



2024 HJAM SPONSORSHIP INFORMATION

HJAM is nonprofit equestrian organization. The funds from our memberships, horse shows, and sponsorships are what allow us to host the Spring Shows, Medal Finals, and Year End Awards. Equestrian consumers represent a discerning and attractive marketing group; educated and affluent families that embrace the equestrian lifestyle, and profession that drive purchasing decisions. Equestrians have proven passionate loyalty to products and services that support their common interests. Many of our exhibitors have competed at these show grounds on an annual basis. Sponsorship and advertising dollars help us to continue to encourage the development of exhibitors of all ages.

Sponsorship Levels

Friend of HJAM \$100-\$299

- **Recognition as a Friend of HJAM during 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.**
- **Social Media recognition**
- **Public Address Announcements**

Division Sponsor \$300 per division (multiple division discount available)

- **Recognition as a Division Sponsor of the 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.**
- **Division sponsorship for entire Spring Series**
- **Website listing, logo, and link on website sponsor page**
- **Social Media recognition**
- **Public Address Announcements**

Banner Sponsor \$600

- **Recognition as a Banner Sponsor of the 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.**
- **Includes one division sponsorship for entire Spring Series**
- **Website listing, logo, and link on website sponsor page**
- **Social Media recognition**
- **Placement of one 5'x3' banner during Spring Series**
- **Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.**
- **Public Address Announcements**

Hospitality Sponsor \$600 per week (three available)

- Hospitality sponsor will be recognized for providing fresh fruit and carrots daily ringside for all exhibitors
- Recognition as a Hospitality Sponsor of the 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Social Media recognition
- Placement of one 5'x3' banner during Spring Series
- Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.
- Public Address Announcements 2-3 time daily. Signage with fruit baskets recognizing sponsorship.

Jump Sponsor \$900

- Logo made on chloroplast signage to be placed on a jump in the jumper ring during all three weeks of horse showing. The jump with logos will be used at the course designers' discretion.
- Website listing, logo, and link on website sponsor page
- Social Media recognition
- Public Address Announcement

Classic Sponsor starting at \$1,000

- Recognition as a Classic Sponsor of the 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Placement of one 5'x3' banner during Spring Series
- Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.
- Social Media recognition
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classic
- Ad in HJAM prize list prior do deadline or logos on Horseshowing.com- horse show site

Gold Sponsor starting at \$2,500

- Recognition as a Gold Sponsor on the 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Placement of two 5'x3' banner during Spring Series
- Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.
- Social Media recognition and updates 2 times per show.
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classes.
- Ad in HJAM prize list prior to deadline or logos on horseshowing.com- horse show site
- Opportunity to have jump placement in the ring during the spring event. Jump to be used at course designers' discretion and jump to be provided by sponsor.
- Opportunity to display promotional/ product placement in show office or other venue areas.
- Recognition and free ad 8.5x11 full color in year- end awards banquet as gold sponsor
- Two free divisions sponsorships at year end banquet with opportunity to present.

Back Number Sponsor starting at \$3,000 (one available)

- Company name or logo displayed on all exhibitors back numbers. These numbers are used by each rider and they will be kept for all three weeks on competition.
- Recognition as a Back-Number Sponsor on the 2022 HJAM Spring Series on the HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Placement of one 5'x3' banner during Spring Series
- Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.
- Social Media recognition and updates 2 times per show.
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classes.
- Ad in HJAM prize list prior to deadline or logos on horseshowing.com – horse show site.
- Opportunity to have jump placement in the ring during the spring event. Jump to be used at course designers' discretion and jump to be provided by sponsor.
- Opportunity to display promotional/ product placement in show office or other venue areas.
- Recognition and free ad 8.5x11 full color ad in year- end awards banquet as Back Number sponsor

USHJA Hunter Derby or Jumper Stake Sponsor (one derby, 3 stakes available) starting at \$5,000

- Recognition as a USHJA Hunter Derby or Jumper Stake Sponsor on the 2022 HJAM Spring Series on HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Website listing, logo, and link on HJAM.net home page.
- Placement of 3 5'x3' banner during Spring Series
- Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.
- Social Media recognition and updates 3 times per week during each show
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classes
- Ad in HJAM prize list prior to deadline or logos on horseshowing.com- horse show site
- Opportunity to have jump placement in the ring during the spring event. Jump to be used at course designers' discretion. Jump to be provided by sponsor.
- Designated VIP parking place near show office or arenas based on sponsor needs.
- Opportunity for free vendor space, circuit stall, or camper space (1 of the 3 choices to be determined upon agreement)
- Recognition and banner placement at year end awards banquet as platinum sponsor
- 8.5x 11 full color ad in the year end awards banquet program.

Platinum Sponsor starting at \$5,000

- Recognition as a Platinum Sponsor on the 2022 HJAM Spring Series on HJAM website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Website listing, logo, and link on HJAM.net home page.
- Placement of 3 5'x3' banner during Spring Series
- Banner to be provided by Sponsor no less than one week before the event. Banners should have grommets in all corners.
- Social Media recognition and updates 3 times per week during each show

- **Public Address Announcements**
- **Opportunity to present 1st place ribbon during designated classes**
- **Ad in HJAM prize list prior to deadline or logos on horseshowing.com horse show site**
- **Opportunity to have jump placement in the ring during the spring event. Jump to be used at course designers' discretion. Jump to be provided by sponsor.**
- **Opportunity to display promotional/ product placement in show office or other venue areas**
- **Designated VIP parking place near show office or arenas based on sponsor needs.**
- **Opportunity for free vendor space, circuit stall, or camper space (1 of the 3 choices to be determined upon agreement)**
- **Recognition and banner placement at year end awards banquet as platinum sponsor**
- **8.5x 11 full color ad in the year end awards banquet program.**
- **Opportunities for credits towards horse show account.**

Contact Cindy Orr Petherbridge at huntsover1@gmail.com or (248) 459-5735

THANK YOU!