



# SPONSORSHIP OPPORTUNITIES





# WHY SPONSOR ROCKY MOUNTAIN SHOW JUMPING

In today's new economy, budgets have been cut in almost every area, including marketing dollars. In the world of advertising, we are being bombarded everyday with messages of new and improved products and services. Traditional advertising that shouts buzz words about how different they are from their competition or why someone should buy something, have lost their impact and can prove to be a waste of money. A more effective alternative is becoming an event sponsor. Here are the top 8 reasons why it's a powerful way to promote your company.

## CREATE, DEVELOP AND ENHANCE CREDIBILITY

Companies in general have few opportunities to build trust and establish rapport with their customers and prospects. Getting involved with an event and being seen as dependable and supportive will accelerate the process. Attending an event is important but standing out in the crowd by being a sponsor of a unique sport like show jumping will highlight your business with a captive audience.

## CORPORATE HOSPITALITY AND ENTERTAINMENT OPPORTUNITIES

Sponsorship that involves hospitality always appeals to companies. The advantages may involve exclusive networking opportunities like a VIP reception, which can be used to meet significant customers and consolidate business associations.



## WHY SPONSOR RMSJ

### HIGHLY TARGETED MARKETING

Show jumping events attract a certain demographic. RMSJ is responsible for creating the audience and will have a goal to bring together the right crowd that will benefit from their program. The target market is mobile, affluent, intelligent, healthy & successful.

### LEVERAGED LEAD GENERATION

The majority of people who attend an equestrian show jumping event will most likely know others with similar interests. Remember, not only will you be in front of them, but you may have a chance to be recommended to their connections as well.

### MEDIA EXPOSURE

All RMSJ events have their own marketing efforts to make sure the event is well attended and successful. When sponsors decide to be involved, they will automatically get the benefit of being promoted throughout the process. Some events have local media support while others may offer national or international campaigns. This could provide extended exposure and visibility in markets you have not tapped into yet.

