



**OLD SALEM FARM**  
*Spring Horse Shows*

# OLD SALEM FARM SPRING HORSE SHOWS 2022 HORSE SHOW OPPORTUNITIES



# OLD SALEM FARM 2022

From all of us at Old Salem Farm, we thank you for your trust in choosing us for your sponsorship commitment. We take very seriously your partnership with us. The Old Salem Farm team is committed to working closely with you to ensure you receive a strong return on your investment. We always present our horse shows and facilities with a commitment to excellence.

We will work closely with your team to ensure the sponsorship activations are customized to meet your corporate needs and reflect your values, and that they expand your brand's reach beyond those on-site, at the shows.

For our 2022 Spring Horse Shows, the renovated Grand Prix arena, upgrades to the facilities, and the revised show schedule, including FEI 3\* and 4\* classes, promise to provide a strong showing of the finest riders in the country and an increased spectator and visitor presence. Our influx of new sponsors and new options for hospitality and networking, along with vendor shopping and food offerings will make this year's event one that's not to be missed.

We will be in touch to keep you abreast of changes and general updates. If you have any questions, please feel free to reach out to me directly or contact anyone on the Spring Horse Show team, including McLain Ward, Vandy Lipman, Lori Johnsen, and Christine Merser from Blue Shoe.

—Scott Hakim, President & Owner, Old Salem Farm

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# OLD SALEM FARM 2022

I'm proud and inspired to be partnering up with Old Salem Farm, the iconic New York venue located in the heart of Westchester, to continue its storied tradition of being a world-class setting for great equine sport of all levels. Our view and goals for the future are both grand and innovative. It begins with major facility upgrades, including a new state-of-the-art, world-class, all-weather arena. Having added a new schedule of events with specialty competitions, increased prize money, and a focus on the overall property and competitive sporting experience, we look forward to 2022 as Old Salem Farm's strongest year ever. We are also taking the first steps in a multiyear commitment to improving the event's backstage areas, including stabling, riding areas, and exhibitor facilities. We believe that with these improvements, Old Salem Farm will be one of the premier Northeast venues for exciting competitors, trainers, sponsors, and fans alike.

— McLain Ward, Olympian, Spring Horse Show Co-Chairman

# OLD SALEM FARM GRAND PRIX ARENA



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# 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 event:
  - ◆ have an average income of \$180K.
  - ◆ have an average net worth of \$955,000.
- ◆ Median home value in Westchester County (2021) is \$783,000.
- ◆ 22% own two or more homes; 40% own a farm; 66% of those are 10+ acres.
- ◆ \$2.8 billion per year is spent on equine-related purchases.
- ◆ 43% take more than 16 airline trips per year.
- ◆ Patrons spend an average of 30 nights per year in a hotel.

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# SPONSORSHIP OPPORTUNITIES



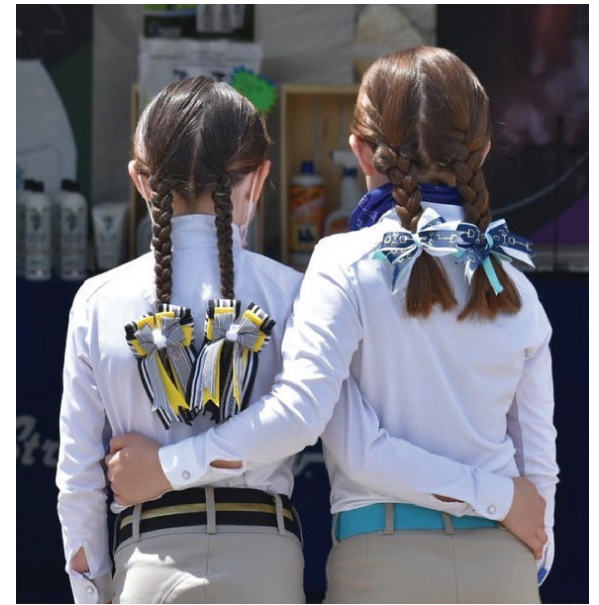
We work closely with each sponsor to customize a package that best presents the brand to those in attendance at the horse shows. There are so many reasons to review our Old Salem Farm Spring Horse Show sponsorship opportunities. We are confident that we can reach your audience before, during, and after the Spring Horse Shows. When you partner with Old Salem Farm, we tailor your presence and placement to maximize exposure.

