

GREAT SOUTHWEST

EQUESTRIAN CENTER



SPONSORSHIP & ADVERTISING

Opportunities

www.gswec.com

ABOUT GSWEC

The Premier Equestrian Center of the South

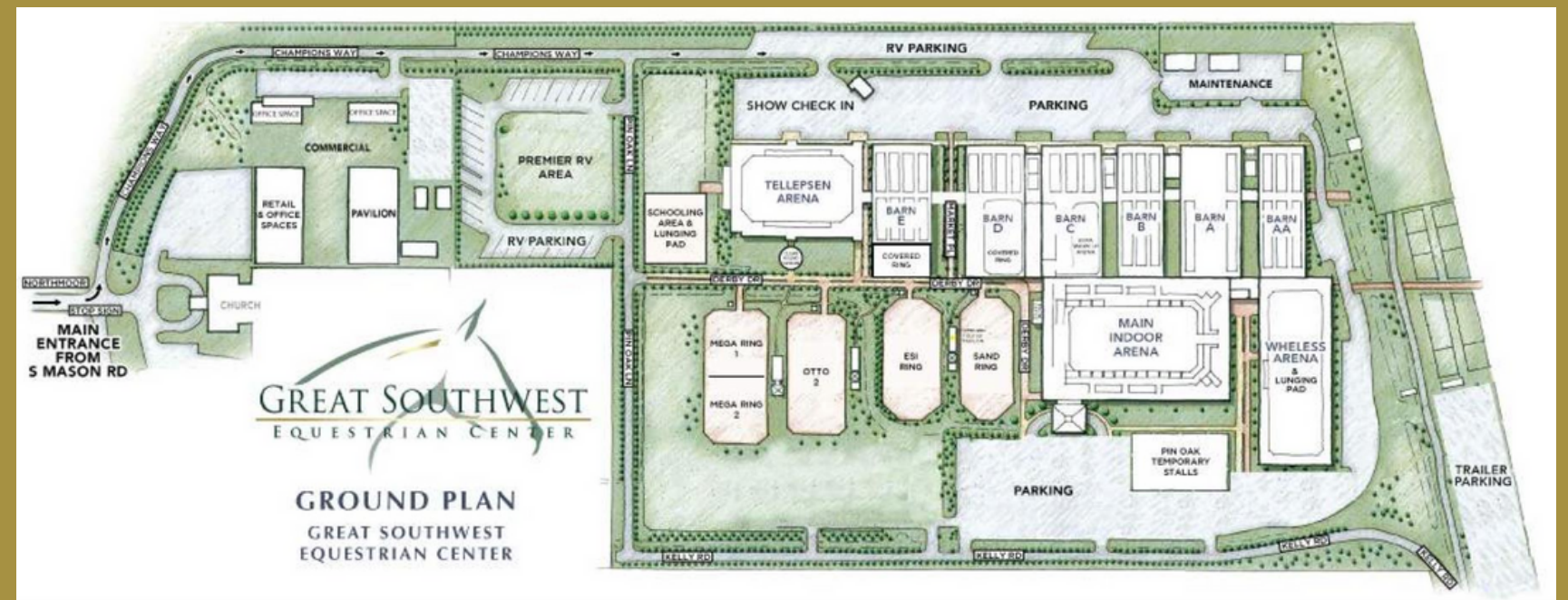
Great Southwest Equestrian Center is a premier equestrian center and host to some of the most prestigious horse shows in the country, hosting 70,000 show horses and 225,000 competitors each year.

Sitting on 65 acres in the Cinco Ranch area of Katy, Texas; GSWEC offers six barns with 650 permanent stalls and space for an additional 500 temporary stalls, three covered arenas, three covered warm up/schooling rings and five outdoor arenas. Four of the five outdoor arenas have world-class ESI and Otto Sport footing.



