



MURIETA EQUESTRIAN CENTER

CALIFORNIA'S PREMIER EQUESTRIAN CENTER



Sponsorship Opportunities

AN


Equestrian
HAVEN

Since opening the gates in 1982, the Murieta Equestrian Center (MEC) has established itself as the premier privately-owned equestrian and event center on the West Coast.

Located just 24 miles east of downtown Sacramento in the prestigious community of Rancho Murieta.

Murieta Equestrian Center hosts more than 50 high end equestrian events on an annual basis in a diverse spectrum of equine disciplines.

Murieta Equestrian Center is the proud partner of the West Coast Equine Foundation a 501©3 organization.

Proceeds from MEC facility sponsorships supports the Foundation, providing funding to many equine and youth related programs and services such as therapeutic riding, equine victims of natural disasters and scholarships for those seeking a future in an equine related field. Through this we are able to give back to the community.

Whether our sponsors are looking to utilize the facility to market, network or sell products and services, MEC has a sponsorship opportunity to fit and can customize any sponsorship to meet the unique needs of our individual sponsors.





MURIETA EQUESTRIAN CENTER



by the

NUMBERS



THE **LARGEST**
EQUESTRIAN
CENTER IN
CALIFORNIA
LOCATED
ON **800+** ACRES

MORE THAN
180,000
EXHIBITORS/
SPECTATORS
WHO ARE HERE
MULTIPLE DAYS

ON-SITE
CAFÉ &
CATERING

HOST ON AVERAGE
300 HORSES
PER EVENT
15,000 ANNUALLY

ADJACENT TO THE
MURIETA INN
&
SPA
A BOUTIQUE
83-ROOM HOTEL,
FEATURING WORLD
CLASS
DINING &
FULL SERVICE SPA

MORE THAN
50 EVENTS
SCHEDULED
ANNUALLY



LARGEST EVENT
FEATURED
1,000 HORSES
& OVER
4,000
EXHIBITORS
& SPECTATORS

780 STALLS
ONSITE &
PERMANENT WASH
RACKS IN EVERY
BARN AREA

LOCATED
AT THE
GATEWAY TO
THE AMADOR
WINE COUNTRY

2,000
TRAINERS USING
THE FACILITY
ANNUALLY

LUXURY
GLAMOUR
RANCH
BOUTIQUE
RETAIL STORE

TOTAL OF
19 SHOW ARENAS
TWO WORLD CLASS
CUTTING HORSE ARENAS &
GRAND PRIX ARENA
FOUR INDOOR ARENAS
MAKING OUR CENTER
A LARGE-SCALE
YEAR-ROUND FACILITY

why advertise through the

MURIETA EQUESTRIAN CENTER ?

