

# Meet An ARABIAN HORSE



On behalf of the Arabian Horse Association (AHA) and we invite you to become a co-sponsor of the Meet an Arabian Horse Event on

This event is a coordinated outreach that reaches across the United States with the goal of introducing local communities to the Arabian horse. Local families will have the opportunity to pet and take pictures with an Arabian horse, learn about the history of the Arabian horse and speak with current Arabian horse owners. We are excited to offer guests the opportunity to learn how they can become involved through lesson programs, local barns and volunteer opportunities.

We offer many different sponsorship opportunities and options to fit every business – from monetary donations to assist with hard costs associated with the event to in-kind donations and promotional giveaways for guests, we gladly accept your support and will provide appropriate recognition of your donation.

As a sponsor you will be associated with a wholesome and exciting family friendly activity. You will have on-site brand awareness opportunities, promotional product display, and distribution. This is a great opportunity to bring your valued clients, employees, and friends to the event.

If you have any questions regarding sponsorship, please contact our sponsor coordinator,

We are very excited about your participation in this event and look forward to working with you!

Thank you,

## ***WHAT'S IN IT FOR ME? Sponsorship Demographics***

Arabian Horse show competitors are the perfect target audience for businesses to showcase their high-quality products and services. Our exhibitors and spectators are very active and highly influential individuals with significant purchasing power.

Typically, they have multiple family members who also participate, and these families fall in the higher demographics. Being a well-educated group of professionals, it puts our equestrians in bracket with ample discretionary income. The provides your business a perfect opportunity to advertise to this market.

Research from the United States Equestrian Federation has summarized the power and influence of equestrian enthusiasts as follows:

- 27,000,000 people (over age 12) ride a horse at least once a year.
- 14,580,000 people (over age 12) ride a horse on a regular basis.
- 6,9000,000 horses are owned by 2,200,000 people in the US.
- 88,000,000 attend sanctioned horse-related events during the year.
- 92% are female, 84% home owners, 78% are horse owners, owning an average of 4 horses.
- The average age is 39 with the majority in the 34-54 range.
- 74% have a college degree or better and 56% are employed full-time.
- *80% have a net worth over \$500,000 and 60% of have an annual income greater than \$100,000.*
- Many plan to purchase a saddle, car and new home/car insurance policy in the next 2 years.
- 86% are more likely to buy products/services from companies who sponsor equestrian events and or provide discounts.
- 48% spend more than \$1,000 per month on credit cards in a typical month.
- *24% own two or more homes with an average market value of over \$500,000.*
- 57% travel on airplanes several times a year.
- 72% have spent 5 or more nights in a hotel this last year and 63% have rented a vehicle in the last year.
- They average 4 vehicles and 60% pull their own trailers.
- 94% own pets in addition to a horse or pony.