Consider some of the following points, if you will:

- ◆ We have more than 20,000 Instagram followers, and they are active. Response to our Instagram placements is strong.
- ◆ Your signage is placed strategically to ensure the spectators, riders, and visitors see it — often.
- ◆ We have a strong press plan in place and receive maximum coverage from both local and equestrian press, which adds exposure for your signage as well.
- ◆ We have additional social media platforms covered and present content through them, which places your brand in a strong position.
- ◆ We can design your messaging for you to maximize exposure. Our marketing team, led by Blue Shoe Content, understands what is needed to place you at the forefront.
- ◆ Our podcasting capability, whether you sponsor an episode or join as a guest, will continue giving you exposure long after the show is over.
- ◆ Our new, innovative upgrades to the showgrounds and classes for the spring show will ensure a strong showing of both top riders and spectators.

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# SPONSORSHIP ASSETS

**Old Salem Farm strives to provide unique opportunities to present your brand in a way that will garner the most exposure from the showgrounds and beyond. These are just a few assets we can include as part of your package:**

- ◆ Class /Division Sponsorships – Hunter, Jumper and Equitation Photo Op Product Promo
- ◆ Corporate Banners
- ◆ Scoreboard Video Frame
- ◆ Logo and Commercial Ability
- ◆ Live Stream – Clipmyhorse.TV
- ◆ “Review my Ride” Monitors
- ◆ Jump Crew t-shirts
- ◆ Social Events
  - ◆ Exhibitor Party
  - ◆ Saturday Ice Cream Party
- ◆ Hospitality and Networking Opportunities
  - ◆ Branding of the VIP Tent
  - ◆ Exhibitor Lounge
  - ◆ FEI Rider Lounge and Schooling Area
  - ◆ Event Parking Passes
- ◆ Exhibitor Support
  - ◆ Exhibitor Concierge Services
  - ◆ Exhibitor Bags: 300-500
  - ◆ Exhibitor Back Numbers
- ◆ Social Media

**Let's collaborate on your customized sponsorship package.**

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# HOSPITALITY



- ◆ Ringside VIP tent and chalets for entertaining and networking
  - ◆ Table in VIP for 4, 6 or 8 guests
  - ◆ Private chalets for 12 guests and private staff
- ◆ Bleacher and picnic-style seating overlooking the Grand Prix arena
- ◆ Boutique shopping
- ◆ Indoor viewing area overlooking the indoor arena
- ◆ Reserved table in riders tent
- ◆ Use of Old Salem Farm's beautiful borders lounge for your guests

