



# OLD SALEM FARM SPRING HORSE SHOWS 2023 SPONSORSHIP OPPORTUNITIES



MAY 9-14 & MAY 16-21





# OLD SALEM FARM 2023

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.

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 or Vandy Lipman.

— Scott Hakim, President & Owner, Old Salem Farm

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# OLD SALEM FARM 2023

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 2023 as Old Salem Farm's strongest year ever.

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



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# OLD SALEM FARM INTERNATIONAL 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.
- ◆ Patrons of the event:
  - have an average income of \$180K.
  - have an average net worth of \$955,000.
- ◆ Median home value is \$635,000 in Westchester County and \$905,000 in North Salem, NY (2022)
- ◆ 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.
- ◆ Patrons spend an average of 30 nights per year in a hotel. 43% take more than 16 airline trips per year.



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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 our horse shows. When you partner with Old Salem Farm, we tailor your presence and placement to maximize exposure.

Consider some of the following points:

- We have more than 21,000 engaged Instagram followers and 13,000+ Facebook followers.
- Your sponsor signage is placed strategically to ensure the spectators, riders and visitors see it often.
- We have a strong press plan in place and receive excellent coverage from both local and equestrian press, increasing your sponsorship exposure.
- Our marketing team can design your messaging for you, as we understand what is needed to place you at the forefront.
- Our ongoing, innovative upgrades to the showgrounds and class offerings 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
- Corporate Banners
- Scoreboard Video Frame
- Logo and Commercial Ability
- Live Stream – Clipmyhorse.TV
- “Review My Ride” Monitors
- Jump Crew T-shirts
- Social Media Promotions
- Social Events:
  - Exhibitor Parties
  - Saturday Ice Cream Socials
- Hospitality and Networking Opportunities:
  - Branding of the VIP Tent
  - Branded Shade Tents
  - Exhibitor Lounge
  - FEI Rider Lounge and Schooling Area
  - Event Parking Passes
- Exhibitor Support
  - Exhibitor Concierge Services
  - Exhibitor Bags: 300-500
  - Exhibitor Back Numbers



# HOSPITALITY

- Ringside VIP tents for entertaining and networking
  - Tables in the International Arena VIP Tent and the June Road Hospitality Tent for you and your guests to view the spectacular competition
  - Bleacher and picnic-style seating overlooking the Old Salem Farm International Arena
- Boutique shopping
- Indoor viewing area overlooking the indoor arena
- Use of Old Salem Farm's beautiful borders' lounge for your guests





# SOCIAL MEDIA

- 12,000+ Facebook followers
- 21,400+ Instagram followers
- Organic Facebook reach of 108,000 during the two weeks of the 2022 Old Salem Farm Spring Horse Shows
- Organic Instagram reach of more than 200,000 during the two weeks of the 2022 Old Salem Farm Spring Horse Shows



**Old Salem Farm**

Posted by Emily Randolph

May 16 · 🌐

Before Sunday's \$125,000 CSI3\* Old Salem Farm Grand Prix, it was the future grand prix stars' turn in the Old Salem Farm Internation... See more



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"I really love this horse show. My family's farm is exactly five minutes down the road. I've timed it to a T – five minutes door to door. It's a sh... See more



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Old Salem Farm



❤️ 💬 📌 ...

Liked by randolphprllc and 870 others  
oldsalemfarmny Dominic Gibbs, 19, may have graduated from the junior equitation division, with the Governor's Perpetual Hunt Seat Cup, presented by Lillie by Flying Changes, open to under 21, he returned today to add another m... equitation victory to his resume! 🏆 Congratu... to @\_dgibbs\_ and Cento Chico! 🏆



❤️ 196

5 comments 7 shares

❤️ 💬 📌 ...

Liked by randolphprllc and 237 others  
oldsalemfarmny Need to rest and recharge? Be sure to stop by the @alliantinsurance Hospitality Lounge! Thanks to Alliant Private Client, you can enjoy a daily continental breakfast, all-day snacks, drinks and coffee; take advantage of phone charging docks and watch the show all from the comfort of the shaded tent!

❤️ 233

2 comments 10 shar



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# SOCIAL MEDIA OPPORTUNITIES

We encourage sponsors to work with our team to add social media to your sponsorship package. Whether it's via Instagram takeovers, stories feed posts or reels, as part of your customized sponsorship package, we can assist you in utilizing social media to expand your reach well beyond those on the showgrounds.