### BRAND AWARENESS & RECOGNITION

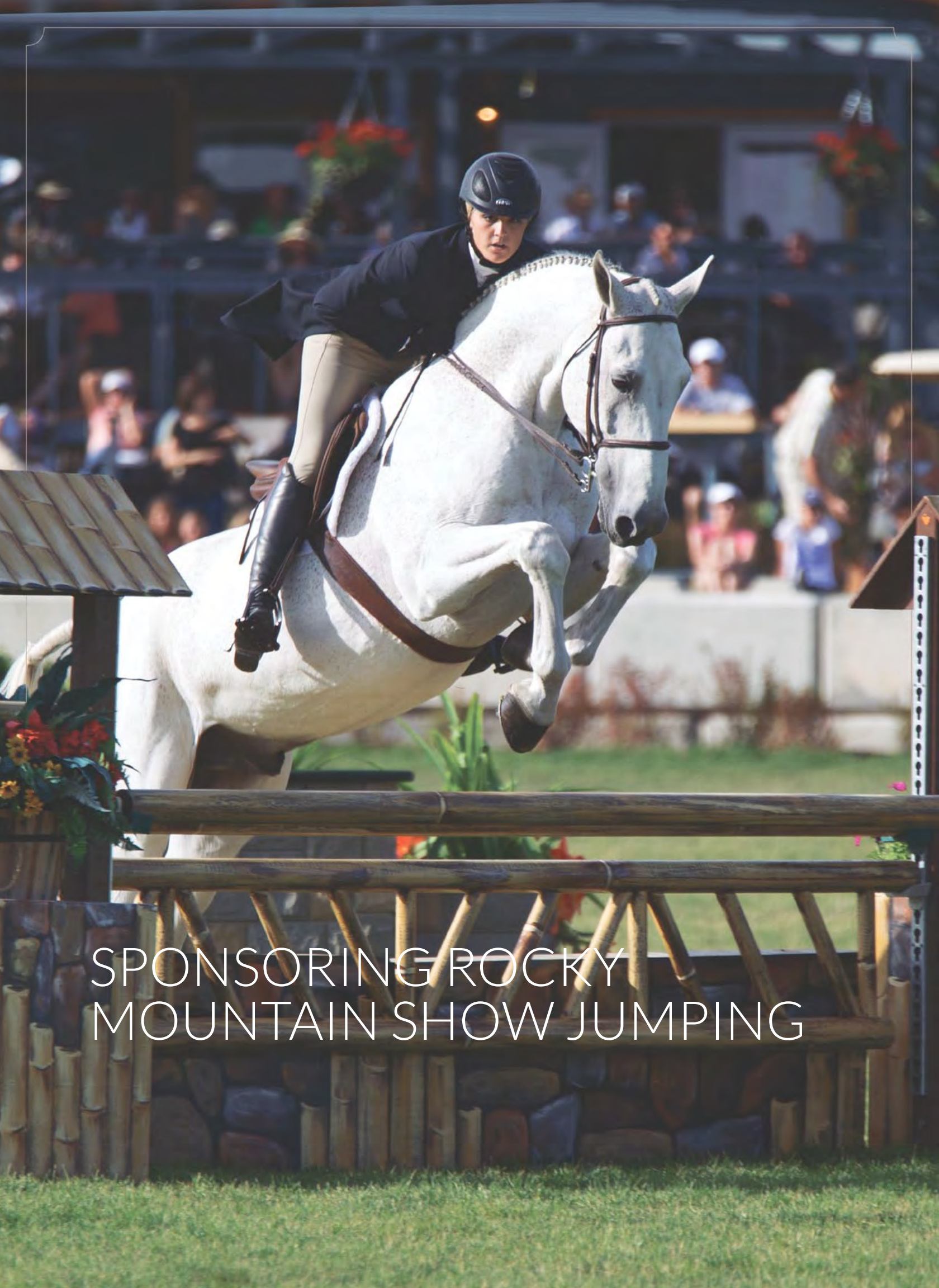
Logo & branding placement in a variety of places such as signage, programs, direct mail, brochures, websites, email marketing campaigns, tickets, social media, etc. will add to increase brand awareness. Being recognized as a sponsor will communicate value and support with the audience at the event.

### GENERATE NEW SALES & FORM NEW BUSINESS PARTNERSHIPS

Most RMSJ events will have tables available to display products or encourage people to buy on site. Consider providing a limited quantity or special discount if purchased at the event offer. Create NEW professional relationships with other sponsors, vendors, riders and spectators.

### COMMUNITY INVOLVEMENT AND GIVING BACK

Larger, more established corporations that get involved with local events will send a message to the attendees that they are genuinely interested in supporting the community. Companies that show generosity for a cause will spark more human interest and appeal to the audience.



# SPONSORING ROCKY MOUNTAIN SHOW JUMPING



## HOW TO BECOME A SPONSOR

Success in show jumping requires dedication, courage, confidence and commitment. By becoming a sponsor of one or many of the RMSJ's show jumping tournaments, you are helping the next generation of athletes develop these qualities and achieve their best, both in and out of the ring. The following are some of the key elements that RMSJ can offer sponsors. Each have proven to be highly successful approaches to support your marketing strategies.

### **RMSJ TV YouTube Channel**

~ 1.2 million views and growing

### **RMSJ Facebook Page**

90,000 fans, 400,000+ hits per year

### **RMSJ TV Live Web Casts**

~ 4,000 viewers per year of 10 major events

### **RMSJ Publication and Web Advertising**

Viewership of ~ 50,000 per year

### **Complimentary use of RMSJ Facility and Amenities**

VIP hosting tent – 5,000 sq. ft. tent, hosting capacity of 300-500

Goby's Grill – hosting capacity of 200, plus 3000 sq. ft. patio

### **Accessing a Powerful and Affluent Demographic**

25,000+ visitors/year

Our sponsors are also invited to attend our annual sponsor appreciation events, where you can mingle with business and social leaders in our community, bid on auction items, and be acknowledged for your generous contributions to the sport and youth.

