

MAFFITT • LAKE
EQUESTRIAN • CENTER
L.L.C.



Sponsorship & Advertising





Tim Hott
Manager/Owner
352-895-1701 cell
hotthorseshows@gmail.com

Libby Hott
Manager/Owner/Sponsorships
515-306-1140
libbyhott@gmail.com

Social Media

www.facebook.com/maffittlakeequestriancenter

www.instagram.com/maffittlake

www.pinterest.com/maffittlakeeque



MAFFITT LAKE EQUESTRIAN CENTER, LLC

3297 105TH STREET
CUMMING, IOWA 50061

WWW.MAFFITTLAKEEQUESTRIANCENTER.COM

We are proudly affiliated with:



Facility Information

Maffitt Lake Equestrian Center offers the Midwest the “ultimate” equine show facility. The facility provides equine professionals and equine athletes the following:

- * (4) Permanent barns
- * (197) 10' x 12' Box stalls
- * Horse tents with portable stalls
- * (1) 250' x 325' Grand Prix Ring
- * (3) 140' x 280' Hunter Arenas
- * (1) 140' x 260' Jumper Warm-Up Arena
- * (1) 180' x 310' Hunter Warm-Up Arena
- * (1) 40' x 200' Covered berm for spectators
- * (15) 64' x 64' Turnout Paddocks
- * High quality Purina horse feed, locally grown alfalfa and grass hay and pine wood shavings
- * Concession Stand – “Montana’s Grill”
- * Coffee Shop - "The Hott Spot"

Why should I become a show jumping sponsor?

A show jumping sponsorship offers a company the opportunity to instill impressions of their product or brand to an affluent target market with a significant proportion of discretionary income. By becoming a sponsor, you are allowing your company to gain exposure with an important market group, associate with the best events show jumping has to offer in Iowa, and become affiliated with equine customers who are loyal to quality brands and services that support their sport and horses.

Demographics

Equestrian competitors and fans constitute an ideal market for high quality products and services. As a group they are well educated, have ample disposable income and the time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale market. Research compiled from United States Equestrian Federation "USEF", offers these indicators of the buying power and influence held by horse sport enthusiasts:

- * 83% are women
- * 52% are married
- * 95% have at least one credit card
- * 66% have a college degree or better
- * 56% are employed full-time
- * 80% make or directly influence purchasing decisions at work
- * \$955,400 is the average net worth
- * Average household income of \$227,500
- * 84% own their main residence
- * 40% live on a farm; 66% of those are ten acres or more
- * 22% own two or more homes
- * 43% own 2 to 5 horses

Products

Horse Feed	\$371 million
Trailers	\$337 million
Stable Supplies	\$132 million
Equine Medicine and Drugs	\$115 million
Equestrian Apparel	\$73 million
Vitamin and Mineral Supplements	\$47 million
Blankets and Sheets	\$36 million
Grooming Products & Equipment	\$30 million
Hoof Treatment	\$26 million
Dewormers	\$20 million
Fly and Pest Control	\$15 million
Helmets	\$10 million

Average Annual Expenditures

What are Horse Shows?

Horse shows are gatherings of hundreds, sometimes thousands of horses and riders to compete. Most horse shows are held on one day. These are called local shows or “schooling shows”. Riders, horses, and trainers rise early to travel and compete at these shows. They bring their horse in a horse trailer for the day and go home after the competition. There are also multi-day competitions, usually given a rating of “Premier” or “National”, by the United States Equestrian Federation. At multi-day shows, riders, horses and trainers travel to a showground and stay up to 7 days. The horse-show management sets up stabling where the horses will live during the competition, while competitors and trainers stay at near by hotels or in campers.

What does hunter/jumper mean?

“Hunter/Jumper” refers to a specific equestrian discipline or style of riding where horses are ridden English style and jump over a series of obstacles, also called fences or jumps. A series of fences is called a “course.”

Why is it a two-word name to represent one discipline?

Within the discipline there are two distinct sub disciplines: hunters and jumpers. In a nutshell, hunters show over simplified courses meant to mimic traditional hunt field obstacles and the judging is subjective. In general, judges are looking for horses that are well mannered, athletic and attractive to ride safely and smoothly over the fences.