FACILITY, IMPROVEMENTS & UPGRADES

- LED lights and sky lights installed in the Main Arena
- LED light upgrades in barns
- Video wall installed in the Main Arena
- Electronic Scoreboard installed in the Tellepsen Arena
- New stall mats in Barns B, C, D & E, in the 12' x 12' stalls in Barn A and 100 stalls in Barn AA
- New electrical outlets updates in Barns C & D
- Lunging pad by the Wheless Arena
- Lunging pad and schooling ring by the Tellepsen Arena
- Concrete and additional electrical service added to the vendor 'Marketplace' next to the Barn D ring Bathroom remodel in Barn B and Barn C
- Bathroom updates in the Wheless Arena and backside of the Main Arena
- Full remodel of Life Is Good Café
- Additional viewing area and tables added in the Sponsors Club
- 24' Photo backdrop areas outside of the Show Office and Main Arena in-gate



SHOWS/DISCIPLINES AT GSWEC

BREED SHOWS

American Saddlebreds, Arabians, Miniature Horses, & Paso Finos

DISCIPLINES

Dressage, Hunter/Jumper, & Reining

NOTABLE EVENTS

Pin Oak Charity Horse Show

United States Dressage Federation Region 9
Championship

Pin Oak Charity Horse Show

USHJA Southern Zone 7 Finals

Houston Livestock Show & Rodeo Horse Judging Contest

USHJA's Emerging Athletes Program

Paso Fino Holiday Market

WHO SHOWS AT GSWEC

DEMOGRAPHICS

- 85% are female / 15% men
- 63% are married
- Majority are between 35 and 54 years of age / median age is 39
- 66% have a college degree or better
- 56% are employed full time
 - 38% have a net annual income of over \$500,000
 - Nearly half have an annual income of over \$100,000
 - Premier show exhibitors have an average income of \$685K - \$1.5M
- 63% have traded stocks, bonds or mutual funds in the last year
- 40% own a farm
 - 65% of those farms are 10+ acres
- Market value of their average home at \$594,000
 - 22% own two or more homes
- 94% own a pet besides a horse or pony
 - Average # of horses per household: 5
 - Average # of dogs per household: 2
- 43% take more than 15 airline trips a year & 30 hotel night stays

ECONOMIC IMPACT OF THE UNITED STATES HORSE INDUSTRY

As a large, economically diverse industry, the United States horse industry contributes significantly to the American economy. The following statistics are from the American Horse Council Foundation's 2017 National Economic Impact Study.

The horse industry contributes approximately \$50 billion in direct economic impact to the U.S. economy, and has a direct employment impact of 988,394 jobs. Additionally, the industry itself contributes \$38 billion in direct wages, salaries, and benefits

From those direct effects, the horse industry's contribution ripples out into other sectors of the economy. Adding these ripple effects results in an estimate of the total contribution of the horse industry to the U.S. economy of \$122 billion, and a total employment impact of 1.7 million jobs. Some key industry statistics and economic indicators:

ESTIMATED NUMBER OF HORSES IN THE U.S.

7.2 million

ESTIMATED NUMBER OF HORSES IN EACH OF THE 50 STATES

#1- Texas, approximately 767,100 horses

#2- California, approximately 534,500 horses

#3- Florida, approximately 387,100 horses

LAND USE BY THE EQUINE INDUSTRY

32 million acres of land owned

49 million acres of land leased for horse-related uses

OUR SPONSORS

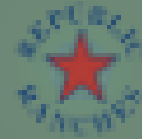
Thank you to our Sponsors!



Brazos Valley
Equine Hospitals



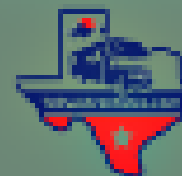
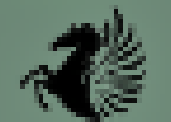
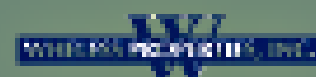
Double Oak Tack