There are several ways to become a sponsor at RMSJ, based on your budget, objectives, time commitment and other important factors. We hope that one of the sponsorship levels fits your marketing & community goals. They are four sponsor categories at the RMSJ Park:

CATEGORIES	# OF SPONSORS	TOTAL \$/SPONSOR
<b>Park Sponsor</b>	1	\$ 25,000
<b>Grand Prix Sponsors</b>		
Oil Patch Classic	1	\$ 50,000
Bryan Anderson Memorial Classic	1	\$ 50,000
Other Grand Prix Events	4	\$ 30,000
<b>Signature Sponsors</b>	10	\$ 5,000
<b>Event Sponsors</b>		
Divisional	10	\$ 2,500
Special Event	5	\$ 5,000



WHAT IT MEANS  
TO BE A SPONSOR



## SPONSORSHIP LEVELS



### RMSJ Park Naming Rights

The sponsors name will be used on as many onsite & offsite advertising, promotions, and online communications as possible.

### Scoreboard (Jumbotron) Naming Rights

The sponsors name will be featured on the board permanently (surrounding the screen).

### Park Signage Naming Rights

Various building & park direction signage.

### Company Promotional Signage

### Exposure & video ads on RMSJ TV

The sponsor can provide a custom video or electronic ad to be played on the RMSJ TV channel (prior to all video's).

### Corporate or Personal Event

The park sponsor can host one event per tournament throughout 2015.

### Local TV Exposure

The sponsor will be identified and promoted on local TV if & when possible.

### Announcements

Throughout all RMSJ tournaments held at the Rocky Mountain Horse Park, the park sponsors name & company information (short intro) will be announced several times.

### Vendor Row Display

If the park sponsor wishes to present, promote or sell products and services at RMSJ, they can do so at no extra charge.

### Tickets for "Sponsor Appreciation Events"

The park sponsor will be given complimentary tickets for guests (exact numbers to be negotiated).

### Parking Passes at RMSJ Park

Exact numbers to be negotiated.

### Tickets for Royal West

Exact numbers to be negotiated.

### Web Link on RMSJ Website

The park sponsor logo will be featured on the RMSJ website and linked to the sponsors website.

### Social Media Coverage

Sponsor will be featured continually on the RMSJ social media channels.

### RMSJ Publications

The park sponsor will be given a full page ad for all RMSJ publications.



### Special Grand Prix Naming Rights

### Scoreboard (Jumbotron) Video Ads & Electronic Signage

15 to 30 second ads and/or company logo & promotional images can be displayed on the jumbotron during breaks in competition.

### Grand Prix Signage

Large billboard & smaller signs throughout Grand Prix Ring.

### In-Ring Presentation

Photo taken in presentation of award to the champion horse and rider combination. Company representative will be given VIP seating and will be introduced in the in-field at the time of the in-ring presentation.

### Exposure & Video Ads on RMSJ TV

Ads included in RMSJ TV live webcasts & You Tube programming.

### Corporate or Personal Event

Complimentary use of facility and amenities for hosting of corporate/personal events.

### Local TV Exposure

Coverage on local TV stations as available and/or required. Other media exposure will be made available when possible, such as: print, radio, online.

### Announcements

On tournament grounds and throughout competitions, company announcements will be made for or on behalf of sponsors.

### Vendor Row Display

Availability for sponsors to display products and/or booth, located outdoors.

### Tickets for "Sponsor Appreciation Events"

Tickets provided as needed.

### Parking Passes at RMSJ Park

On tournament grounds throughout the competitions.

### Tickets for Royal West

Event tickets provided as required.

### Web Link on RMSJ Website

Link to sponsor website can be posted on our high traffic website.

### Social Media Coverage

### RMSJ Publications

Full page ad in Ringside magazine, RMSJ annual souvenir book and tournament price lists.