On the other hand, jumpers ride over technically difficult courses that tend to twist and turn. The judging is obstructive and mathematical based on whether the horse knocks down a fence, stops at a fence or does not complete the course in a certain time limit. All of those mistakes incur “faults” or penalties. The horses with the fewest faults and the fastest time taken to complete the course win the competition.

The two terms “hunter/jumper” are often used synonymously because today’s horse shows offer classes in both sub disciplines to accommodate competitors. An additional sub discipline, equitation, is a hybrid between hunters and jumpers, where the rider’s abilities are judged subjectively over a more difficult jumper type course. Often hunters and jumpers show in “divisions” or a series of classes where horses accumulate points in an effort to win a championship. These divisions can be divided by many criteria, including but not limited to horse/pony size, rider age, horse’s training level, jump height, etc. A typical division has three to five classes. In every class, ribbons are assigned point values with the first being the most. The points earned from the classes accumulate towards the championship, and the horse and rider with the most points wins the championship. Horses and riders can compete in an over fences class or a flat class. In over fences classes, the horses compete one at a time and demonstrate their skills over a series of jumps. In flat classes or also known as, under saddle classes, all of the horses are gathered in the ring and judged in a group at different paces – walk, trot and canter. At one-day horse shows, usually class ribbons are awarded for the first through sixth place. At multi-day “Premier” or “National” shows, ribbons are generally awarded for 1st through 8th place. In special classes, ribbons can be awarded beyond 8th place.

Sponsorship Package Elements

Maffitt Lake Equestrian Center strives to reach each potential sponsors individualized advertising and marketing needs. We will work with you to establish a sponsorship package that is personalized and incorporates promotional needs.



Print Advertising

Prize Lists: A Prize List is the official competition publication. The publication includes competition information, schedules, facility rules and regulations, United States Equestrian Center (USEF) and the United States Hunter Jumper Association (USHJA) rules and by-laws, advertising for local attractions and advertising opportunities for sponsors. Prize Lists are mailed to trainers and competitors, available in the horse show office and available for download on the Maffitt Lake Equestrian Center website.

Direct Mailing: Direct mailers are mailed to over 1400 past, present and future competitors. The mailers include competition dates, class highlights, Official Lodging Partners and Sponsor Logos.

On-Site Marketing

Custom Jump: A custom jump can be built or signage attached to an existing jump with sponsor name and or logo. Jumps are placed in the Graham Grand Prix Ring at the discretion of the course designer.

Arena Banner: 2x6 and 3x8 all weather vinyl banners will be displayed on the fencing of the Graham Grand Prix Ring.

Facility Signage: Custom signage to be displayed in a highly visible area of the horse show facility, next to the competition ring, building or sponsored landscaped area.

Vendor Space: Complimentary vendor space will be available in vendor row for those sponsors seeking product advertising and sales.

Public Address Announcements: Competition Announcers will make several public address announcements throughout the day during the competition.



Online Advertising

Website: Sponsor Logos and website links will be placed on the home page of the Maffitt Lake Equestrian Center website.

Social Media: Maffitt Lake Equestrian Center utilizes Facebook (www.facebook.com/maffittlakeequestriancenter), Instagram (www.instagram.com/maffittlake), Pinterest (www.pinterest.com/maffittlakeequestriancenter) and Twitter (www.twitter.com/maffittlake) to inform Trainers, Riders, Owners and Spectators of horse show news, events, partnerships with sponsors and winning highlights.

Constant Contact Email Blasts: Bi-Monthly email blasts are sent to 1400+ equestrians during the horse show season for horse show news, horse show winners, special event information and sponsorship announcements.

Awards

Custom Awards: Custom Awards may be special ordered with sponsors names and logos for featured sponsored events.

Awards Presentation: Sponsors will have the opportunity to participate in the awards presentation for their sponsored class. Presentation to include a photo with the class winner.



Sponsorship Levels



Diamond Sponsorship
\$25,000

Platinum Sponsorship
\$5,000

Gold Sponsorship
\$2,500

Silver Sponsorship
\$1,000

Bronze Sponsorship
\$750

Blue Ribbon Sponsorship
\$500

Horse Shows

Two Rivers Summer Festival

Madison County Dressage Classic I & II

Maffitt Lake Dressage Classic I & II

Two Rivers Dressage Classic I & II

Showcase Classes

Grand Prix, Welcome Stake, Jumper Stake, Hunter Derby, Classics



Top Attractions in Des Moines

Iowa Speedway, “The Fastest Short Track on the Planet,” is central Iowa’s home for both racing and non-racing fans who are looking for thrilling, all-American entertainment on and off the track. The Rusty Wallace designed track offers 7/8 mile tri-oval racing with 12-13-14 degree compound banking in the turns. Iowa Speedway also offers a wide range of options for events in our Newton Club such as wedding receptions, business meetings, tradeshows and much more.