LubriSyn HA



ADEPTUS



Terry Mahone Photography



AVALON

WINE & COUNTRY



TEXAS WESTERN
BROOKFALLS



Olivia Seawart Photo



BERNSTEIN



Texas Children's
Hospital

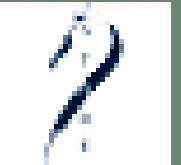


COURTYARD

BY HILTON

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BY HILTON



2022/2023 SHOW CALENDAR

2022 SHOW YEAR

OCTOBER

6 – 9: Great American Insurance Group / USDF Region 9 Championship and Houston Dressage Society Autumn Classic
15 – 16: GHHJA Octoberfest
20 – 23: Great Southwest Monster Mash – USEF National*

NOVEMBER

2 – 6: Harvest – USEF Premier
9 – 13: Autumn Classic – USEF Premier*
15 – 20: Final Chase – USEF Premier*
26 – 27: GHHJA Finish Line Horse Show

DECEMBER

3 – 4: SWPFHA Paso Finos Show & Christmas Festival
10: Houston Dressage Society Schooling Show Championships
15 – 18: TX Winter Frost Fire – USEF National*

***OWNED BY GREAT SOUTHWEST
EQUESTRIAN CENTER***

2023 SHOW YEAR

JANUARY

13 – 15: Houston All Arabian Value Show
21 – 22: Houston Dressage Society Winter Show
28 – 29: GHHJA New Show / New Beginning

FEBRUARY

1 – 5: Texas Winter Series I – USEF Premier*
8 – 12: Texas Winter Series II – USEF Premier*
15 – 19: Texas Winter Series III – USEF Premier*
22 – 26: Texas Winter Series IV – USEF Premier*

MARCH

3 – 5: Great Escape Winter Slide*
4 – 5: Emerald Classic
6: Houston Livestock Show & Rodeo Horse Judging
10 – 12: Spindletop Arabian Horse Show
23 – 25: Pin Oak Charity Horse Show – Saddlebred & Hackney Pony
23 – 26: Spring Preview – USEF National*
29 – Apr 2: Pin Oak Charity Horse Show Week I – USEF Premier*

APRIL

5 – 8: Pin Oak Charity Horse Show Week II – USEF Premier*
12 – 16: Pin Oak Charity Horse Show Week III – USEF Premier*
27 – 31: Houston Dressage Society Spring Classic I and II

MAY

4 – 7: Great Southwest Round Up – USEF National*
11 – 14: Great Southwest Fiesta Classic – USEF National*
19 – 21: Texas American Saddle Horse Association Show
20 – 21: Greater Houston Miniature Horse Club Galaxy Show
27 – 28: Memorial Day Classic*

JUNE

2 – 4: Great Summer Slide*
3 – 4: GHHJA Show
10 – 11: Houston Dressage Society Summer Show I & II
10 – 11: Greater Houston Miniature Horse Club Summer Celebration
24 – 25: GHHJA GSEC Kaminski Summer Blowout

2023 SHOW YEAR

AUGUST

19 – 20: GHHJA GSEC Fun In The Sun I & II
26 – 27: Houston Dressage Society Laborious Day Show I & II

SEPTEMBER

2 – 3: GHQHA Show
9 – 10: Harvest Classic*
15 – 17: Heritage Classic*
16 – 17: GHHJA Britannia Farm / Mo Hot Daze
20 – 24: Southwest Showdown – USEF National
28 – Oct 1: Great Southwest Fall Classic – USEF National*

OCTOBER

4 – 8: Great American Insurance Group / USDF Region 9 Championship and Houston Dressage Society Autumn Classic
14 – 15: GHHJA Octoberfest
19 – 22: Great Southwest Monster Mash – USEF National*

NOVEMBER

1 – 5: Harvest – USEF Premier
8 – 12: Autumn Classic – USEF Premier*
14 – 19: Final Chase – USEF Premier*
25 – 26: GHHJA Finish Line Horse Show

DECEMBER

2 – 3: SWPFHA Paso Finos Show & Christmas Festival
9 – 10: Houston Dressage Society Schooling Show Championships
13 – 17: TX Winter Frost Fire – USEF National*



FRIEND OF GSWEC \$5,000 - SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Sponsors Page and Directory
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls (Limited Availability)
- Appreciation announcements throughout show, & social media engagement

