

SPLIT ROCK



JUMPING TOUR

2018 SPONSORSHIPS

The Kentucky Invitational CSI3* | April 26-29

The Lexington International CSI2* | May 23-27

The Sonoma International CSI2* | September 5-9

The Columbus International CSI2* | September 26-30

The Longines FEI World Cup™

Jumping Columbus CSI3*-W | October 3-7

Dear Friends,

Since its inception, the Split Rock Jumping Tour has revolutionized the sport of show jumping in the U.S. With the 2018 season right around the corner, SRJT is looking forward to providing sponsors with the opportunity for brand promotion, networking and the thrill of watching some of the best horses and riders in the world!

Since our inaugural year in 2015, Split Rock Jumping Tour continues to raise the bar for the sport of showjumping. We have big plans for the future by continuing to add new locations each year, including a brand new stop in Sonoma, California in 2018. With olympic caliber competitors from over 20 different countries and over 1100 competitors in 2017, our sights are set high for 2018. The positive and encouraging feedback from everyone has us working as hard as ever in order to reach our lofty goals.

We invite you to take a look at what we can offer and look forward to another year of new friendships and memories!

Regards,



Derek Braun
Founder & President

2018 SCHEDULE

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WHAT YOU GAIN

TARGETED AUDIENCE

- Solid Audience Profile
- Dynamic Social Media Marketing
- Customer Loyalty
- Generating Sales Leads

NETWORKING

- Speaking Opportunities
- Industry Exclusivity
- New Business Opportunities
- VIP Hospitality
- Access to Competitors

VISIBILITY

- High Level Exposure
- Brand Opportunities
- Customized Jumps
- Product Placement
- Global Press and Media Coverage
- Naming Rights
- Livestreaming Coverage

2017 DEMOGRAPHICS

EVENT STATISTICS

- 1,013 Entries from 20 Different Countries
 - Over \$730,000 Total Prize Money
 - 7,500 Spectators
- Nearly 278,537 Livestream Views
 - 600 VIP Hospitality Patrons
 - 20+ Vendors

SOCIAL MEDIA STATISTICS

As of November 2017

- 10,473 Facebook Fans
- Reached 45 Different Countries
- 3,120 Followers on Instagram
- 1,000+ Total Social Media Posts
- 4.7 MILLION total impressions
- 939,327 Total Video Views


939,327
TOTAL VIDEO VIEWS

4.7
MILLION
TOTAL
IMPRESSIONS 

10,473 
FACEBOOK FANS


7,500
SPECTATORS

 20
DIFFERENT
COUNTRIES

773,652 
WEBSITE IMPRESSIONS

NEWS & MEDIA HIGHLIGHTS

- Cavallo Magazine International
- EQ Media, LLC
- EquiNews
- Equi News
- Horse Back Magazine
- Heels Down Magazine
- Horses Daily
- Horse Network
- iHeart Radio
- Jump Media, LLC
- Jumper Nation
- Noelle Floyd
- The Plaid Horse
- USEF Network
- VisitLEX
- World of Show Jumping

AWARDS AND RECOGNITION



- **2015 NARG Top 25 Show**
Each year the North American Riders Group ranks horse shows based on a rigorous set of values. In 2015, Split Rock Jumping Tour was named as one of the Top 25 Show Jumping shows in North America.
- **Lexington Award Program's Best Equine Facility in Lexington, KY 2016**

WHAT ARE THE COMPETITORS SAYING?

The whole flow of the horse show is great- the ring feels intimate, so when there's people all around, you can really feel the excitement. Everyone's having the best time - it's just been lovely.

– **Christine McCrea**

It's a fantastic show. What I like about this show is the spirit of the organization. It's a very friendly and welcoming show and I feel that it is not a show that is meant only for business. The whole team makes it possible to keep both riders and horses very happy and that makes us feel very good. I love it.

