



## 2018 COLORADO HUNTER JUMPER ASSOCIATION SPONSORSHIP PACKAGE



Thank you for your interest in becoming a sponsor of the Colorado Hunter Jumper Association. Celebrating its 55th anniversary in 2018, CHJA is a 501(c)4 non-profit organization run by volunteer horse enthusiasts.

The organization offers five premier events, a high traffic website and a well-read newsletter. Further, it has an active presence on the primary social sites including Facebook, Instagram and Twitter.

Below are our annual sponsorship packages and a list of "ala carte" items that can be added to any sponsorship. We are happy to work with you to develop a sponsorship package that best meets your specific needs so if you want something not listed, just ask. We will see what we can do!

We thank you again for your interest! We look forward to having you as a sponsor and valued partner of the Colorado Hunter Jumper Association.



## DID YOU KNOW?

Equestrians are highly active, financially stable and technologically mobile. As a group, they spend significantly on travel, leisure, dining, technology, luxury items and real estate.

These affluent consumers include executives, physicians, attorneys, professional service providers and more.

Here are some general numbers about this important group:

- ❖ \$134,000  
Average household income
- ❖ \$995,400  
Average net worth
- ❖ 97%  
More than one credit card account
- ❖ 56%  
Employed full time
- ❖ 80%  
Influence purchase decisions at work
- ❖ 43%  
Take more than 16 airline trips per year
- ❖ \$712  
Average amount spent per month on online purchases
- ❖ 30  
Average number of nights spent in a hotel per year





Here are more specific numbers for the CHJA membership:

- ❖ 75%  
Are adult members (the largest segment is 46+; the second largest is 18-30)
- ❖ 60%  
Earn between \$50,000 and \$200,000 annually (an additional 35% earn more than \$201,000 per year)
- ❖ 80%  
Own or lease 1-4 horses
- ❖ 80%  
Have a dog and/or cat
- ❖ 75%  
Own two or more vehicles
- ❖ 60%  
Own a single family home (an additional 30% have horse property)
- ❖ 75%  
Travel for pleasure one or more weeks per year
- ❖ 94%  
Use a smartphone
- ❖ 80%  
Use a laptop





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## **ANNUAL SPONSORSHIP OPPORTUNITIES**

Our annual sponsorship opportunities are categorized into tier level depending on the sponsorship amount. Tiers offer specific benefits that increase with each higher level.

Sponsorships are assigned to various classes and event based upon sponsor preference and availability. Sponsorships are sold on a first come, first served basis.

Tiers and benefits include:

### **PLATINUM MEDAL - \$25,000**

- Banner ads on website (12)
- Logo and link on newsletter
- Annual sponsor-developed blog posts (3)
- Social mentions (monthly)
- Signage at CHJA's Fantastic Five premier events (unlimited, sponsor-provided)
- Vendor space at CHJA's Fantastic Five premier events (10x10)
- Page ad in program for CHJA's Fantastic Five premier events
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Items in swag bags as available at CHJA's Fantastic Five premier events

### **GOLD MEDAL - \$15,000**

- Banner ads on website (8)
- Logo and link on newsletter
- Annual sponsor-developed blog posts (2)
- Social mentions (monthly)
- Signage at CHJA's Fantastic Five premier events (up to four, sponsor-provided)
- Vendor space at CHJA's Fantastic Five premier events (10x10)
- Half-page ad in program for CHJA's Fantastic Five premier events
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Items in swag bags as available at CHJA's Fantastic Five premier events





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#### SILVER MEDAL - \$10,000

- Banner ads on website (6)
- Logo and link on newsletter
- Annual sponsor-developed blog posts (1)
- Social mentions (monthly)
- Signage at CHJA's Fantastic Five premier events (up to two, sponsor-provided)
- Vendor space at CHJA's Fantastic Five premier events (10x10)
- Quarter-page ad in program for CHJA's Fantastic Five premier events
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Items in swag bags as available at CHJA's Fantastic Five premier events
- Listing in show program (as available)

#### BRONZE MEDAL - \$5,000

- Banner ads on website (4)
- Logo and link on newsletter
- Social mentions (6)
- Signage at CHJA's Fantastic Five premier events (one, sponsor-provided)
- Vendor space at CHJA's Fantastic Five premier events (10x10)
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Listing in show program (as available)

#### CHAMPION - \$2,500

- Banner ads on website (2)
- Logo and link on newsletter
- Social mentions (4)
- Vendor space at CHJA's Fantastic Five premier events (10x10)
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Listing in show program (as available)





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#### BLUE RIBBON - \$1,000

- Banner ad on website
- Logo and link on newsletter
- Social mentions (2)
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Listing in show program (as available)

#### PATRON - \$500

- Logo in newsletter
- Social mention
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Listing in show program (as available)

#### DONOR - \$250

- Mention in newsletter
- Announcements at CHJA's Fantastic Five premier events (daily at shows, throughout at Awards Banquet)
- Listing in show program (as available)

#### FRIENDS OF - \$50-\$100 PER EVENT

- Benefits vary. Contact event manager for details.





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#### ALA CARTE SPONSORSHIP ADD-ONS

- Custom Jump
  - CHJA builds, sponsor stores and transports\*
  - \$500
  
- Swag Bag Item
  - Place sponsor item in event swag bags as available
  - \$150/per event, plus items for bags
  
- Vendor Space
  - Varies by location. Please contact us for details.
  
- Exhibitor Hospitality Options\*\*
  - Daily Fresh Fruit  
\$250-300 per day, per event
  
  - Light Breakfast  
\$350-400 per day, per event
  
  - Sub Sandwich Lunch  
\$500-600 per day, per event
  
  - Hospitality Lounge  
\$1,000 per event
  
  - Exhibitor's Dinner Sponsorship  
\$2,500
  
  - Cocktail Hour Sponsorship (at CHJA Awards Banquet only)  
\$750



\*Options exist for storage and transportation depending on the show. Contact us for details.

\*\*Prices and availability vary by event and location. Contact us for details.



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### SPONSORSHIP RESERVATION 2018

\_\_\_\_\_ Platinum - \$25,000

\_\_\_\_\_ Blue Ribbon - \$1,000

\_\_\_\_\_ Gold - \$15,000

\_\_\_\_\_ Patron - \$500

\_\_\_\_\_ Silver - \$10,000

\_\_\_\_\_ Donor - \$250

\_\_\_\_\_ Bronze - \$5,000

\_\_\_\_\_ Friend \$50-\$100  
(Contact for details)

\_\_\_\_\_ Champion - \$2,500

#### Al a Carte Options

\_\_\_\_\_ (Indicate selection)

\_\_\_\_\_ (Indicate price)



CONTACT NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

EMAIL \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please make checks payable to: Colorado Hunter Jumper Association

Mail to: Terri Schulken, 11610 Coeur d'Alene Dr., Parker, CO 80138, [tschulken@comcast.net](mailto:tschulken@comcast.net)

For further information or to pay by credit card, contact Sydney Ayers, 303-324-3880,  
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