



UNITED STATES EVENTING ASSOCIATION

2023 PARTNERSHIP
OPPORTUNITIES



United States Eventing Association

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Who We Are

USEA BY THE NUMBERS:

- Nearly 13,000 members
- 250+ recognized competitions
- 75,000+ horses registered
- 44,000+ competition results annually
- 175,000+ social media followers
- 40,000+ email subscribers
- Around 6 million webpage views annually
- 1 national championship - 23 divisions
- 40 program/series championships
- 74+ year-end national awards
- 6 issues/year award-winning magazine

MEET OUR MEMBERS:

Our average member is a female between the ages of 35-49 who owns at least one horse and has competed for at least 16 years. She competes at the Novice level at 4-6 USEA events and two clinics annually. She has a bachelor's degree, owns her own home, and owns a horse trailer and towing vehicle.

- \$10,000-\$30,000 annual equestrian budget
- \$300-\$500 spent per event
- \$80,000-\$125,000 average annual salary
- \$200,000-\$400,000 average home value

ABOUT THE USEA

The USEA is a non-profit 501 C (3), which serves as the national association for the Olympic equestrian sport of three-day eventing. We are an educational organization committed to providing eventing enthusiasts with a competitive level suited to their individual skills. By assisting and educating competitors, event organizers and officials; maintaining responsible safety standards; and registering qualified competitions and clinics, the USEA offers a strong and continuous training opportunity for an ever-expanding field of world-class competitors. Just as importantly, the USEA provides a means for all riders, regardless of age or ability, to experience the thrill of eventing

OUR MISSION

The mission of the USEA is to advance the sport of eventing through education of riders, trainers, officials, and organizers, with the health and well-being of the horse of paramount importance. The Association, through the direction of the Board of Governors, continues to strive to make the sport of eventing safe, fun, fair, and affordable to all who join our ranks. The USEA strives to provide riders from Beginner Novice to the five-star level with an exceptional eventing experience.

Held over one, two, or three days, eventing is one of the few Olympic sports where men and women compete alongside one another as equals.

What Is Eventing?

Eventing is best described as an equestrian triathlon. The sport originated as a cavalry test and is comprised of three phases: dressage, cross-country, and show jumping.



Dressage shows the graceful partnership of horse and rider through a sequence of movements on the flat, receiving marks from judges.



Cross-Country challenges the pair's bravery, fitness, and determination as they navigate a timed course with a series of solid obstacles and varied terrain.



Show Jumping tests a pair's precision as they clear a course of delicate fences, incurring penalties for knocked/fallen rails.

CORPORATE LEVEL PARTNERSHIPS

Starting at \$25,000

The USEA offers a limited opportunity for companies to become the official product or service of the USEA. Corporate partners have the opportunity to include a variety of USEA programs and Championships in their packages, for optimal exposure across USEA platforms. All Corporate Level Partnership packages may be customized.

Naming Rights:

- The "Official _____ of the United States Eventing Association"

Key Benefits:

- Company logo in Corporate Sponsor section on every page of the USEA website with hyperlink to company site
- Banner ad rotation throughout USEA website
- Full page color advertisement in every issue of the award winning USEA national publication, *Eventing USA*
- Ability to submit two (2) press releases and/or educational articles for publication on the USEA website and e-newsletter
- One (1) sponsor highlight sent to the USEA email list annually. Content provided by sponsor.
- Inclusion of one (1) promotional item in the member packets mailed with USEA member ID cards
- Quarterly use of the USEA membership mailing list
- Up to four (4) shares of sponsor content across all USEA social media accounts annually
- Additional print and online media promotions
- On-site branding at USEA series events and Championships sponsored by partner



USEA PROGRAM & CHAMPIONSHIP PARTNERSHIPS

Offering Prize Level Sponsorships up through Title Sponsorships

The USEA offers partnerships surrounding the various USEA programs and championships. Through these activities, we can offer on-site branding and position your company in front of the right target market. Depending on the level of partnership, these packages also include a wide array of advertising and media exposure through our online and print publications.

- USEA American Eventing Championships
- USEA Intercollegiate Championships
- USEA Adult Team Championships
- USEA Annual Meeting & Convention
- USEA National Leaderboards
- USEA Young Event Horse Program & Championships
- USEA Classic Series
- USEA Volunteer Incentive Program
- USEA Eventing Coaches Program
- USEA Educational Symposium
- USEA Emerging Athletes U21 Program
- Other programs and seminars available

USEA AMERICAN EVENTING CHAMPIONSHIPS



The national championships for the sport of three-day eventing where amateurs, juniors, and professional riders alike compete at any level from Beginner Novice through Advanced. Sponsors have the chance to reach an expansive market with on-site branding, media exposure across USEA platforms, email campaigns, and coverage from outside outlets that attend. Sponsors will also receive vendor space in the trade fair.

In 2021, the AEC drew nearly 1,000 competitors at the iconic Kentucky Horse Park in Lexington, KY, now recorded as the largest eventing competition in the world, outside of the UK.

