



OLD SALEM FARM

2021 PARTNERSHIP OPPORTUNITIES





OLD SALEM FARM 2021



Old Salem Farm, whose brand matches the high quality and luxury market you call your own, is perfectly poised this year to be a must for sponsor consideration.

Through the difficulties of running in-person events in the midst of this COVID-19 crisis we are all experiencing, we have been able to run shows safely and with certainty that our showground setup presents the options for people to social distance, participate as both spectators and riders, and therefore, we have no doubt we will be able to execute Old Salem Farm's exciting show lineup in 2021.

We are also expanding our sponsorship offerings to ensure your brand will be seen by those who are following the show results and events, but are not yet ready to venture out in person.

We are confident your sponsorship will be seen by those you wish to serve and sell to, and we are confident we have found the perfect solution for your goals around what you wish to accomplish. While we have provided a plethora of assets for your consideration, we will customize a plan unique to you, for your brand's specific needs.

We look forward to working with you to get your brand in front of our fabulous base.





ABOUT OLDSALEM FARM



Old Salem Farm, located just one hour north of New York City, is one of the leading equestrian competition venues in North America, as rated by the North American Riders Group for five years. Old Salem Farm is the host of the highly anticipated Spring Horse Shows each May, the popular three week Fall Classic, and more than 30 weeks of year-round competitions. The Old Salem Farm facility offers a sprawling grand prix field, indoor riding arena and warm-up area, and four all-weather footing outdoor rings. As a 120-acre boarding and training facility with permanent stalls in the rolling hills of Westchester county.





REACH LOCAL MEETS GLOBAL



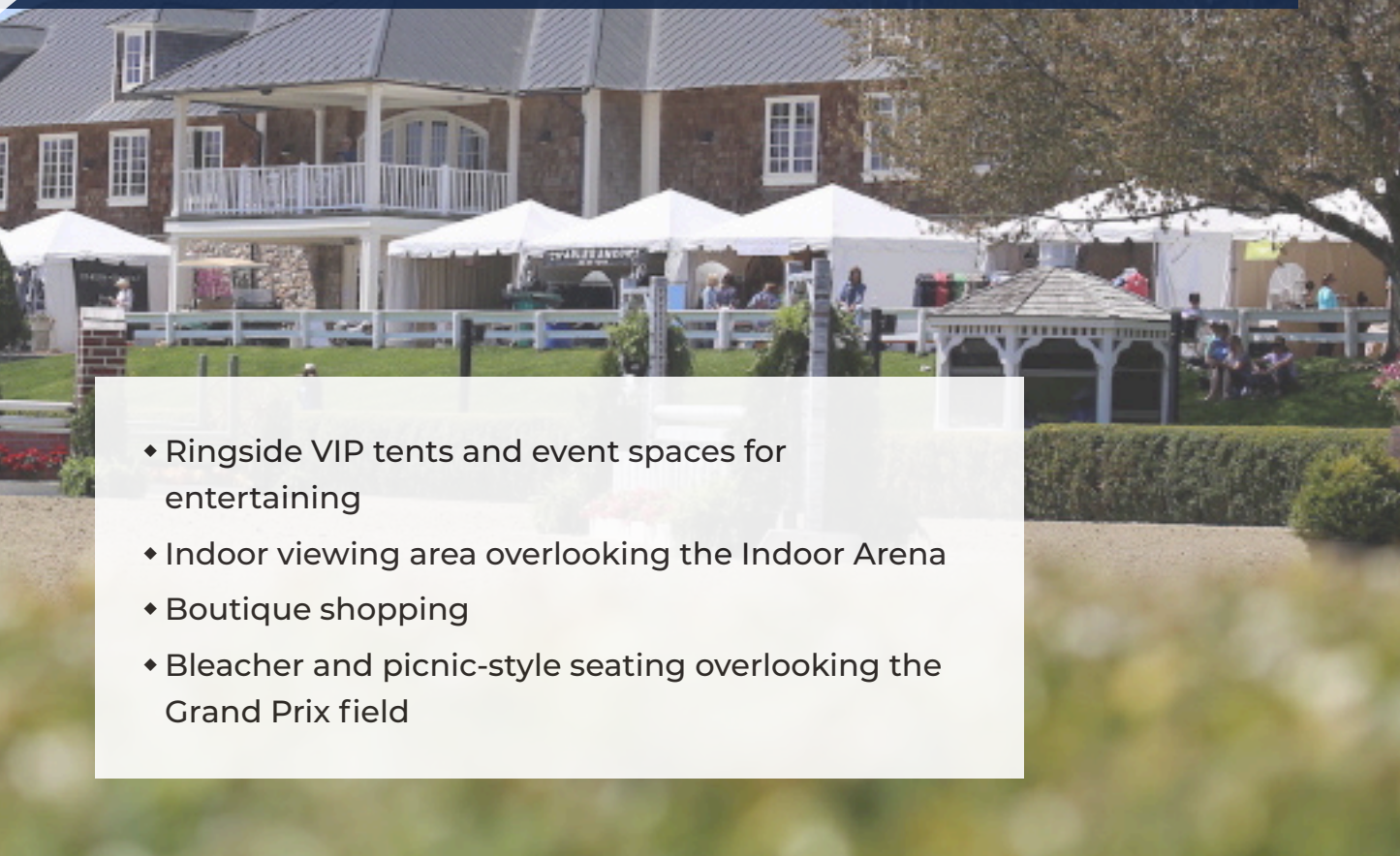
- ◆ More than 10 million annual impressions through event promotion, media coverage, social media reach, live streaming, and advertising
- ◆ \$282,611,852 of economic impact to Westchester County and surrounding areas
- ◆ Many patrons of the events have an average income of \$180K
- ◆ Median home value of \$594K, \$400K higher than U.S. median, 22% own two or more homes; 40% own a farm; 66% of those are 10+ acres
- ◆ 43% take more than 16 airline trips per year
- ◆ Spend an average of 30 nights per year in a hotel

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EXPERIENCE



- ◆ Ringside VIP tents and event spaces for entertaining
- ◆ Indoor viewing area overlooking the Indoor Arena
- ◆ Boutique shopping
- ◆ Bleacher and picnic-style seating overlooking the Grand Prix field





SPONSORSHIP OPPORTUNITIES

- ◆ Branding Opportunities
- ◆ Class Sponsorship
- ◆ Corporate Branded Jumps
- ◆ Electronic Scoreboard Advertising and Video Content including Live Streaming
- ◆ Email Blasts
- ◆ Media Exposure including Social Media Activations
- ◆ Onsite Signage
- ◆ Podcasts
- ◆ Prize list advertisement
- ◆ Product Giveaways
- ◆ VIP Hospitality
- ◆ **Customized sponsorship packages available**



OLD SALEM FARM
Spring Horse Shows

The
Kincade
Group

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Grand Central Farm



SOCIAL MEDIA



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#OSF

#OSFLOVE





CONTACT



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