## SPONSORSHIP LEVELS



### Scoreboard (Jumbotron) Electronic Signage

Company logo & promotional images can be displayed on the jumbotron during breaks in competition.

### Park Signage

Riding ring signage.

### Announcements

On tournament grounds and throughout competitions, company announcements will be made for or on behalf of sponsors.

### Vendor Row Display

Availability for sponsors to display products and/or booth, located outdoors.

### Tickets for “Sponsor Appreciation Events”

Tickets provided as needed.

### Parking Passes at RMSJ Park

On tournament grounds throughout the competitions.

### Tickets for Royal West

Event tickets provided as required.

### Web Link on RMSJ Website

Link to sponsor website can be posted on our high traffic website.

### Social Media Coverage

### RMSJ Publications

Half page ad in Ringside magazine, RMSJ annual souvenir book and tournament price lists.



### Scoreboard (Jumbotron) Electronic Signage

Company logo & promotional images can be displayed on the jumbotron during breaks in competition.

### Park Signage

Riding ring signs (two).

### Announcements

On tournament grounds and throughout competitions, company announcements will be made for or on behalf of sponsors.

### Tickets for “Sponsor Appreciation Events”

Tickets provided as needed.

### Web Link on RMSJ Website

Link to sponsor website can be posted on our high traffic website.

### Social Media Coverage

### RMSJ Publications

Half page ad in Ringside magazine, RMSJ annual souvenir book and tournament price lists.



## SPONSORSHIP COMPARISON

	Park Sponsor	Grand Prix Sponsors	Signature Sponsors	Event Sponsors
RMSJ Park Naming Rights	✓			
Special Grand Prix Naming Rights		✓		
Scoreboard (Jumbotron) Video Ads & Signage		✓	✓	
Scoreboard (Jumbotron) Naming Rights	✓			
Scoreboard (Jumbotron) Electronic Signage			✓	✓
Park Signage Naming Rights	✓			
Park Signage Riding Ring Signs			✓	✓
Grand Prix Signage		✓		
Company Promotional Signage	✓	✓		
In-Ring Presentation		✓		
Exposure & Video Ads on RMSJ TV	✓	✓		
Corporate or Personal Event	✓	✓		
Local TV Exposure	✓	✓		
Announcements	✓	✓	✓	✓
Vendor Row Display	✓	✓	✓	
Tickets for "Sponsor Appreciation Events"	✓	✓	✓	✓
Parking Passes at RMSJ Park	✓	✓	✓	
Tickets for Royal West	✓	✓	✓	
Web Link on RMSJ Website	✓	✓	✓	✓
Social Media Coverage	✓	✓	✓	✓
RMSJ Publications (Full Page)	✓	✓		
RMSJ Publications (Half Page)			✓	✓



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## ABOUT ROCKY MOUNTAIN SHOW JUMPING

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Rocky Mountain Show Jumping (RMSJ) is North America's most progressive Show Jumping venue, dedicated to developing the next generation of our country's top equestrian athletes. Situated on Anderson Ranch, in a picturesque valley just south of Spruce Meadows, this first-class venue offers outstanding competitive opportunities bringing together athletes from the junior, amateur and international ranks. Many of the tournaments hosted annually at RMSJ have matured into some of the most popular events in North America.

For the past few decades, we have focused on providing top-quality Show Jumping tournaments for competitors of all levels — all while paying particular attention to the 'next generation' of our great sport. We are proud to recognize and celebrate the generous support of the many corporations and individuals who have sponsored and contributed to the growing popularity of the sport of show jumping.