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# SOCIAL MEDIA



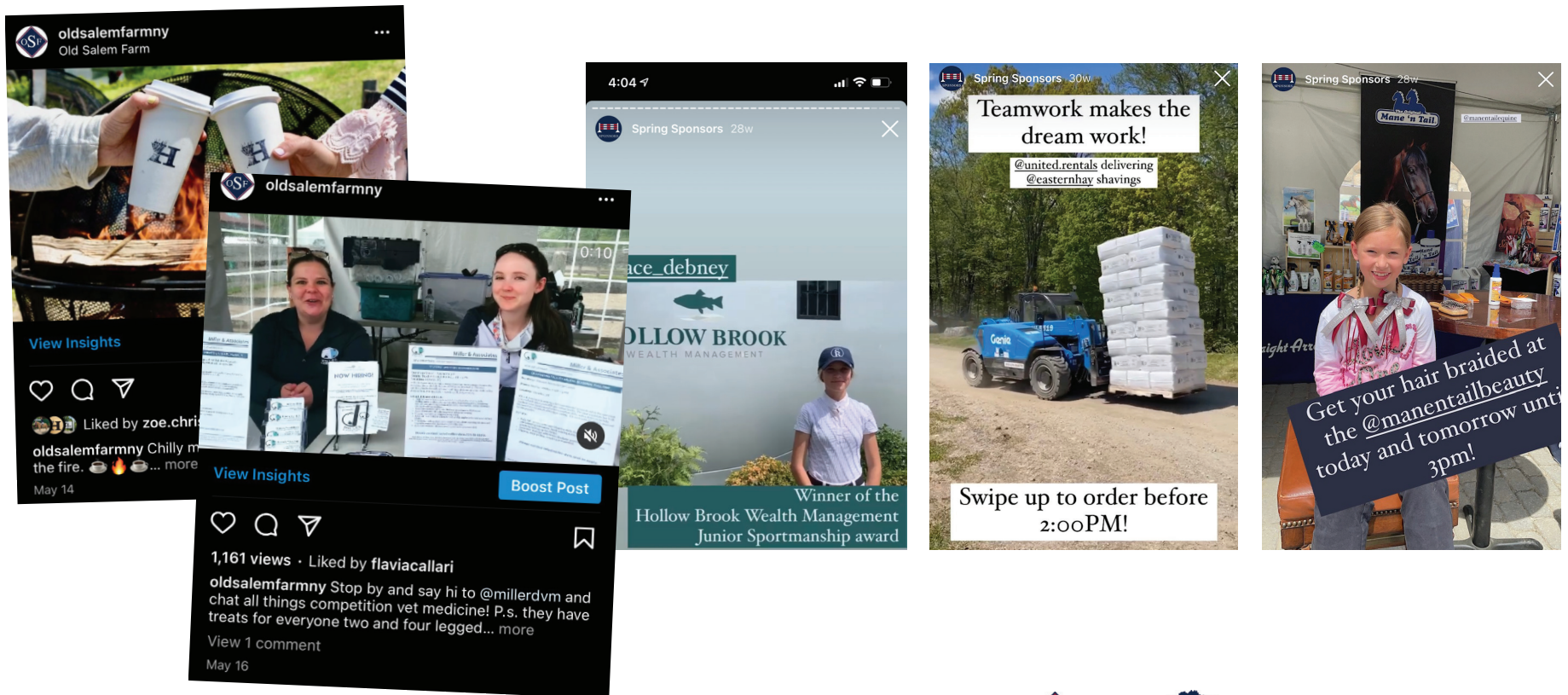
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#OSF

- ◆ 300,000 in reach for 2021 among luxury markets
- ◆ 20.6K Followers on Instagram
- ◆ 11K Followers on Facebook
- ◆ 1.5K Followers on Twitter



# SOCIAL MEDIA OPPORTUNITIES

If social media is a part of your brand, you will want to consider working with our team to add social media to your sponsorship package, whether it's via Instagram stories or feed posts, a podcast, or a livestream of your sponsored class or event. As part of your customized sponsorship package, we can assist you in utilizing social media to expand your reach beyond just those on the showgrounds.



# BE A VENDOR... BE A SPONSOR! 2022 VENDOR SPONSORSHIP

All  
vendor  
sponsorship  
packages  
are for  
two weeks

## Included in your Vendor Sponsor Packet:

### Option One

- ◆ One (1) 3'X 8' banner in high traffic area
- ◆ Feature in OSFSHS Facebook Album
- ◆ One Instagram post
- ◆ Daily public address announcement
- ◆ Logo presence on event website
- ◆ Logo presence on scoreboard scroll rotation

### Option Two

- ◆ One (1) 3'X 8' banner in high traffic area
- ◆ Feature in OSFSHS Facebook Album
- ◆ Two Instagram Posts
- ◆ Daily public address announcement
- ◆ Logo presence on event website
- ◆ Logo presence on scoreboard scroll rotation
- ◆ Class sponsorship & presentation (class to be confirmed)
- ◆ One wristband for VIP Tent-Open Seating Tables

### Option Three

- ◆ Two (2) 3'X 8' banners in high traffic area
- ◆ Feature in OSFSHS Facebook Album
- ◆ Two Instagram Posts, one with FEI Athlete
- ◆ Daily public address announcement
- ◆ Logo presence on event website
- ◆ Logo on scoreboard scroll rotation
- ◆ Product information in VIP and Rider's Lounge
- ◆ Class sponsorship & presentation (class to be confirmed)
- ◆ Two wristbands for VIP Tent-Open Seating Tables

## Vendor Rates (Only) per Week

- ◆ 10' X 10': Grass area
- ◆ 10' X 10': Front of Barn
- ◆ 15' X 15': Grass area GP Area
- ◆ 15' X 15': Front of Barn
- ◆ Trailer
- ◆ Discount (vendor only): Reserve your space for two weeks and receive a 15% discount!
- ◆ Plywood Flooring is available for additional fee.
  - 10'x10' – \$375
  - 15'x15' – \$800
- ◆ Vendor spaces include tents with sides, electric and WIFI