Banners

- (1) 4' x 8' banners year-round at GSWEC
- (1) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- Naming rights to one assigned class or division per show

IN THE RIBBONS \$8,000 - SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Sponsor Page and Directory
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls
- Half page Ad in all prize lists and programs
- Announcements throughout show, & social media engagements

Banners

- (1) 4' x 8' banners year-round at GSWEC
- (1) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- Naming rights to one class per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC



TRI-COLOR RIBBONS \$10,000 SPONSORSHIP BENEFITS



Media & Publications

- Logo on GSWEC Website Sponsors Page and Directory
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls
- Full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- 30 second commercial on the Main Ring Video Wall
 - *Provided by the Sponsor*

Banners

- (2) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- Naming rights to one class or division per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC

RESERVE CHAMPION \$15,000

SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Homepage and Sponsors Page
- Logo on the Sponsors page in all prize lists and programs
- Logo and or name on digital displays, scoreboards and video walls
- Logo on photo backdrop
- Full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- 30 second commercial on the Main Ring Video Wall
 - *Provided by the Sponsor*

Banners

- (1) 2' x 3' entrance flag on Champions Way
 - *Provided by GSWEC*
- (3) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- Naming rights as the "Official" Jump Crew sponsor and have your logo on the back of all the crew shirts for every GSWEC show
- (1) Jump in the ring during Hunter/Jumper shows
 - *Provided by the Sponsor*
- Naming rights to one premier event, classic or division per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Option to host private events in the Sponsors Club during GSWEC shows
 - *Sponsor is responsible for all event staff, catering and event rental fees.*
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC



CHAMPION \$20,000 SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC publications and premier logo placement throughout GSWEC
- Full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- 30 second commercial on the Main Ring Video Wall
 - Provided by the Sponsor

Banners

- (1) 3' x 3' Main Corridor flag - (1) 2' x 3' entrance flag on Champions Way
 - *Provided by GSWEC*
- (3) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- Non-exclusive naming rights as the “Official XYZ of Great Southwest Equestrian Center” Naming rights to Tellepsen Warm-Up Area, Main Ring Warm-Up Arena or Viewing Pavilion between Mega Ring & ESI Ring
- Naming rights to one premier event, classic or division per show
 - *Option to present trophy or prize*
- (1) *Jump in the ring during Hunter/Jumper shows*
 - *Provided by the Sponsor*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Option to host private events in the Sponsors Club during GSWEC shows
 - *Sponsor is responsible for all event staff, catering and event rental fees.*
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC

GREAT SOUTHWEST EQUESTRIAN CENTER



MINIMUM 2-YEAR CO
NAMING RIGHTS /\$30,0

GRAND CHAMPION \$30,000+

SPONSORSHIP BENEFITS

Media & Publications

- Logo on GSWEC Website Sponsors Page and Premier logo placement throughout GSWEC
- Logo on GSWEC electronic sign at entrance of equestrian center (S. Mason & Northmoor)
- Premier placement of full page ad in all prize lists and programs
- Announcements throughout show, social media engagements
- Logo on all GSWEC Show Hats
- 30 second commercial on the Main Ring Video Wall
 - *Provided by the Sponsor*

Banners

- (1) 3' x 3' Main Corridor flag - (1) 2' x 3' entrance flag on Champions Way
 - *Provided by GSWEC*
- (6) 4' x 8' banners year-round at GSWEC
- (2) 4' x 8' banners in the Main Ring during Texas Winter Series, Autumn Classic and Final Chase
 - *Banners provided by the Sponsor*

Vendor Opportunities

- Option to display materials during events or provide products/samples for exhibitors
 - *All materials and set up must be provided by Sponsor*
 - *A vendor space will be an additional expense*

Naming Rights

- \$30,000: Naming rights to the Mega Ring (3 Year Commitment)
- \$50,000: Naming rights to the Tellepsen Arena (3 Year Commitment)
- \$75,000: Naming rights to the Main Arena + Jumbotron (3 Year Commitment)
- (1) Jump in the ring during Hunter/Jumper shows
 - *Provided by the Sponsor*
- Naming rights to one premier event, classic or division per show
 - *Option to present trophy or prize*