## RMSJ AT A GLANCE

82.1K

LIKES ON

FACBOOK



COMPETITIONS

3,500+

PER YEAR

*All  
Weather  
Competition  
Rings*

20+

TOURNAMENTS  
HOSTED PER YEAR

*Established  
in 1979*

25,000

VISITORS/YEAR

*the*

PERFECT

in all weather competition rings

*fasting*

THREE

GRASS  
COMPE  
TITION

RINGS

2.1K

INSTAGRAM  
FOLLOWERS

50+

CORPORATE  
& LOCAL

BUSINESS SPONSORS

*One  
Million*

\$\$\$ TOTAL  
PRIZE MONEY

*Unique*  
TURF TO RMSJ

*Gaby's*  
GRILL





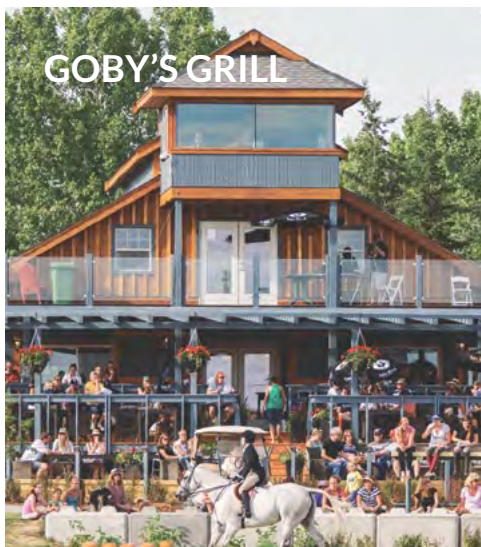
## ENTERTAINMENT VENUES

In a relaxed country setting, overlooking the majestic Canadian Rocky Mountains, RMSJ features two spectacular venues that are perfect for networking, corporate and social entertaining, and enjoying the sport of show jumping; Rocky Mountain VIP Hospitality Tent and, Goby's Grill.

The ambience of the Marquee tent, and the beauty of Goby's Grill add to each tournament, making them a favorite place for high-profile business and social leaders to network with our patrons and sponsors.

"At RMSJ, we believe in making the entire experience of enjoying the sport of Show Jumping special for our sponsors, patrons and competitors. Our venues offer a friendly place for people to come together – new friends are made, new business partnerships are forged. We take great pride in the relationships we have with our existing sponsors and look forward to welcoming new sponsors to the RMSJ family so that we can continue to grow our great sport."

A handwritten signature in black ink, followed by a simple smiley face emoji.



An aerial photograph of an equestrian facility. At the top, there are several large buildings with blue and white roofs. Below them is a parking lot filled with cars. In the center, there are three sandy riding arenas labeled 'HUNTER I', 'WARM-UP', and 'HUNTER II'. To the right of these arenas is a large green field labeled 'GRASS HUNTER'. At the bottom, there are more buildings and parking areas. The entire image is framed by a white border.

**INDOOR ARENA**

**HUNTER II**

**HUNTER I**

**WARM-UP**

**GRASS  
HUNTER**



**GRAND PRIX FIELD**

**GRAND PRIX  
WARM-UP**

**BACK ON  
TRACK JUMPER**

**JUMPER II**

**WARM-UP**

**WARM-UP**



# BOW VALLEY CLASSIC II



## FEATURED TOURNAMENTS

We are proud to offer the following tournaments at the RMSJ Horse Park for the 2017 competition season.