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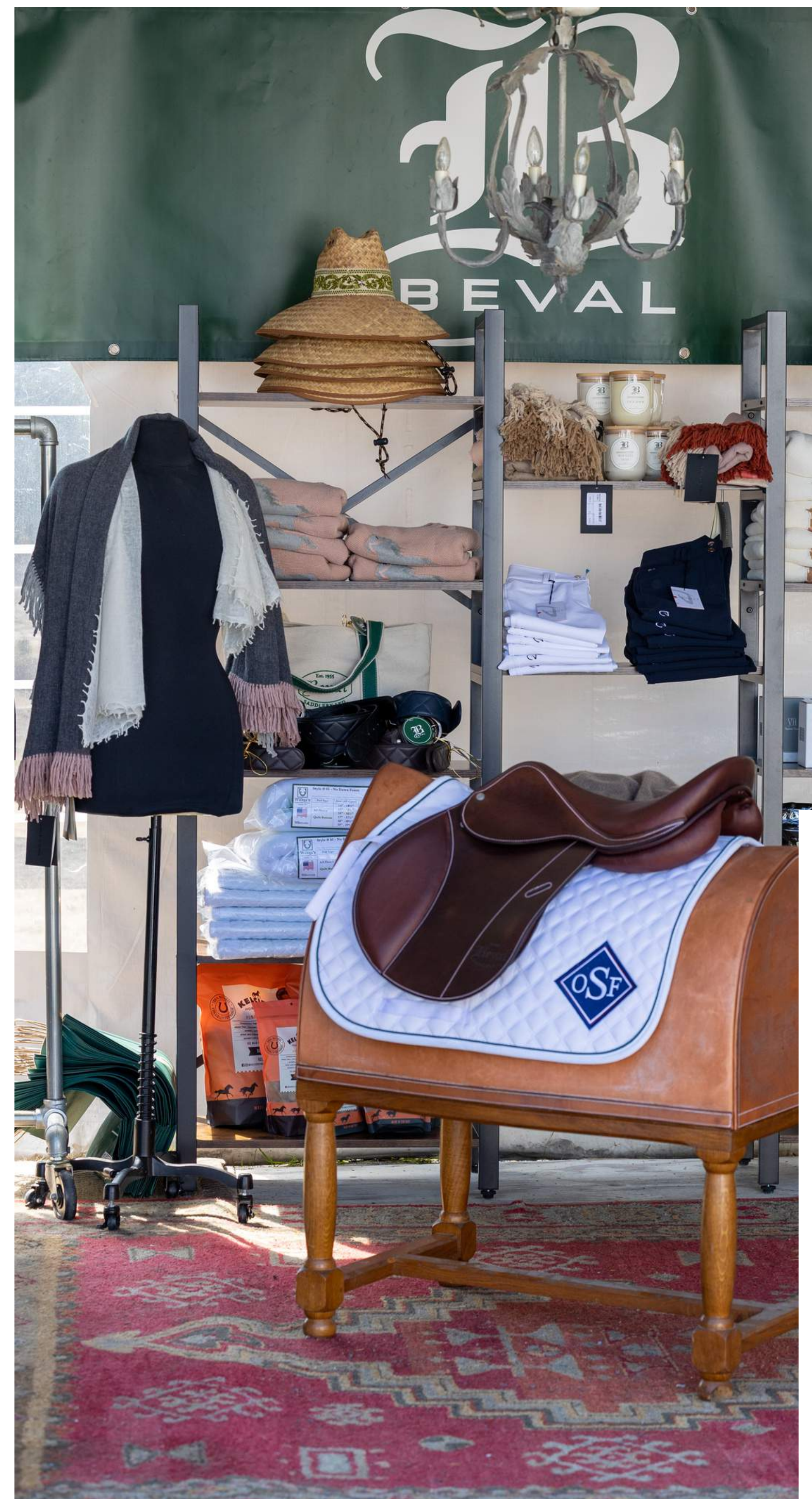


# BE A VENDOR - AND A SPONSOR! 2023 VENDOR SPONSORSHIPS

We offer opportunities for a curated group of vendors to set up their boutiques on our Boutique Row. In addition, there are opportunities to be both a vendor and a sponsor, increasing your visibility to those on and off the showgrounds tenfold.

Vendors will be located just above the International Arena between our rings, making it a highly trafficked area of the showgrounds for spectators and competitors alike. Vendors will enjoy exposure to the equestrian community; an affluent market with ample disposable income.

They love to shop during the event between rides and watching the competition.



