

# MARKETING GUIDE



# SHOWPLACE PRODUCTIONS

# SHOW JUMPING

is a challenging pursuit, it takes many years of dedication, sacrifice, and persistence to reach the top level of the sport. Without financial support, many events couldn't offer the prize money and amenities that attract top competitors and enable those competitors to sustain their campaigns.

We know that it can be even more challenging to find and retain customers for your product or service. Today, between the economy and technology your margins are slimmer than ever and you now have to compete with businesses from around the world for every client dollar. But the best business still gets conducted the old fashioned way, through personal contact.

What if there were a way to build face-to-face relationships with some of the most affluent consumers in the country? By making an investment in their sport, the international sport of equestrian show-jumping, you are buying more than just name-recognition, you are getting personal access. Not just to the riders, but to their families, their horse owners, and their trainers.



# SHOWPLACE

# THE CHALLENGE >



# PRODUCTIONS

# CONSIDER

that in 2015 and 2016, these notable business men and celebrities attended show jumping competitions on behalf of themselves or their families.

Microsoft founder Bill Gates

Television Personality Steve Harvey

Former Boeing CEO Jim McNerney

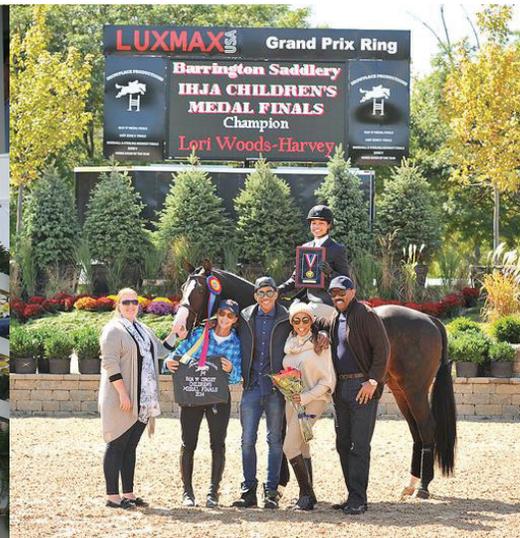
Comedian and Celebrity Jerry Seinfeld

Rock Star Bruce Springsteen

Former New York Mayor Mike Bloomberg

Data gathered by United States Equestrian Federation show that equestrians

- have an average income of \$185,000
- 38% have a net worth over \$500,000
- 80% make or directly influence purchasing decisions at work
- Average market value of home is \$594,000
- 22% own two or more homes
- Average 30 nights per year in a hotel
- Own three vehicles
- 40% own a farm; 66% are > 10 acres
- Own an average of five horses
- Compete at least fourteen times per year



# SHOWPLACE

# A RECEPTIVE AUDIENCE >



PRODUCTIONS

# CONNECT TO

your future customers by partnering with an industry leader. Showplace Productions has been successful at introducing sponsors to its affluent and active audience of participants since its founding.

Showplace Productions was founded by Patrick Boyle. A former competitor, course designer, judge, and manager of Ledges Sporting Horses, Boyle began producing his own events in 2000 and quickly became an industry leader, known for taking care of exhibitors and providing a quality horse show experience.

*“Pat Boyle does a fantastic job not only promoting the businesses but the exhibitors as well. As a rider and as a representative of Midwest Neurosurgery and Spine Specialists we are proud to support the Spring Spectacular Series.”*

*Allison Ross,  
Midwest Neurosurgery & Spine Specialists, Inc.*

*“Showplace has done a great job representing our brand and aiding in our brand growth and awareness to the high end hunter jumper customer. Pat does a great job representing us as sponsors and he does a great job managing a top quality horse show.”*

*Tim Karl, Nutrena*

*“We love being involved in anything that Pat Boyle and Showplace Productions promote because they leave no stone unturned in their efforts to produce first rate shows. In particular, we believe in giving back to the sport in which we are dedicated to and heavily invested in.”*

*Michael Taylor -  
Owner, Taylor Harris Insurance Services, Inc.*



# SHOWPLACE

# AN EXPERIENCED PARTNER >



# PRODUCTIONS

# A FIELD



## FROM PRESTIGIOUS AND EXCLUSIVE *title sponsorship*

Make the investment to stand out from the crowd and receive the maximum exposure for your brand. These limited availability sponsorship packages bestow naming rights and exclusive VIP privileges for select patrons at each competition or show series.



## *official product or service*

The business of producing equestrian events requires many long term relationships with suppliers, contractors, and other service providers. Showplace Productions uses everything from hotel rooms and rental cars to heavy equipment and sanitation services when producing an event. Market your service or product by becoming an "Official product or service provider of Showplace Productions"



# SHOWPLACE

# OF OPPORTUNITY >



## presenting sponsorships

Presenting sponsorships offer many of the same amenities and exposure as the title sponsorship without being exclusive.

## jump sponsors

Obstacles in the jumper ring can do more than just carry a logo. Make a memorable impression by putting your brand right in the center of the action.



## party sponsors

We'd love a little help keeping all of our guests entertained. We'll bring the crowd if you bring the food and drinks - and you can have all the credit!

## general sponsors

You will be recognized for your contribution to equestrian sport and Showplace Productions and enjoy amenities and privileges commensurate with your level of support.

# TO FUN AND AFFORDABLE



# PRODUCTIONS

# IMPRESSIONS & HOSPITALITY

## Advertising

We run full page full color ads for our key events in the nation's premier equestrian magazines. Top tier sponsors are mentioned or have logotypes placed in all campaigns.