expand your MARKETING REACH

NUMBER OF SHOWS ANNUALLY

BREED SHOWS 13

HUNTER/JUMPER 10

CUTTING 6

CANINE 6

REINING 5

COWBOY DRESSAGE 4

DRESSAGE 4

CLINICS 3

WESTERN 2

4-H & PONY CLUB 2

WALKING HORSE 1



equestrian DEMOGRAPHICS

38% HAVE A NET WORTH OF OVER **\$500,000**

80% MAKE OR DIRECTLY PURCHASING DECISIONS AT WORK

THE AVERAGE HOME VALUE IS **\$594,000**

22% OWN A SECOND HOME

43% TRAVEL ON AN AIRPLANE MORE THAN 16 TIMES A YEAR

78% ARE MEMBERS OF A FREQUENT FLYER PROGRAM

97% OWN ONE OR MORE CREDIT CARDS

55% OF THEIR AUTOMOBILES WERE PURCHASED LAST YEAR

THEY OWN THREE VEHICLES; **53%** OWN A PICK-UP TRUCK

94% OWN A PET BESIDES A HORSE OR PONY

THE AVERAGE AGE IS **39**

85% ARE WOMEN

63% ARE MARRIED

80% OF EQUESTRIANS HAVE A MINIMUM OF A FOUR-YEAR COLLEGE DEGREE

© All rights reserved. Source: USA Equestrian

SOURCE: USA EQUESTRIAN



PLATINUM
Sponsor

\$25,000

*Main
Indoor
Arena*



LOCATED IN THE HEART OF THE EQUESTRIAN CENTER, THE MAIN INDOOR ARENA (ARENA 1) IS THE PREMIER SITE FOR EQUESTRIAN EVENTS AND OTHER LARGE-SCALE EVENTS. THE ARENA OFFERS A 30,480-SQ. FT. (127 FT. X 240 FT.) COMPETITION/EXHIBITION AREA, AMPHITHEATER-STYLE SEATING FOR 2,500 SPECTATORS, BROADCAST-QUALITY LIGHTING, SOUND SYSTEM, PARKING, RESTROOMS, CONCESSION AREAS, AND ADA ACCESSIBILITY. THE CARES & WHOAS RETAIL STORE IS ALSO LOCATED INSIDE THE MAIN INDOOR ARENA.

PRESTIGIOUS MAIN INDOOR ARENA NAMING RIGHTS

PROMINENT FOUR-SIDED MARQUEE IN THE CENTER OF THE ARENA

LARGE SIGNAGE OVER ALL FOUR MAIN INDOOR ENTRANCES

COMPANY LOGO ON THE FOUR ARCHES IN THE ARENA

ADVERTISING AS THE PREMIER MEC SPONSOR IN THE HOTEL LOUNGE, BAR AND RESTAURANT TELEVISIONS

FULL PAGE AD IN THE MEC BUSINESS CALENDAR (6,000+ DISTRIBUTION)

½ PAGE AD IN MEC NEWSLETTER

SOCIAL MEDIA PROMOTIONS. EIGHT FOCUSED POSTS TO 8,000+

CATEGORY EXCLUSIVITY

SIGNAGE ON LONE PINE DRIVE

ACKNOWLEDGEMENT AS FACILITY SPONSOR AT ALL MEC EVENTS

COMPANY LOGO PROMINENTLY FEATURED ON COLLATERAL PRINT MATERIAL

LOGO ON IN-HOUSE EVENT WEBCAST

VENDOR SPACE AT ALL MEC EVENTS

FOURSOME & SPONSORSHIP INCLUSION AT ANNUAL WCEF GOLF TOURNAMENT

TOTAL SPONSORSHIP VALUE: \$35,000

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS)

GOLD *Sponsor*



\$10,000

PREMIUM ARENA NAMING RIGHTS

COMPANY LOGO PROMINENTLY FEATURED ON COLLATERAL PRINT MATERIAL

VENDOR SPACE AT ALL MEC EVENTS

½ PAGE AD IN MEC BUSINESS CALENDAR (6,000+ DISTRIBUTION)

SOCIAL MEDIA PROMOTIONS. FIVE FOCUSED POSTS TO 8,000+

TWO SIGNS ON EXTERIOR WALLS/ENTRANCE OF ARENA

CATEGORY EXCLUSIVITY

ADVERTISING ON LONE PINE DRIVE

TWO 3' X 8' LOGO SIGNS IN THE MAIN INDOOR (1) AND MAIN OUTDOOR
ARENA (1) (FOR ONE YEAR)*

LOGO ON IN-HOUSE EVENT WEBCAST

ACKNOWLEDGEMENT AS FACILITY SPONSOR AT ALL MEC EVENTS

FOURSOME & SPONSORSHIP INCLUSION AT ANNUAL WCEF GOLF TOURNAMENT

SPONSORSHIP VALUE: \$15,000

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS)

Arenas

INDOOR ARENAS



ARENA 3 - AVAILABLE

ARENA 4 - SOLD

ARENA 7 - SOLD

OUTDOOR ARENAS



ARENA 2 - AVAILABLE

ARENA 5 - SOLD

ARENA 8 - SOLD

SPECIALTY ARENAS



**ARENA 13 & 14
CUTTING ARENAS
AVAILABLE**



SILVER
Sponsor



\$5,000

PREMIUM BARN NAMING OPPORTUNITY
TWO SIGNS ON EXTERIOR WALLS OF BARN*

VENDOR SPACE AT FOUR MEC EVENTS

FOURSOME & SPONSORSHIP INCLUSION
AT ANNUAL WCEF GOLF TOURNAMENT

¼ PAGE AD IN MEC BUSINESS CALENDAR
(6,000+ DISTRIBUTION)