PARTNERSHIPS:



	Starting at:
Title Sponsor	Inquire
Presenting Sponsor	SOLD
Platinum Level Sponsors	\$20,000
Gold Level Sponsors	\$15,000
Silver Level Sponsors	\$10,000
Bronze Level Sponsors	\$4,000
Contributing Level Sponsors	\$2,500
Prize Level Sponsors	\$1,000

The 2023 AEC will take place August 29-September 3 at the Kentucky Horse Park

TEAM CHAMPIONSHIPS

USEA INTERCOLLEGIATE EVENTING CHAMPIONSHIPS



The USEA Intercollegiate Eventing Championships allow eventing teams and individuals to flourish at colleges and universities across the country. This is a very brand-loyal demographic, and an exciting opportunity for partners to be introduced to upcoming riders and professionals amongst the equestrian communities.

PARTNERSHIPS:

Title Sponsor	Inquire
Bronze Level Sponsors	\$4,000
Contributing Level Sponsors	\$2,000
Prize Level (cash or prize)	\$1,000

USEA ADULT TEAM CHAMPIONSHIPS AT THE AEC



The USEA Adult Team Championships provide adults the chance to compete as a team and represent their Area of the country in a fun and friendly environment. The Team Championships take place at the USEA American Eventing Championships, and the ATC gets honored in their own awards ceremonies at the BN-P levels. This is a great place for partners to reach a large demographic of USEA members, and support adults and amateur riders alike.

PARTNERSHIPS:

Title Sponsor	Inquire
Bronze Level Sponsors	\$4,000
Contributing Level Sponsors	\$2,000
Prize Level (cash or prize)	\$1,000

USEA ANNUAL MEETING & CONVENTION

The USEA Annual Meeting & Convention takes place each December and brings together a large group of dedicated USEA members and supporters to discuss, learn, and effect change. The USEA organizes multiple seminars in addition to committee meetings, open forums, and the annual year-end awards ceremony for national leaderboard winners.

Partners have the opportunity to sponsor or host their own educational seminar, as well as sponsor special year-end awards and national leaderboards. Opportunities to be included in the Convention trade fair are also available.



PARTNERSHIPS:

Presenting Sponsor	Inquire
Gold Level Sponsors	\$7,500
Silver Level Sponsors	\$5,000
Bronze Level Sponsors	\$2,500
Contributing Level Sponsors	\$1,000

The 2023 USEA Annual Meeting and Convention will take place December 6-10 in St. Louis, Missouri



THE USEA YOUNG EVENT HORSE SERIES

The Young Event Horse (YEH) Program showcases 4- and 5-year-old horses that possess talent for the top levels of eventing. Around 30 competitions are offered and hundreds of owners and professionals use them as an opportunity to give their young horses a positive and prestigious start to eventing.

Each fall, the YEH Championships are held at one East Coast venue and one West Coast venue. Partnering with these Championships are a great way to reach owners and professional riders on their pathway to represent the United States.



YEH PARTNERSHIPS:

Title Sponsor	Inquire
Presenting Sponsor	\$7,000
Gold Level Sponsors	\$5,000
Silver Level Sponsors	\$2,500
Contributing Level Sponsors	\$1,000



USEA CLASSIC SERIES

The USEA Classic Series encompasses more than 20 long-format events at the Beginner Novice, Novice, Training, Modified and Preliminary levels for riders who wish to have the opportunity

to experience all four phases of Endurance Day in the Classic long-format of eventing. In addition to the competition, educational opportunities are available at the events to give riders a chance to compete and learn safely.

The Classic Series is a great area for partners to reach Adult Amateur and Junior competitors at the same time, as over 250 riders compete in the Series each year.

PARTNERSHIPS:

Title Sponsor	Inquire
Gold Level Sponsors	\$10,000
Silver Level Sponsors	\$5,000
Bronze Level Sponsors	\$2,500



USEA COACHES AND EDUCATION



USEA EVENTING COACHES PROGRAM

The USEA Eventing Coaches Program (ECP), formerly known as the Instructors' Certification Program (ICP) educates all levels of eventing instructors and coaches to confirm their knowledge base, both theoretical and practical, which they will build upon through their careers. The USEA hosts workshops to train coaches, and keeps a database of all certified coaches for all riders, students, competitors to utilize, knowing they have an accredited coach. The USEA offers customized packages for partners in order to market both to coaches, and for coaches.

USEA EDUCATIONAL SYMPOSIUM

The USEA hosts an annual educational symposium in Florida each February. Hundreds of spectators gather each year to learn, observe, and ask questions. The symposium is a great place to reach trainers, students, breeders, owners and professional riders, all in one week. On-site branding is available, as well as speaking opportunities in front of a captivated audience.



THE USEA EMERGING ATHLETES U21 PROGRAM

The USEA Emerging Athletes U21 Program (EA21) was launched in 2022 with a model of five summertime regional clinics taught by selected USEA Eventing Coaches Program (ECP) instructors, leading to a winter national camp consisting of selected Young Riders from the regional clinics. Athletes who are 21 years or younger, are current members of their USEA Young Rider Area program, and are established at the Training Level or higher, are eligible to apply for the EA21 program.

This is a great program to gain exposure with the young elite riders of the U.S. The USEA can offer branding on-site at the clinics, and customized experiences at the national camp.



EA21 PARTNERSHIPS:

Title Sponsor	Inquire
Presenting Sponsor	\$7,000
Gold Level Sponsors	\$5,000
Silver Level Sponsors	\$2,500
Contributing Level Sponsors	\$1,000



Interested In Learning More?

The USEA may customize packages based on your company's marketing goals. We can position your company in front of the right audience and optimize on-site offerings as well as advertising and media benefits.

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