– **Eric Navet**

The entire Split Rock team produces an event totally unique in this country. Over the years, I have officiated at several first events staged by Spruce Meadows, La Silla, and the NAJYRC... and your Split Rock team exceeded all of them in anticipating every possible detail and providing the competitors, sponsors and spectators with a fabulous experience.

– **Linda Allen (Official)**

My parents and I have been huge supporters of the Split Rock Jumping Tour from the very beginning. It is a showjumping experience unlike any other we are exposed to here in the United States. Their attention to detail, flawless management and customer service for everyone at the show grounds sets them apart from any other show being run in America. Not many shows make it an unbelievable experience for horses, rider, grooms, exhibitors, and sponsors. Split Rock Jumping Tour sets a high standard and I truly believe it is the future of the sport. We are proud and honored to be a part of it and cannot wait to see what new levels this tour will reach.

– **Meagan, Terri,
and Tommy Nusz
(Amalaya Investments)**

ALL-INCLUSIVE COMPETITOR PACKAGES

Another feature unique to the Split Rock Jumping Tour is our all-inclusive competitor packages. Rider(s) may be chosen by a sponsor and invited to attend our event at no cost to the rider.

For sponsors, this means additional highlighted global press coverage and live stream coverage during the event. This attractive and innovative sponsor feature includes onsite queued announcements during each of the rider's rounds. Riders are also required to verbally and visually represent the sponsor.



HOSPITALITY PACKAGES



The RockVIP Hospitality tables continue to be a highly coveted item during our event. Our patrons have called our VIP Hospitality as “out of this world good” and “nothing short of amazing.”

Tables and individual passes are available to add on an a la carte basis to any sponsor package and are the perfect option to host guests and clients. Enjoy the best seats in the house for seeing some of the most exciting show jumping action in the United States. Breakfast and lunch options are provided daily along with an open bar.



PARTIES AT THE ROCK

As part of the Hospitality Experience, the parties hosted during the shows feature plated dinners, signature cocktails, live music, and more.

2018 PARTIES OF THE YEAR INCLUDE:

- **Welcome Reception**
(Event Kickoff party for competitors, grooms, owners, officials, and staff) - All Shows
- **Party at the Rock**
The Lexington International CSI 2*
- **The Party at Sonoma**
The Sonoma International CSI2*
- **Split Rock Gala**
Black Tie affair with 240 guests- The Longines World Cup™ Jumping Columbus CSI3*-W



SPONSORSHIP OPPORTUNITIES

* Listed are **per show** prices

Tour Sponsor | Call for Details

Title Sponsor | \$100,000

Longines FEI World Cup™ Jumping

Columbus Presenting Sponsor | \$75,000

Presenting Sponsor | \$50,000

VIP Tent | \$25,000

Leading FEI Rider | \$15,000

Gala | \$15,000

Division Sponsor | \$10,000 - \$130,000

Corporate Sponsor | \$10,000

Live Stream Sponsor | \$10,000

Branded Jump | \$10,000

Trophy Sponsor | \$10,000

Jumbotron | \$10,000

Stabling | \$10,000

Leading Junior/Amateur Rider | \$10,000

Welcome Reception | \$8,000

Best Presented Horse Award | \$7,500

Riders Lounge | \$5,000

Grooms Award | \$5,000

Leading Child/Adult Rider | \$5,000

Flowers | \$5,000

Ribbons | \$5,000

Jog | \$5,000

Product Sponsor | \$5,000 - \$50,000

Ice | \$5,000

Candy Bar | \$3,000

After Hour Snacks | \$2,500

Water | \$1,000

Stabling Concierge | \$1,000/Day \$5,000/Week

Apples and Carrots | \$500



OPTIONAL DELIVERABLES

- Full Color Advertisement
 - Prize List (Digital)
 - Program (Digital)
- Social Media Promotion (FB, IG, Twitter)
- Press Release
- Logo with Link on Home Page
- PA Announcements
- Jumbotron Logo
- VIP Tent Tickets + Parking Passes
- Gala/ Party Tickets
- Custom 2' x 8' Signage
- Custom 4' x 8' Signage
- Custom 4' x 20' Signage
- Boulevard Flags
- Vendor Space
- Naming Rights
- Jump in Arena
- Commercial
- Rider Bag Samples
- Strategic Product Placement
- Arena Private Seating