SOCIAL MEDIA PROMOTIONS.
TWO FOCUSED POSTS TO 8,000+

LOGO ON COLLATERAL PRINT MATERIALS
INCLUDING WCEF FOUNDATION/MEC
NEWSLETTER & PREMIUMS

CATEGORY EXCLUSIVITY

TWO 3' X 8' LOGO SIGNS IN THE
MAIN INDOOR (1) AND MAIN OUTDOOR
ARENA (1) (FOR ONE YEAR)*

LOGO ON IN-HOUSE EVENT WEBCAST

ACKNOWLEDGEMENT AS FACILITY SPONSOR
AT ALL MEC EVENTS

ADVERTISING ON LONE PINE DRIVE

SPONSORSHIP VALUE: \$10,000

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS)



FRIEND
Sponsor



\$1,000

BRONZE
Sponsor



\$3,000

ACKNOWLEDGEMENT AS FACILITY SPONSOR AT ALL MEC IN-HOUSE EVENTS

TWO 3' X 8' LOGO SIGNS IN THE MAIN INDOOR (1) AND MAIN OUTDOOR
ARENA (1) (FOR ONE YEAR)*

COMPANY NAME ON MEC AND WCEF WEBSITES WITH A LINK TO YOUR SITE

VENDOR SPACE AT TWO MEC EVENTS

COMPANY NAME ON COLLATERAL PRINT MATERIALS INCLUDING
WCEF FOUNDATION/MEC NEWSLETTER & PREMIUMS

SPONSORSHIP VALUE: \$2,000

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS)

ACKNOWLEDGEMENT AS FACILITY SPONSOR AT ALL MEC EVENTS

SOCIAL MEDIA PROMOTIONS. ONE FOCUSED POSTS TO 8,000+

ADVERTISING ON LONE PINE ROAD

LOGO ON IN-HOUSE EVENT WEBCAST

LOGO ON MEC AND WCEF WEBSITE WITH A LINK TO YOUR SITE

TWO 3' X 8' LOGO SIGNS IN THE MAIN INDOOR (1) AND MAIN OUTDOOR
ARENA (1) (FOR ONE YEAR)*

RECOGNITION IN THE WCEF FOUNDATION/MEC NEWSLETTER

VENDOR SPACE AT TWO MEC EVENTS

COMPANY NAME ON COLLATERAL PRINT MATERIALS INCLUDING
WCEF FOUNDATION/MEC NEWSLETTER & PREMIUMS

SPONSOR VALUE: \$5,000

(*SPONSOR TO PROVIDE SIGNAGE PER MEC SPECS)



MURIETA EQUESTRIAN CENTER
 IS THE PROUD PARTNER OF THE
WEST COAST EQUINE FOUNDATION



SPONSORSHIP | ADVERTISEMENT

CONTACT US TO SEE HOW WE CAN CUSTOMIZE YOUR SPONSORSHIP TO MEET YOUR NEEDS!

PLATINUM SPONSOR

BRONZE SPONSOR

GOLD SPONSOR

FRIEND SPONSOR

SILVER SPONSOR

ARENA NAMING OPPORTUNITY
 (TALK TO US ABOUT HOW WE CAN
 CUSTOMIZE THIS MAJOR ADVERTISEMENT
 OPPORTUNITY)

COMPANY/BUSINESS:

BUSINESS TITLE: (PRESENT ABOVE AS YOU WISH IT BE USED FOR PROMOTIONAL PURPOSES. PLEASE FORWARD YOUR LOGO IN A JPEG FORMAT. COROPLAST SIGNAGE TO BE PROVIDED BY SPONSOR ACCORDING TO MEC SPECIFICATIONS)

CONTACT:

EMAIL:

BUSINESS PHONE:

CELL PHONE:

FAX:

ADDRESS:

SPECIAL TERMS & CONDITIONS:

ACCEPTED BY:

DATE:

PLEASE FILL OUT & FAX TO: 916-354-2127 OR SCAN & EMAIL TO ANNA@MURIETAEQUESTRIANCENTER.COM