



Wellington
International

Annual Series

SPONSORSHIP
OPPORTUNITIES



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Welcome to Wellington International

Wellington International is considered the most recognizable equestrian sporting venue in North America. Often called the ‘Winter Equestrian Capital of the World,’ Wellington International is nestled in the heart of an almost 8,000-acre equestrian paradise, Wellington, Florida. While Wellington International is most famous for hosting the Winter Equestrian Festival, the venue also plays a crucial role in the South Florida equestrian community and hosts horse shows all year long. Founded and managed by lifelong horsemen, Wellington International understands the value of making sure that quality, safe, and competitive events are available year-round.

Formerly the Palm Beach International Equestrian Center, Wellington International encompasses a total of 500 acres; competition rings alone cover over 80 acres and are easily accessed from three international airports and several major metropolitan hubs. Wellington International has two core facilities, the Main Grounds and Equestrian Village, which collectively contain over 18 competition arenas, a derby field and one of the largest covered arenas in the world. Both show grounds operate 42 weeks of United States Equestrian Federation (USEF)-rated competition from August through June, including a five-week Spring series, an eight-week Summer series, a seven-week Fall series, and a seven-week Holiday series.

Our team is dedicated to incorporating your brand to garner the most effective engagement and results, and meet your company’s goals. We look forward to your partnership and appreciate your shared enthusiasm as we continue to target the hundreds of millions of people around the world who love horses, too.





Our Audience

The equestrian audience is unique to all other sporting audiences in the world because it represents many nationalities that have one common interest: horses. Equestrians are incredibly loyal consumers and support brands that support the sport they love. Wellington International has a captive audience for more than four months out of the year. Based on a 2023 economic impact report, direct Wellington International visitor expenditures amounted to \$52.0 million or \$22,727 per visiting party.

Whether you are focused on brand recognition, social media and digital activations, VIP hospitality, or supporting specific competitions, we have opportunities that will help you reach your goals.

Wellington International by the Numbers

28 weeks
of elite competition annually

Nearly **7,000** horses
competed in 2023

10 of the top 30 best show
jumpers in the world compete
during the Annual Series

63,000+
Facebook Followers

\$2+ million
in prize money

94,000+
Instagram Followers

Get To Know the Annual Series

The Wellington International Annual Series encompasses the “pre and post circuit” to the Winter Equestrian Festival (WEF). This series is one of the most valuable local equestrian events in the United States, drawing riders, trainers and owners in preparation for WEF, and providing a gateway of opportunities and exposure to sponsors at introductory rates. The Annual Series offers levels of competition for all levels of competitors, from professionals to young children. The series is so popular that many of the South Florida equestrian championships are held during its events.

Why Sponsor with Us?

- Exciting brand visibility opportunities
- Unique content creation with a professional production team
- Targeted marketing to a captive audience
- Positive consumer perception
- Exceptional lead generation opportunities
- Networking opportunities





Did You Know...?

WINTER EQUESTRIAN FESTIVAL LOCAL IMPACT

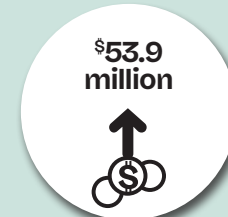
Details from the 2023 Economic Impact Report conducted by Palm Beach County Sports Commission.



Average length
of WEF
exhibitors stay



Total expenditures
by visitors
to WEF 2023



GDP increase to
Palm Beach County
by visitor spending

The percentage of participants who spent less than one month was 14%, and just over 60% of the participants stayed more than 2 months.

The 2023 WEF produced an increase in the GDP of Palm Beach County of **\$352 million**, resulting in the creation of **3,364 jobs** throughout the economy and labor earnings of **\$103 million**. About 70% of the impact was due to horse expenditures and 25% was due to visitor expenditures.

An independent market research report of the Winter Equestrian Festival found that the spectators at WEF have a very positive attitude towards sports sponsorships and more than 76% would prefer products from sponsors rather than substitutes.

Signature Sponsor

\$5,000

The Signature sponsorship package is designed to help you unlock unique marketing opportunities at our venues during the Annual Series. Strategic event-based marketing can help businesses capitalize on brand recognition, create loyalty among equestrians, and creativity around your brand. These packages include the following opportunities and can be scaled based on the level of branding that you desire and your target markets.

- Division or Special Class Sponsorship
- Jump included in arenas
- Event signage
- Prize list advertising
- Public address announcements and commercials
- Sponsor logo on Wellington International website with link
- Invitation to sponsor networking opportunities
- Email marketing opportunities
- Opportunity for special awards



Elite Sponsor

\$7,500 – \$10,000

The Elite Sponsorship package is designed to cultivate recognition, loyalty, and creativity around your brand. These packages include the following opportunities and can be scaled based on the level of branding desired.

- Division or Special Class Sponsorship
- Jumps in competition arenas for all of circuit
- Increased event signage
- VIP hospitality levels included
- Full page ads in the prize list
- Public Address announcements and commercials
- Invitation to sponsor networking opportunities
- Increased opportunities for email marketing and social media marketing
- Access to the ESP production team for special video series
- VIP marketing opportunities
- Custom sponsorship activations, developed with horse show leadership



Premier Partner

\$15,000 – \$25,000

The Premier Sponsorship package ensures that you will be one of the most prominent partners at Wellington International during the Annual Series. Premier Sponsors can count on high-level activations at the marketing and branding level, as well as be able to interact with our exhibitors and spectators.

- Division or Special Class Sponsorship
- Jumps included in all arenas for all of circuit
- Increased event signage
- VIP hospitality levels included
- Full page ads in the prize list
- Public address announcements and commercials
- Invitation to sponsor networking opportunities
- Increased email marketing and social media marketing opportunities
- Access to the ESP production team for special video series
- Custom sponsorship activations, developed with horse show leadership





Title Sponsor

\$30,000+

Our Title Sponsorship package is as good as it gets! This level of sponsorship will present our most popular events, as well as have the highest level of branding and marketing available on-site. Our Title Sponsors enjoy the very best we have to offer from sport, hospitality, entertainment, advertising and more!

- Grand Prix competition
- Division or Special Class Sponsorship
- Jumps included in all arenas for all of circuit
- Increased event signage
- VIP hospitality included
- Full page ads in the prize list
- Public Address announcements and commercials
- Invitation to sponsor networking opportunities
- Discounts on special event planning
- WEF email marketing opportunities
- Seasonal social media available
- Access to the ESP production team for special video series
- VIP marketing opportunities
- Custom sponsorship activations, developed with horse show leadership

Destination Wellington

Lenore Brown
Director of Sponsorship
(717) 608-4654
lbrown@wellingtoninternational.com

Carly Nasznic
Sponsorship Manager
(401) 714-6095
cnasznic@wellingtoninternational.com



- West Palm Beach
- Fort Lauderdale
- Miami