### BOW VALLEY CLASSIC

BOW VALLEY CLASSIC I

**MAY 11<sup>th</sup> - 14<sup>th</sup>**

BOW VALLEY CLASSIC II

**MAY 18<sup>th</sup> - 21<sup>st</sup>**

### RMSJ JUNE CLASSIC

RMSJ JUNE CLASSIC I

**JUNE 21<sup>st</sup> - 25<sup>th</sup>**

CSI2\* Tournament

RMSJ JUNE CLASSIC II

**JUNE 29<sup>th</sup> - JULY 2<sup>st</sup>**

### RMSJ MID SUMMER CLASSIC

RMSJ MID SUMMER CLASSIC I

**JULY 12<sup>th</sup> - 16<sup>th</sup>**

RMSJ MID SUMMER CLASSIC II

**JULY 19<sup>th</sup> - 23<sup>rd</sup>**

### ROCKY MOUNTAIN CLASSIC

ROCKY MOUNTAIN CLASSIC I

**AUGUST 2<sup>nd</sup> - 6<sup>th</sup>**  
CSI2\* Tournament

ROCKY MOUNTAIN CLASSIC II

**AUGUST 9<sup>th</sup> - 13<sup>th</sup>**  
CSI2\* Tournament

ROCKY MOUNTAIN CLASSIC III

**AUGUST 16<sup>th</sup> - 20<sup>th</sup>**



## SPECIAL EVENTS

### BRYAN ANDERSON MEMORIAL

CLASSIC CSI2\*







ROCKY MOUNTAIN SHOW JUMPING  
FEATURED TOURNAMENT



TITLE SPONSOR



OCTOBER 20<sup>th</sup> - 30<sup>th</sup>

CSI3\*-W Tournament



Coming off a very successful inaugural year, Royal West was poised to reach a much higher level in 2015. This very special event began hosting a Leg of the Longines FEI World Cup™ Jumping – North American League. This world class tournament features 7 FEI (Federation Equestre Internationale) competitions during the 10 days of Royal West.

Once again, Royal West will be staged at the downtown Agrium Western Event Centre at the World Famous Calgary Stampede Park. Royal West will be the largest indoor show jumping tournament in Western Canada in 2017. The event will showcase international equestrian talent from all over North American and around the world.

### LONGINES FEI WORLD CUP™ JUMPING CALGARY

Royal West is one of 14 events that make up the Longines FEI World Cup™ Jumping – North American League. Royal West was selected after a rigorous screening process from a long list of 25 applicants. Longines FEI World Cup™ Jumping – North American League boasts a minimum of 2.4 million U.S. prize money across the series, and offers the best Jumping athletes from North America and around the world. Athletes in the League are vying to earn points towards a place at the Longines FEI World Cup™ Jumping Finals.

We are part of an exceptional sporting event, because we have a very special partner: Longines. Longines is looking forward to supporting further growth of Jumping across North America by sponsoring these events.

“We are very proud to be partnering with the Longines FEI World Cup™ Jumping – North American League.”

- John Anderson, President of RMSJ & Royal West



## WHY BECOME A SPONSOR

Royal West presents an exceptional sponsorship opportunity. With multiple VIP suites overlooking the main competition arena, we can accommodate numerous corporate events. Catering can be as simple or elegant as the occasion requires. Whether you are interested in hosting a client appreciation event, or entertaining your employees, Royal West can provide the ideal location and space.

In addition to corporate entertaining, Royal West will have thousands of spectators that will see, hear and experience your brand. There are several reasons to sponsor The Longines Royal West event here are a few:

- To create promotional opportunities.
- To improve community relations.
- To build & support favourable brand and company associations.
- To gain unique opportunities in terms of hospitality and entertainment.
- To increase public awareness of the company, the product, or both.
- To showcase unique product features, technologies, or advantages.
- To identify the company with the particular market segments.
- To alter or reinforce public perception of the company.



## HOW TO BECOME A SPONSOR

There are several ways to become a sponsor at Royal West, based on your budget, objectives, time commitment, and other important factors. We hope one the sponsorship levels fits your marketing & community goals. They are three sponsor categories at the Royal West premiere event:

CATEGORIES	# OF SPONSORS	TOTAL \$/SPONSOR
Grand Prix Sponsors	7	\$ 50,000
Signature Sponsors	10	\$ 25,000
Event Sponsors		
Divisional	10	\$ 2,500
Special Event	5	\$ 10,000



Calgary Stampede

7

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## SPONSORSHIP LEVELS



### Exposure and Video Ads on RMSJ TV

Ad included in RMSJ TV live webcasts and YouTube programming.

### Scoreboard (Jumbotron)

15 to 20 second ad will be played on the Jumbotron during breaks in competition.

