

# Sponsor Levels

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## **Sponsorships below \$250**

Number available: Unlimited

Includes:

- A mention in our prize book
- A mention on our website

## **Sponsorships of \$250**

Number available: Unlimited

Includes:

- ½ page color ad in prize book
- Link on the sponsorship page
- Minimum of 1 social media mention

## **Sponsorships of \$500**

Number available: Unlimited

Includes:

- Full page color ad in prize book
- Minimum of 2 social media mentions
- Link on the sponsorship page

## **Sponsorships of \$750**

Number available: Unlimited

Includes:

- ½ page color ad in prize book
- Ring side banner
- Link on the sponsorship page
- Social media sponsor spotlight
- Minimum of 3 social media mentions

## **Sponsorships of \$1,000: Jump Sponsor**

Number available: 20

Includes:

- ½ page color ad in prize book
- Ring side banner
- New jump sponsor
- Link on the second tier of website sponsor page
- Social media sponsor spotlight
- Minimum of 4 social media mentions

\*Renewals for this sponsorship will be \$500 starting 2026.

## **Sponsorships of \$1,500: Show Sponsor**

Number available: 9 for the 2024 show season

Includes:

- ½ page color ad in prize book
- Sponsor & CVSJA branded prize given to all ribbon winners
- For an additional \$500, a sponsor can add a jump
- Link on the first tier of website sponsor page
- Name featured website and entry software
- Social media sponsor spotlight
- Minimum of 4 social media mentions

# Sponsor Contract

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Thank you for supporting CVSJA. Please fill out the form below and return it to PO Box 641, Ashland, VA 23005 or [info@cvsja.com](mailto:info@cvsja.com). To be included in the prize book we need a commitment by March 1, 2025 and payment is due by March 15, 2025.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Sponsorship Amount \$ \_\_\_\_\_

Payment Preference

☐

Check

☐

Credit Card

☐

Payment Enclosed

☐

Bill Me

Website \_\_\_\_\_

Social Media Links \_\_\_\_\_

Description of your company for social media:

**Thank you for your support for the 2025 show season!**

# Statistics

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## Horse Show Attendees

- We typically have between 80 –120 participants per show
- We estimate between 100-200 Spectators
- We had about 330 unique horse/rider combinations attend shows in 2024.

## Website Traffic

- 9,000 Site Sessions over the past year
- 3,600 Unique visitors over the past year
- 4m 51s average time spent on the sponsor page. This is the page people spend the most time on.

## Social Media Traffic

- We have a niche following that directly targets equestrians in the central Virginia area. We are based in the greater Richmond area but have participants from as far as Charlottesville and Virginia Beach. Our reach and engagement peaks the week of a show and the day of a show.
- Facebook
  - 1,800 followers
  - 1,500 page visits per month
  - 1,600 overall reach per month
  - 25 average engagements per post
- Instagram
  - 786 followers
  - 200 page visits per month
  - 700 overall reach per month (80% followers, 20% non-followers)
  - 60 average engagements per post