverage the horse show receives are placements in such noted publications as *The Journal News*, *The Record Review*, *The New York Times Westchester Section*, as well as such equestrian publications as *The Chronicle of the Horse*, *Horse Directory*, *Equestrian Magazine*, *Practical Horseman* and *Today's Equestrian*. Last year's event was featured on *Channel 12 Sports News*, *Channel 4 News*, and *ESPN Sports*.

Our Media contact: Classic Communications (508) 698-6810,
Fax (508) 698-6811. Email: meg@classic-communications.com.
Attn: Marty Bauman, Press Officer

ADVERTISING

The Old Salem Farm

Spring Horse Show Prize List

The Prize List is a booklet that lists all competition specifications and rules for competitors. It is distributed to more than 3,000 owners, riders and trainers through direct mail and distribution at other horse shows.

Ad material is due no later than

February 1, 2009.

See included Advertising Rate Card for all information.

View of renovated barn



OTHER HORSE SHOW QUICK FACTS

Official Event Name: Old Salem Farm Spring Horse Show

Dates: May 5 – 10 and May 12- 17

Address: 190 June Road (Route 124), PO Box 317, North Salem, NY 10560

Phone Contact: (914) 669- 5610-fax (914) 669-8532

Hours: 8:00 am to 5:30 pm daily (approximately)

Alan Beitsch (914) 669-5610

Vandy Lipman (914) 584-4050, (914) 669-5610

Sarah Foster (203) 417-9888, (914) 669- 5610

Richard Lambert (917) 520-8759

Website: www.oldsalemfarm.net

Media Contact: Marty Bauman, Classic Communications

(508) 698-6810 fax (508) 698-8611

meg@classic-communications.com

Photo Credit: James Leslie Parker, Official Horse Show Photographer

Accommodations

Ethan Allan: Danbury, Ct (203) 744-1776

Hilton Gardens: Danbury, Ct (203) 205-2000

Spring Hill Suites by Marriot: Danbury, Ct (203) 744-7333

Comfort Inn Suites: Danbury, CT (203) 205-0800

Transportation

By Air

Westchester County Airport (HPN) : 25 Miles, 28 min.

LaGuardia Airport (LGA) : 52 Miles, 1.12 hours

John F. Kennedy (JFK) : 58 Miles, 1.35 hours

Bradley Airport (BDL) : 81 Miles, 1.50 hours

By Train from Manhattan

Metro North Harlem/Hudson Line: www.mta.info for schedule to Purdy's or Brewster, New York

Car Service/Taxi

Katonah -Bedford Taxi & Limo : (914) 232-5772

MTC Transportation: (914) 241-9211

Carmel Taxi & Car Service: (845) 225-5555

General Directions to Old Salem Farm Spring Horse Show:

From Interstate 84 or Interstate 287: take Interstate 684 to exit 8, Hardscrabble Road.

At end of Hardscrabble Road,

turn right. Farm is on right.





OLD SALEM FARM
190 June Road. North Salem. New York 10560
(914) 669-5610