### Corporate or Personal Event

Complimentary use of one of our five VIP suites during a sponsored competition.

### Local TV Exposure

Coverage on local TV stations as available and/or required.

### Announcements

On tournament grounds throughout the competitions.

### Tickets for “Sponsor Appreciation Event”

Up to 10 VIP tickets as needed.

### Tickets for Royal West

Event tickets provided as needed.

### In-Ring Presentation

Photo taken in presentation of award to champion horse and rider combination.

### Web Link on RMSJ and Royal West Website

Link to sponsor website can be posted on our high traffic website.

### Name on Championship Award

Sponsor name on award, as well as on horse swag.

### Signage

Displayed in the main competition arena during tournament.

### Royal West Publications

Full page ad in the annual Year in Review book as well as tournament prize lists.



### Exposure and Video Ads on RMSJ TV

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### Social Media Coverage

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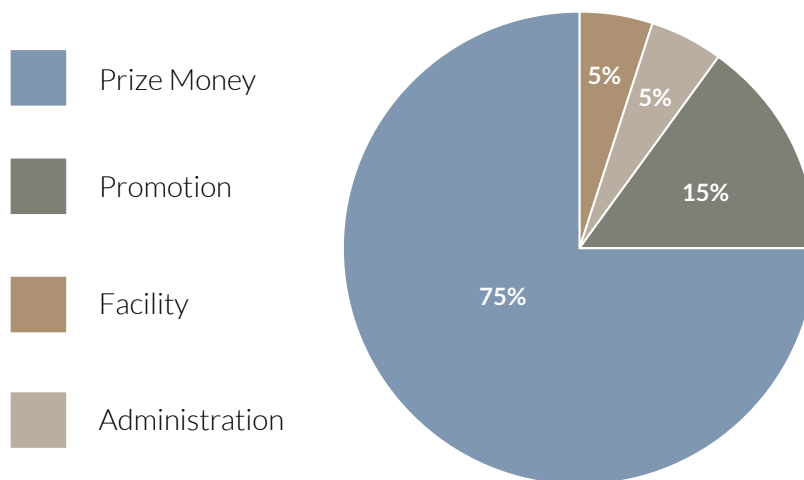
Full page ad in the annual Year in Review book as well as tournament prize lists.





## YOUR SPONSORSHIP DOLLARS AT WORK

At RMSJ, we are committed to attracting the best talent the equine sport of show jumping has to offer, as great competition brings great spectators. That is why 75 percent of your sponsorship dollars goes back to the horses and riders – to keep them coming back year-after-year, drawing new competitors from across North America. Attractive prize money, along with promotion of, and ongoing investment in the venue, means RMSJ is able to maximize return on investment for its sponsors.



## CHARITY & COMMUNITY INVOLVEMENT

We believe in building community relationships. Along with our regular spectator base, every year we invite schools, kids programs, community centres and senior living complexes to join us for an exciting day at the Rocky Mountain Horse Park.

RMSJ provides funding & volunteers to several local charities, such as:

- Children's Wish Foundation
- STARS Air Ambulance
- Canadian Breast Cancer Society
- Among Others