Hospitality

- Reserved Grand Prix table per Premier H/J show
- Option to host private events in the Sponsors Club during GSWEC shows
 - *Sponsor is responsible for all event staff, catering and event rental fees.*
- Invitation to annual Sponsor Appreciation Luncheon hosted by Jeff Hildebrand, Owner of GSWEC



ADVERTISING



PRIZE LIST AD –GSWEC OWNED SHOWS

The prize list is distributed to all competitors and is published on our website, Horse Shows Online and a short print run.

- Hunter/Jumper show prize lists include: Winter Series, Great Southwest Round Up/Fiesta Classic, Fall Classic, Monster Mash, Fall Finale (Autumn Classic / Final Chase) and Texas Winter Frost Fire
 - \$1,250 Full page Ad in all H/J Prize Lists
 - \$625 Half page Ad in all H/J Prize Lists
 - \$350 Quarter Page Ad in all H/J Prize Lists
- Dressage show prize lists/programs include: Platinum Classic and Diamond Classic
 - \$400 Full page Ad in all Dressage books
 - \$200 Half page Ad in all Dressage books

TEXAS WINTER SERIES PROGRAM AD

The program is distributed to all competitors and is published on our website, Horse Shows Online and a short print run.

- \$7,000 Back Cover
- \$3,000 Double Page Spread
- \$1,000 Full Page
- \$750 Half Page
- \$500 Quarter Page

ELECTRONIC ENTRANCE SIGN

Sign at the entrance of GSWEC at the intersection of S. Mason Road & Northmoor Drive.

Your Ad will be displayed 24 hours a day, 7 days a week. You will have the option to substitute a new slide once a quarter. New slides due by the 25th of the prior month.

- Month-to-month \$300 month per slide
- Six month commitment \$250 month per slide

BUSINESS DIRECTORY LISTING ON WEBSITE

- \$300 for 12 months

IN-KIND SPONSORSHIPS & MEDIA SPONSORSHIPS AVAILABLE UPON REQUEST

BANNERS

4' X 8' BANNER –ON SHOW GROUNDS

- Year-round banner on the GSWEC show grounds + your logo and link to your website listed on the GSWEC website.
- Size may vary based off of space you select from availability map and will be listed on map.
- Banner is provided by advertiser and is required to be on vinyl or coroplast board.
 - \$2,000 / year: 1 Banner
 - \$3,000 / year: 2 Banners

4' X 8' BANNER –PER SHOW / SERIES

- Texas Winter Series, Great Southwest Round Up/Fiesta Classic, Fall Classic, Monster Mash, Autumn Classic/Final Chase, Texas Winter Frost Fire
 - \$250: 1 Banner in ring during show series
 - \$500: 2 Banners in the ring during show series

Pricing subject to change.

Live-streamed on JK Video
\$250 per week in Main Arena



GREAT SOUTHWEST

EQUESTRIAN CENTER

*Thank you for your
interest in*

GREAT SOUTHWEST EQUESTRIAN CENTER!

WE LOOK FORWARD TO BUILDING A RELATIONSHIP WITH
YOUR COMPANY AND CREATING A SPONSORSHIP OR
ADVERTISING PACKAGE TO FIT YOUR SPECIFIC MARKETING
NEEDS & BUDGET.

IF YOU HAVE ANY QUESTIONS OR NEED CLARIFICATION,
PLEASE DO NOT HESITATE TO CONTACT CORRINE MARTINEZ,
DIRECTOR OF SPONSORSHIP & DEVELOPMENT AT
CMARTINEZ@GSWEC.COM OR CALL/TEXT: 713-653-3163.

IF YOU WOULD LIKE TO SCHEDULE A SITE VISIT, WE ARE
OPEN MONDAY -FRIDAY, 9:00 AM -5:00 PM.