# SPRING HORSE SHOW SPONSORSHIP



Unique way to entertain & network with clients, colleagues & stakeholders



Expand your reach to a new audience



One hour drive into New York City nightlife and entertainment



High level equestrian competition



Exposure to engaged, high net-worth individuals

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# IN THE NEWS

McLain Ward and Scott Hakim discuss all the exciting changes and upgrades happening at Old Salem Farm, including the new Grand Prix Arena. Listen here:

[Soundcloud – https://soundcloud.com/old-salem-farm](https://soundcloud.com/old-salem-farm)





## Old Salem Farm Owner Scott Hakim Announces Olympian McLain Ward as Spring Horse Show Co-Chairman and Launches Grand Prix Ring Renovation at Old Salem Farm

NORTH SALEM, N.Y., November 30, 2021 — Scott Hakim, owner of Old Salem Farm in North Salem, New York, one of the most prestigious equestrian horse show venues in the country, announced that McLain Ward, as co-chair of the Spring Horse Shows, is collaborating with the farm to put together the 2022 horse show circuit schedule for a series of horse shows to take place on the showgrounds, as well as the enhancement of the show rings and grounds through a new all-purpose Grand Prix arena, and landscaping throughout.

“McLain Ward — who has spent countless days riding in our shows over the past few decades, and lives just a stone’s throw away — and I have been discussing this collaboration for a few years,” said Hakim. “Together, we want to build the finest show facility in the country and offer new classes and options for riders in the coming years. We have already begun the renovation of the Grand Prix ring and surrounding landscaping, and we look forward to welcoming to the facility a new group of riders over the coming months.”

For his role, Olympian McLain Ward is thrilled to have input in all aspects of the new showgrounds and horse show program. “I have always ridden at the Old Salem Farm horse shows,” said Ward, “and to have the opportunity to provide direction and input in what happens next as we challenge all levels of riders in a great program of competition is a thrill. We broke ground on the new ring a week ago, and I can’t wait to compete in it in the spring. In the meantime, we have much work to do to plan classes and facility changes to make this one of the finest equestrian venues in the country.”

The project kicked off on Saturday, November 20, with a groundbreaking ceremony attended by the Old Salem Farm owners, Mr. & Mrs. Kamran Hakim and Scott Hakim; Olympian and Old Salem Farm Horse Show co-chairman McLain Ward; and representatives of our community to celebrate this new venture for the farm.



Mr. & Mrs. Kamran Hakim, Scott Hakim, & McLain Ward

Have a listen to our podcast featuring Scott Hakim and McLain Ward, in which they discuss their history, their shared interest to bring Old Salem Farm horse shows to the forefront of the year’s show calendar for top riders, and the exciting Grand Ring arena renovations.

Interviews and additional images are available upon request. If you would like more information, please contact Christine Merser at [cmerser@blueshoe.net](mailto:cmerser@blueshoe.net).

Photo Credit: SEL Photography

# IN THE NEWS

Read more about the exciting changes at Old Salem Farm in:

[Sidelines Magazine](#)

[North Salem Post](#)

[The Plaid Horse](#)



Photo Credit: SEL Photography

North Salem Bridle Trails Association Co-president Katherine Daniels; New York State Senator Peter Harckham; Old Salem Farm owners Mr. & Mrs. Kamran Hakim and Scott Hakim; Olympian & Old Salem Farm Horse Shows Consultant McLain Ward; Co-founder of FootingFirst Lawton Adams; New York State Assemblyman Chris Burdick; North Salem Deputy Supervisor Peter Kamenstein; Co-founder of FootingFirst Karen Leeming; North Salem Supervisor Warren Lucas; Old Salem Farm trainer Alice Debany-Clero; North Salem Bridle Trails Association Co-president Charlotte Harris; Old Salem Farm Director of Marketing and Sponsorship Vandy Lipman



@mclainward.official  
over the 1st jump in  
today's 1.40/1.45 Open  
Jumper class and  
currently sitting in first

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# ABOUT OLD SALEM 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. Old Salem Farm is the host of the highly anticipated Old Salem Farm 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 newly renovated Grand Prix Arena, an indoor riding arena, a 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, Old Salem prides itself on being an integral part of the deep-rooted equestrian community in North Salem.

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# CONTACT

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