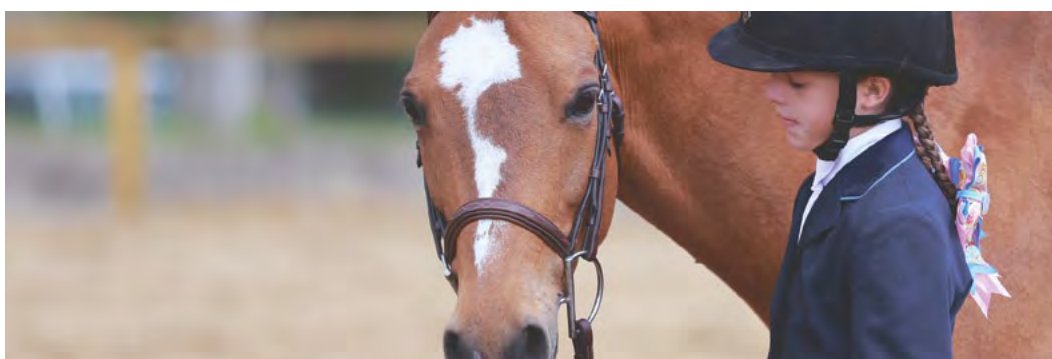




## YOUNG RIDER DEVELOPMENT

The Developing Riders Tour is tailored to more novice riders. By including divisions tailored to younger riders in all of our tournaments, we hope that they will have the chance to rub shoulders with some of the more advanced riders in our sport. We believe that inviting younger competitors to participate in more advanced events with more experienced riders enhances their knowledge and skill level, and helps in their overall development.

Exhibitors in the sport of Show Jumping these days have a wide variety of events in which they can choose to attend, and we hope that by offering innovative programs like the Developing Riders Tour, that you will consider attending a Rocky Mountain Show Jumping event.





*Calgary Stampede*

7

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## MEDIA

At Rocky Mountain Show Jumping, we are pleased to provide our sponsors with local, national and international exposure through our many media and advertising partners.

Along with our RMSJ TV, live stream, radio and print media, every Grand Prix is webcasted live and available to view through our online library.

Plans for the year include:

- International television coverage with FEI TV and North American Live streaming with HR TV
- Advertising campaigns in The Calgary Herald & other local print partners
- Extensive social media marketing on Facebook and Twitter
- News reports and press releases frequently sent out to local & national media outlets during the course of the tournaments
- Daily email & newsletter updates to over 18,000 recipients



## SPECIAL EVENTS

Throughout the year, RMSJ holds several special events at the Rocky Mountain Horse Park, surrounding area and downtown Calgary during Royal West. Here is a list of some of the special events:



ROYAL WEST  
**BREAST CANCER**  
G A L A

BRYAN ANDERSON  
**MEMORIAL**  
CLASSIC & SUMMER GALA



## PRESIDENT'S MESSAGE



Rocky Mountain Show Jumping (RMSJ) is North America's most progressive Show Jumping venue, dedicated to developing the next generation of our country's top equestrian athletes. Situated on Anderson Ranch, in a picturesque valley just south of Spruce Meadows, this first-class venue offers outstanding competitive opportunities bringing together athletes from the junior, amateur and international ranks. Many of the tournaments hosted annually at RMSJ have matured into some of the most popular events in North America.

For the past few decades, we have focused on providing top-quality Show Jumping tournaments for competitors of all levels - all while paying particular attention to the 'next generation' of our great sport. We are proud to recognize and celebrate the generous support of the many corporations and individuals who have sponsored and contributed to the growing popularity of the sport of show jumping.

RMSJ offers numerous opportunities to our valued sponsors. During our

spring and summer tournaments, there are multiple events hosted in conjunction with the daily Show Jumping competitions. Some of which include golf tournaments, VIP luncheons, and even live musical performances. Combining these opportunities with this year's addition of the highly anticipated Royal West tournament in October, we aim to provide sponsors with year-round exposure as well as an outlet to entertain their clients and employees, all while experiencing the excitement and prestige that surrounds the sport of Show Jumping.

Our sponsors continually recognize the return on their investment at our tournaments through on-site and media exposure, networking opportunities, and year-round exposure to a key market segment. We aim to see that our supporters are satisfied with their investment, offering many different levels of contribution, customizable to suit your company's specific needs.

I thank you for your interest in RMSJ, and look forward to welcoming you as a sponsor, competitor, or spectator, during our tournament season.

Sincerely,

A handwritten signature in black ink, appearing to read 'John'.

John C. Anderson  
President

PRACTICE LIKE YOU'VE NEVER WON  
COMPETE LIKE YOU'VE NEVER LOST



[www.rmsj.ca](http://www.rmsj.ca)