



Pacific Sporthorse Selection

First European Style Sporthorse Auction on the West Coast



PSS 2017

Sponsorship and Advertisement Package

Web | Newsletter | Social Media | Print | Event



MARKETING OPPORTUNITIES

Pacific Sporthorse Selection

October 14, 2017

presented by Sporthorse Online, LLC

[christian.cndc@gmail.com]

Held at

Christiane Noelting Dressage Center

6954 Lewis Road, Vacaville, CA 95687

Overview

The Pacific Sporthorse Selection (PSS) is a European style auction held annually in Northern California. Each Fall the event serves the needs of sport horse buyers and sellers by following in the tradition of European auctions. A selection of talented horses (dressage, hunter/ jumpers and cross country horses) and foals is hand-picked by a jury of knowledgeable equestrians. The horses are then screened by veterinary exam and x-rays to make sure they meet soundness and health requirements. Those horses who are accepted into the auction are professionally ridden for the 5 weeks prior to the event. The end result is that buyers are provided with a selection of talented, sound, rideable horses from which they can choose their optimal partner.

In addition to the horse auction, the event features a charity fundraiser. **All** of the proceeds generated from the fundraiser are donated to the recipient charities, benefitting Breast Cancer research and Junior and Young Riders in California. Specific sponsorship and support opportunities exist for these Fundraiser as outlined below.

Other special touches which make this such a unique event are the Gala Evening featuring wine tasting and entertainment, an educational lecture series called PSS University, and a collection of vendors and artists for specialty shopping. The PSS team has worked hard to make this a well-rounded event with something for everyone to enjoy!

More information about the Pacific Sporthorse Selection may be found on the [PSS Website](#).





Website Traffic (past year, worldwide)



141,337
page views



4:27 min
average visit duration



21,864
unique visits



4.87
pages per visit



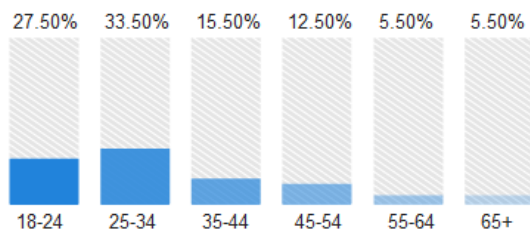
42,457
visits

Pacific Sporthorse Selection | www.sporthorse-selection.com

Region ?	Acquisition			Behavior	
	Sessions ? ↓	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?
	35,633	51.07%	18,197	4.28	00:04:15
1. California	23,299 (65.39%)	44.77%	10,432 (57.33%)	4.38	00:04:29
2. Washington	1,322 (3.71%)	55.30%	731 (4.02%)	4.25	00:03:45
3. Nevada	878 (2.46%)	47.72%	419 (2.30%)	4.36	00:04:37
4. Texas	789 (2.21%)	61.85%	488 (2.68%)	3.98	00:03:23
5. Oregon	685 (1.92%)	58.98%	404 (2.22%)	4.19	00:03:34
6. Florida	666 (1.87%)	64.86%	432 (2.37%)	4.30	00:04:06
7. Colorado	602 (1.69%)	58.47%	352 (1.93%)	4.99	00:06:52
8. New York	480 (1.35%)	67.29%	323 (1.78%)	3.35	00:02:42
9. Arizona	475 (1.33%)	57.47%	273 (1.50%)	5.07	00:04:26
10. Virginia	440 (1.23%)	80.45%	354 (1.95%)	2.90	00:02:25

Age

100% of total sessions





Auction Attendee Profile

The Pacific Sporthorse Selection attracts both professional and amateur equestrian participants and investors of discerning tastes – many of whom are serious potential buyers of equestrian products. The majority of participants own horses, plan to buy horses, or are associated with someone who does. In addition, the scope of this event draws participants who are interested in educational and entertainment opportunities featuring horse related topics.

Statistics from the **2016 Pacific Sporthorse Selection weekend**:

- 450 guests
- Projected attendance in 2017 will exceed 500 guests per day
- Charity fundraising for The Breast Cancer Research Foundation and CDS Club 100 was more than \$6,600 in 2016
- Goal is to raise more than \$10,000 for charity in 2017
- The average bid for a horse in 2016 was \$30,028
- In the past, horses were purchased by bidders across the US. The farthest winning bidder was from Florida. The farthest consignor was located in Nova Scotia, Canada.
- Attendees came from all over the West Coast and from as far as Germany and New England.

Marketing Opportunities for PSS Partners

Brand and product information will be directed to a targeted group of affluent equestrians over the course of eight months culminating with the live two day event.

