



SARATOGA SPRINGS HORSE SHOW



USEF AA Rating • Week 1 and Week 2 • USEF Jumper Rating 4

Held at the Horse Show
Grounds at Yaddo on
Union Avenue in Saratoga
Springs, NY

Stabling at the Historic
Saratoga Race Course Barns

May 4 – May 8 and May 11 – May 15 and May 18 – May 22, 2016

*One of the largest volunteer horse shows in the country
First outdoor show of the "AA" circuit in the Northeast*

Continuously running since 1961

**Since 2012, over \$194,000.00 has been donated to 57 Saratoga County
nonprofit organizations that are helping others, including:**

**Community Hospice ~ Vet House of Saratoga County ~ Saratoga Bridges Autism Programs
~ Kelly's Angles ~ Floyd Warriors (Breast Cancer Awareness) ~ Operation Adopt-a-
Soldier ~ Saratoga War Horse ~ Guardian House ~ Code Blue Saratoga ~ NYRA
Racetrack Chaplaincy ~ EOC of Saratoga County Food Pantry/Outreach ~ Summer
Feeding Program – First Baptist Church, Ballston Spa ~ Domestic Violence & Rape Crisis
Service of Saratoga County (Wellspring) ~ Shelters of Saratoga ~ Cornell Cooperative
Extension - 4H Youth Development ~ Back Stretch Employees Service Team (BEST) ~
Saratoga Springs EOC Soup Kitchen ~ St. Clement's Grade School, Saratoga Springs ~
Mary's Haven ~ Franklin Community Center ~ Gateway House of Peace ~ Saratoga
Center for the Family ~ St. Clement's Outreach ~ Jake's Help from Heaven ~ Rebuilding
Together Saratoga ~ Captain's Youth & Family Services ~ Unlimited Potential, Inc. ~
Salvation Army – Saratoga Springs ~ Twenty-five Saratoga County Food Pantries**

This event gives back to the community what it makes!

You Can Help by Sponsoring / Supporting the

SARATOGA SPRINGS HORSE SHOW

"a Capital Fund of Saratoga County event"

PO BOX 1310 ~ Saratoga Springs, New York 12866

(518) 490-1214 ~ FAX (518) 490-6423

www.saratogaspringshorseshow.com

[a 501(c)3 organization]

The Impact of the Saratoga Springs Horse Show



- Hunter/Jumper, “show jumping”, is an Olympic sport
- Competitors are both males and females of all ages
- More than \$300,000 in prize money and awards available
- Approximately 400 horses compete each week
- Over 2,000 equestrians and spectators each week
- Over 5 million dollar economic impact to Saratoga area

A glimpse of the average exhibitor...

United States Equestrian Federation (USEF) Demographics

- **85%** are women
- **66%** have a college degree
- Average income is \$185,000 and **38%** have a net worth over \$500,000
- The market value of the average home is \$594,000
- **22%** own two or more homes and own three vehicles and four horses
- **40%** own a farm; **66%** of those are ten acres or more
- Per year, competes at least 6 times and averages 30 nights in a hotel
- Spends **\$16,000 per year** on equine---related purchases
- **80%** make or directly influence purchasing decisions at their work

http://www.usef.org/_IFrames/tabs/marketing/demographics.aspx

A glimpse of sponsorship opportunities...

- **Prize List & Program Advertisements** – The official guides to the show for competitors and spectators alike. The Prize List is mailed to about 2000 equestrians throughout the Northeast. The Show Program is distributed to about 1000 spectators and exhibitors (participants) at the show.
- **Announcements** – Public Address announcements throughout the show or “presented by” announcements during class &/or division awards
- **Titled Designation or “Presented by”** – sponsorship recognition during each class placing &/or champion award presentations and listing on spectator time schedule
- **Literature Display** – sponsor literature table with a menu book and bulletin board in the hospitality tent
- **Banners** – featured ringside or placed on the show grounds (*must be 3’x6’ and provided by the sponsor*)
- **Website** – advertise on our website and/or be listed as a Sponsor of the show
- **Video Display Scoreboard** – advertise on our video display board including your logo during the show
- **Customized Jump in Main Jumper Ring or Company Logo featured on all Back Numbers.**
- **Sponsor a Display at the VIP Tent or Main Entrance.**
- **Host a Hospitality Event or Spectator Tent.**

The number of horses attending the show each week averages between 400 - 425

The number of accompanying people per horse averages 2.5

Dollars spent per day, per person: on average is \$375

DO THE MATH

400 horses x 2.5 people x 7 days x 3 weeks = 21,000 horse-people days

21,000 horse-people days x \$375.00 per day = \$7,875,000

(If the average number of horses increases to just 500, the amount would increase to \$9,843,750)

This is money for the most part, brought into the community, and spent in the community.

Become a Supporter / Sponsor TODAY!

*Numbers based on a study by the American Quarter Horse Association and figures from the NASS and the American Horse Council.

*This data was retrieved from the economic study data used in the NY Horse Park development proposal.