## Press Releases & News

Many of our press releases showcase our sponsor relationships. In addition, sponsors with naming rights are referenced in tv and news coverage of our showcase events.

## Prize Lists

We produce full color, glossy magazine style prize lists for all our signature events which are mailed to the thousands of equestrian households in our mailing list.



## Scoreboard Logos & Announcements

Showplace showcase events feature a mobile, stadium sized, color LED scoreboard with full motion graphics situated in the grand prix ring. Your sponsorship agreement can include your logo and even your video commercial shown periodically on the board. Our horse show announcers are happy to remind the crowd of your support of the event and to read from your prepared script or improvise.

## Web Site

ShowplaceProductions.com gets thousands of visitors each week looking for information on competitions and checking each day's results and orders of go. Top tier sponsors are featured on the home page which also features press releases mentioning key sponsors and those with naming rights. It equals double exposure on a site that visitors keep coming back to.

## Display Areas & Preferred Vendor Access

Showplace Productions is happy to arrange for a display area in our boutique garden. The best spots on vendor row are always reserved for our loyal supporters and our announcers are happy to do their part to send visitors your way. If your business involves direct sales to the affluent or the equestrian market, or if you are introducing or demonstrating a new product, consider a sponsorship as part of your overall marketing plan.

## Jump Signage & Banners

We can arrange for your sponsorship package to include your logo or name on a jump in the grand prix arena or a banner in a high visibility area on the show grounds.

## Award Ceremonies Participation

Class sponsors have the opportunity to participate in the awards presentation for their class. We are also happy to arrange brief speaking opportunities or demonstrations during grand prix opening ceremonies or during breaks in the action.

## VIP Treatment

Depending on your level of support, your sponsorship package can include everything from a prime, reserved parking spot at the event to exclusive access to reserved VIP areas and a ring side table in the grand prix pavilion.



## The Showplace VIP Pavilion

Showplace Productions maintains an upscale, catered VIP pavilion with bar service at our showcase events. This private area, with the best view of the action in the grand prix ring is for the exclusive use of Showplace VIP table buyers, their guests, and our most elite sponsors. Featuring a Saturday luncheon, Sunday brunch, and complimentary beer & wine, the VIP pavilion can be your oasis next to the action in the grand prix ring.

## Your Private Event

Our venues feature additional tent and pavilion space for invitation only events and corporate outings. Showplace Productions can arrange catering, parking shuttles, entertainment, and other amenities for hosted guests. Past events have successfully accommodated 5,000 corporate guests per weekend - with the same companies returning year after year, giving staff and clients a memorable equestrian outing.

From an exclusive corporate loge with 50 guests to a company picnic with thousands, Showplace Productions is ready to discuss how we can include a hospitality option with your sponsorship package.

# SHOWPLACE

# HORSE SPORT & SHOWPLACE

The United States enjoys a rich tradition of horsemanship and equestrian competitions have been part of the social and sporting scene for more than a century. Inheriting elements of fox hunting and calvary training, english style riding has evolved into the disciplines of hunting, show jumping, equitation, and dressage.

Showplace Productions' competitions typically offer show jumping, show hunting, and equitation. Of the three disciplines show jumping is the easiest to understand and provides an exciting performance for spectators.

## Show Jumping

A complex course of numbered obstacles approaching 6 feet in height. A race against the clock. The scope and power of the horse combined with the skill of the rider in choosing the path. This is grand prix show jumping, the highest level of competition at Showplace events. The score is calculated using a simple arithmetical formula that penalizes knock downs and refusals and ranks entries by time. Show jumping is an Olympic sport with a global audience. With the rules quickly grasped by the audience, ticketed show jumping competitions in arenas around the world seat crowds in the thousands.



## Show Hunting

A sophisticated pursuit with subjective scoring like gymnastics or figure skating, the show hunter is judged on movement, manners, and carriage with particular attention paid to jumping style over fences representing the natural obstacles found in a hunt field. The recent reintroduction of the "hunter derby" presents the discipline in a format suitable for ticketed, arena performance.

## Equitation

A discipline for the disciplined. In an equitation class the rider is scored on their suitability and preparation for advanced show jumping and riding hunters. Slots in the year end equitation finals at the "indoors" series of autumn shows are highly sought after and attract a national audience.

## Learn More on [ShowplaceProductions.com](http://ShowplaceProductions.com)

Follow all of our events on our Web site, [ShowplaceProductions.com](http://ShowplaceProductions.com) where you can view photos, videos, and results of all of our competitions.

## Showplace is Your Horse Sport Partner

Each equestrian competition season presents a fresh opportunity for sponsors to leverage the exciting reputation of show jumping and horse sport, and opportunities for client and executive hospitality in a beautiful setting.

The Chicago and Denver areas are key centers of culture and commerce and Showplace Productions is now the dominant player in these cities.

Whether you market luxury products or provide goods and services to the horse industry, a strategic alliance with Showplace Productions is a smart move.

Showplace Productions is committed to tailoring customized sponsor packages that perfectly fit the marketing, sales, and hospitality needs of each individual sponsor.

Please give us the opportunity to partner with you by calling our president, Patrick Boyle at (847) 274-6834 or e-mailing him at [ShowsNo1@aol.com](mailto:ShowsNo1@aol.com)

# PRODUCTIONS

Showplace Productions  
PO Box 290  
Gilberts, Illinois 60136-0290