Come see why Prairie Meadows Casino Racetrack & Hotel is your place to play. With more than 85,000 square feet of exciting casino action, Prairie Meadows has every game you want to play this side of Vegas. But the fun doesn’t stop there! Prairie Meadows also offers a wide variety of restaurants, live horse racing, and weekly entertainment. From breakfast hot off the griddle to simple comfort food or chef-prepared entrées, our dining options are more than enough to satisfy any craving. After you’ve had your fill, stop by the smoke-free Finish Line Show Lounge to check out our FREE entertainment every weekend. Prairie Meadows also offers live horse racing April through mid-October. Come out and enjoy both Thoroughbred and Quarter Horse racing and wager on your favorites. .

Adventureland Park has more than 100 rides, shows and attractions, including the new MONSTER steel roller coaster! Rides for all ages are available, from mild to wet-and-wild. Shows throughout the park feature a variety of family entertainment. Don’t miss Iowa’s newest water park, Adventure Bay. Water park admission is included with admission to Adventureland Park. Please see adventurelandpark.com for Park and Water Park operation dates.

Des Moines Science Center: From black tie to boxed lunch – and from 10 to 1,000 people – the Science Center of Iowa and Blank IMAX Dome Theater features a variety of flexible spaces for meetings, corporate events and after-hours celebrations. Centrally located in Downtown Des Moines, SCI offers professional on-site catering and full multimedia capabilities. Ask us about team-building activities and other unique add-ons!

Iowa State Fair: "Nothing Compares" to the annual August extravaganza that inspired the novel State Fair and is featured in the New York Times best-seller 1000 Places to See Before You Die. The Iowa State Fair features mouth-watering food, fabulous free entertainment, one of the world’s largest live-stock shows and countless zany contests.

Blank Park Zoo: Blank Park Zoo is "Iowa's Wildest Adventure!" Experience the wonders of nature found in the tropical rainforests, Australian Outback and Africa. The zoo offers educational classes, tours and rental facilities.

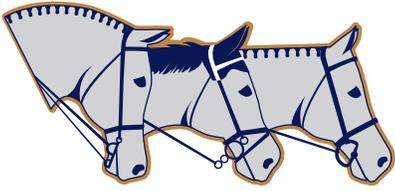
National Balloon Classic: Don't miss the spectacular National Balloon Classic July 28-August 5, 2017! Watch in wonder as nearly 100 hot air balloons paint the Iowa sky with brilliant colors and playful special shapes. Cheer on skilled pilots competing for points and prizes, enjoy live music nightly, buy a balloon ride for a one-of-a-kind experience, and prepare to be awestruck as dark skies come alive with a mystical glow during Dawn Patrol and Nite Glow Extravaganza. This and so much more during the incredible 9-day event! Visit NationalBalloonClassic.com

Living History Farms: Living History Farms is an interactive outdoor history museum which educates, entertains and connects people to Midwestern rural life experiences. Touch, play and engage at our working farm sites: 1700 Ioway Indian Farm; 1850 Pioneer Farm; and 1900 Horse-Powered Farm — and in our 1875 Town of Walnut Hill.

The Greater Des Moines Botanical Garden is a vibrant 7-acre public garden featuring 10 distinct gardens, including a water garden, conifer garden, rose garden and our iconic geodesic-domed conservatory with tropical and desert plants. Enjoy lunch at Trellis Café (open Tuesday – Sunday, 11 a.m. – 2 p.m.), shop for unique items in the Garden Shop or take a class through our Adult Education programs.

Those who have experienced the **Des Moines Arts Festival**® would not be surprised to know that this annual event has become a most remarkable international phenomenon. The festival has evolved since its first edition in 1958, when “Art in the Park” was hosted on the grounds of the Des Moines Art Center. While the event name and venues have changed through the years, the festival mission remains unwavering — to educate, inspire and engage audiences toward a heightened appreciation of visual and other forms of art and to enhance our sense of pride in the Des Moines community.





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