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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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*Included photos by SEL Photography & RandolphPR*

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OLD SALEM FARM  
Spring Horse Shows

# PATRON SPONSOR OPPORTUNITY

## BE A SPONSOR...SUPPORT YOUR FAVORITE DIVISION

### HUNTER DIVISIONS & CLASSICS

### WEEK 1    WEEK 2

Green Conformation Hunter	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>
High Perf Conformation Hunter 3'9"	\$3,100	<input type="checkbox"/>	<input type="checkbox"/>
High Perf Hunter 4'-4'6"	\$3,100	<input type="checkbox"/>	<input type="checkbox"/>
Performance Hunter 3'6"	\$2,500	<input type="checkbox"/>	<input type="checkbox"/>
Performance Hunter 3'3"	\$2,500	<input type="checkbox"/>	<input type="checkbox"/>
Green Hunter 3'	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>
Green Hunter 3'3"	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>
Green Hunter 3'6"	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>
Green Hunter 3'9"	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>
Amateur Owner Hunter 18-35	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Amateur Owner Hunter 36 & Over	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Amateur Owner Hunter 3'3" 18-35	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Amateur Owner Hunter 3'3" 36 & Over	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Small Junior Hunter 3'6" 15 & Under	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Small Junior Hunter 3'6" 16-17	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Large Junior Hunter 3'6" 15 & Under	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Large Junior Hunter 3'6" 16-17	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior Hunter 3'3" 15 & Under	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior Hunter 3'3" 16-17	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Small Green Pony Hunter	\$ 900	<input type="checkbox"/>	<input type="checkbox"/>
Medium Green Pony Hunter	\$ 900	<input type="checkbox"/>	<input type="checkbox"/>
Large Green Pony Hunter	\$ 900	<input type="checkbox"/>	<input type="checkbox"/>
Small Pony Hunter	\$1,300	<input type="checkbox"/>	<input type="checkbox"/>
Medium Pony Hunter	\$1,300	<input type="checkbox"/>	<input type="checkbox"/>
Large Pony Hunter	\$1,300	<input type="checkbox"/>	<input type="checkbox"/>
Pony Hunter Classic	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Adult Amateur Hunter 18-35	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Adult Amateur Hunter 36-49	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Adult Amateur Hunter 50 & Over	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Adult Amateur Hunter Classic	\$ 500	<input type="checkbox"/>	<input type="checkbox"/>
Children's Hunter Pony Classic	\$ 500	<input type="checkbox"/>	<input type="checkbox"/>
Children's Hunter Horse Classic	\$ 500	<input type="checkbox"/>	<input type="checkbox"/>





OLD SALEM FARM  
Spring Horse Shows

# PATRON SPONSOR OPPORTUNITY

## BE A SPONSOR...SUPPORT YOUR FAVORITE DIVISION

### JUMPER DIVISIONS & CLASSICS

### WEEK 1    WEEK 2

Children's Jumper	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Children's Jumper Classic	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>
Adult Amateur Jumper	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>
Adult Jumper Classic	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior Jumper – Low	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior Jumper Low Classic	\$5,000	<input type="checkbox"/>	<input type="checkbox"/>
Amateur Owner Jumper – Low	\$2,500	<input type="checkbox"/>	<input type="checkbox"/>
Amateur Owner Jumper Low Classic	\$5,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior/Amateur Owner Jumper – Medium	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior/Amateur Owner Medium Classic	\$7,500	<input type="checkbox"/>	<input type="checkbox"/>
Junior/Amateur Owner Jumper – High	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>
Junior/Amateur Owner High Classic	\$15,000	<input type="checkbox"/>	<input type="checkbox"/>
\$8,000 Open Jumper	\$8,000	<input type="checkbox"/>	<input type="checkbox"/>
\$10,000 Old Salem Farm Speed Derby	\$10,000	<input type="checkbox"/>	
\$10,000 1.40 Open Jumper, National Class	\$10,000	<input type="checkbox"/>	<input type="checkbox"/>
\$5,000 1.35 Open Jumper, National Class	\$ 5,000	<input type="checkbox"/>	<input type="checkbox"/>

### PATRON SPONSORS WILL RECEIVE:

- \* Acknowledgment of their support with their name associated with the Division, example:  
“Green Hunter 3’ Division sponsored by Mary Anne Living”
- \* Presentation of the awards for each class in the Division. Sponsor can offer a special prize to the blue ribbon winners.
- \* Name to be included on the Jumbotron sponsor scroll.
- \* Banner placement for one or two banners (depending on level of sponsorship). Banners at the cost to sponsor and must conform with the events specification. Location to be determined by OSFSHS.

Please send this form to: [sponsorship@oldsalemfarm.net](mailto:sponsorship@oldsalemfarm.net)  
or contact Vandy Lipman @914 584 4050 with any questions.

Name \_\_\_\_\_ Email Address \_\_\_\_\_

Address \_\_\_\_\_ Phone # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_