- onsite advertising
- web advertising
- social media
- print advertisements
- email-blasts
- educational forums
- parties and networking opportunities
- Charity Auction Benefactor
- Advertisements in Programs



Auction Program Advertisements

Inside of Cover Page color - \$350

(jpg or png: width: 7 inches; height: 8.5 inches)

Full Page color - \$200

(jpg or png: width: 7 inches; height: 8.5 inches)

Half Page color - \$125

(jpg or png: width: 7 inches; height: 4 inches)

Quarter Page color - \$75

(jpg or png: width: 3 inches; height: 4 inches)





Platinum Sponsor \$2000

- Sponsor Signage at Auction – three (3) 3' x 6' banners (provided by sponsor)
- Name and logo inclusion and hotlink on the PSS website
- Name and logo and hotlink on PSS social media
- One (1) 10 x 10 vendor space with tent (sponsor to provide tent)
- Educational Forum presentation Saturday or Sunday (approximately 30 - 45 min in length)
- Press Announcements
- Banner Ad inclusion with hotlink in email campaign to approximately 2,000 trainers, owners, competitors and other subscribers
- Full page ad in auction catalogue
- Platinum Sponsor recognition in PA announcements during 2 day event
- Inclusion of video link on PSS website of sponsor's product/service (sponsor to provide)
- Inclusion or distribution of Sponsor's promotional materials (provided by Sponsor) at Auction
- Marketing videos used for promotion and auction horses will feature a " Presented by ..." credit where sponsor's logo will be displayed
- Social Media Postings
- Four tickets to Gala

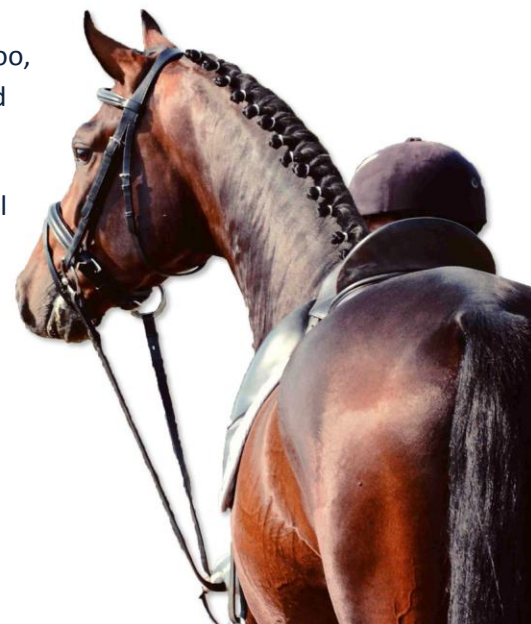
Gold Sponsor \$1,000

- Sponsor Signage at Auction – two (2) 3' x 6' banners (provided by sponsor)
- Name and logo inclusion and hotlink on the PSS website
- Name and logo and hotlink on PSS social media
- One (1) 10 x 10 vendor space with tent (sponsor to provide tent)
- Press Announcements
- Two Tickets to Gala
- Logo and hotlink in E-blasts
- Inclusion or distribution of Sponsor's promotional materials (provided by Sponsor) at Auction
- Mentioned in auction program
- Gold Sponsor Recognition in PA Announcements during Auction

PSS University Lunch Sponsor: \$1000 (includes all Gold Sponsor Benefits)

PSS University is a very special educational opportunity. Previous year's guest speakers are internationally renowned professionals: Anne Gribbons, FEI "O" dressage judge, and Linda Allen, FEI "O" jumping course designer. It was an honor to have 2 Olympic caliber equestrians as our educators and this year, too, PSS University should draw a substantial crowd of both dressage and jumping enthusiasts.

The talks will be held from approximately 11:30 -2:30 pm. Lunch will be provided for auditors. The funds donated will be used to provide the lunch for auditors and special recognition in the form of announcements and banners (sponsor to provide) will be given to the PSS University Lunch Sponsor.





2017 Pacific Sporthorse Selection Schedule of Events



On the day of the Auction, PSS offers a well rounded equestrian experience that covers not only the actual sale of the auction horse and Gala celebrations but also Charity fundraisers and great shopping opportunities. PSS University is a new concept of providing our community of horse enthusiasts numerous free educational events and talks.

Saturday, October 14th 2017

- Presentation of Dressage & Jumper Collections
- “PSS University” - Educational Seminars throughout the day
- Gala Evening – wine tasting and entertainment
- Breast Cancer Charity Auction
- Vendors and booths open throughout the day
- Sporthorse Auction begins 5 pm
- Charity Auction for CDS Club 100
- Post Auction Party

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