To learn more about the exciting and innovative sponsorship opportunities available during the Split Rock Jumping Tour, please contact:

Derek Braun

derek@splitrockjumpingtour.com

352-274-1950 (c)

859-252-3247 (o)



\$225,000 KENTUCKY INVITATIONAL CSI3*

Split Rock Jumping Tour partners with Equestrian Events Inc. to produce the \$225,000 Kentucky Invitational CSI3* during the Land Rover Kentucky Three Day Event. For Sponsorship Opportunities contact Derek Braun or Layson Griffin.

Layson Griffin

Layson@eq-events.com

Cell: 859-948-5911

Office: 859-233-2362

Derek Braun

Dbraun105@yahoo.com

Cell: 352-274-1950



BE A PART
OF THE “BEST
WEEKEND
ALL YEAR”



KENTUCKY CSI3*
INVITATIONAL

**GRAND
PRIX**

SPLIT ROCK JUMPING TOUR OFFERS CUSTOMIZABLE SPONSORSHIP LEVELS IN ORDER TO CREATE A TAILOR-MADE SPONSOR EXPERIENCE.

Below are sample sponsorship packages

TITLE SPONSORSHIP

(\$100,000)

- Show Title Naming Rights
- Jump In Main Arena
- 4 Banners in Main Arena
- 2 Full VIP Tables
- Logo On Website
- 2 Ads in Program/Prize List (Digital)
- 1 Press Release
- 1 Social Media Mention
- PA Announcements
- Commercial
- Welcome Reception Recognition
- 4 Personalized VIP Parking Passes
- Recognition in every publication for SRJT

PRESENTING SPONSORSHIP

(\$50,000)

- Presenting Naming Rights
- Jump in Main Arena
- 2 Arena Banners in Main Arena
- 1 VIP Table
- Logo on Website
- 1 Ad in Program/Prize List (Digital)
- 1 Press Release
- 1 Social Media Mention
- PA Announcements
- Commercial
- 2 Personalized VIP Parking Passes

CORPORATE SPONSORSHIP

(\$10,000)

- 1 Arena Banner
- 4 VIP Passes
- PA Announcements
- 1 Social Media Mention
- 1 Program/Prize List Ad (Digital)
- Logo On Website

DIVISION SPONSORSHIP

(\$10,000-\$130,000)

- Division Naming Rights
- 1 Arena Banner
- 4 VIP Passes
- 1 Social Media Mention
- Logo On Website
- 1 Program/Prize List Ad
- Additional VIP (Optional)
- Jump In Arena (Optional)
- Additional Banners (Optional)
- Commercial (Optional)

**WE WOULD LIKE TO THANK
ALL OF OUR 2017 SPONSORS
FOR MAKING SPLIT ROCK
JUMPING TOUR A TRULY
UNPARALLELED EXPERIENCE!**



Alimend
Amalaya Investments
Animo
Ashland Stables
Booth Show Jumpers
Brookledge
CWD
Dinsmore & Shohl
Elm Rock
Equithrive
Equo
Hallway Feeds
Heart Ambulance
Hollow Creek Farm

Holtgers Family
HorseFlight
Hyaluronex
Johnson Horse Transportation
Lugano Diamonds
LV Harkness & Co.
Schroeder Group
Great American Insurance
Sothebys/Abby Jones
The Forge Farrier
USEF
Visit Lex
USBank
Wolff Family
Ed Copeland
Black Lick Bend





SPLIT ROCK JUMPING TOUR

4845 Bryan Station Road
Lexington, Kentucky 40516

info@splitrockjumpingtour.com

www.splitrockjumpingtour.com

859-252-3247