

2020 PARTNERSHIP OPPORTUNITIES

A stylized graphic featuring a dark green palm tree on the left and a dark green silhouette of a horse's head and neck on the right. The background is a gradient of colors, transitioning from a light pink at the top to a warm orange at the bottom, suggesting a sunset or sunrise. The text "2020 PARTNERSHIP OPPORTUNITIES" is in the top left, and "FLORIDA GOLD COAST QUARTER HORSE CIRCUIT" is in the center right.

FLORIDA GOLD COAST QUARTER HORSE CIRCUIT

FLORIDA GOLD COAST QUARTER HORSE SHOW

The Florida Gold Coast Quarter Horse Show (FGC) rings in the New Year each year at the Bob Thomas Equestrian Center at the Florida State Fairgrounds in Tampa, Florida
December 27 - 31, 2020

Run consecutively with the Gulf Coast Quarter Horse Circuit (GCQH), FGC offers the ideal opportunity for exhibitors to accumulate final year-end AQHA points

TOP 3 QUARTER HORSE SHOW

In the Nation As ranked by AQHA
Highest non-ranking cattle event

20,000 ENTRIES across all divisions
between two FGC and GCQH




PARMENTER
EDITORIAL



WHY PARTNER?

- Florida Gold Coast offers partners a unique opportunity to connect & engage with passionate consumers & influential decision makers in the equestrian world and beyond
- Equestrian consumers represent a discerning and attractive marketing group – educated and affluent families that embrace the equestrian lifestyle and have ample disposable income to spend in pursuit of their passions
- FGC's media platforms offer high impact exposure that put your brand in the spotlight
- We offer customized marketing solutions tailored to fit each partner's unique partnership goals and deliver results





WORLD CLASS VENUE & DESTINATION

The Bob Thomas Equestrian Center at Florida State Fairground's beautiful grounds and the list of elite horses and riders draw spectators and exhibitors from all over the country. They delight in strolling the picturesque grounds, shopping the wide array of shops in vendor village and watching horse compete for exclusive awards.

Set against the backdrop of Tampa, competitors and their families can take advantage of the ever growing downtown, stroll the River Walk, relax at an outdoor café or dine at an award-winning restaurant.



QUALITY COMPETITION

- Florida Gold Cup and Gulf Coast Quarter Horse Circuit run consecutively and feature 12 AQHA shows over two weeks
- Competitions include over fences, hunter under saddle, equitation, western events, halter, reining, and ranch pleasure
- Approved by AQHA, American Paint Horse Association, National Snaffle Bit Association (NSBA)
- NEW classes in 2020 include AQHA Ranch Trail, L2/L3 Amateur, Select and 14- 18 Showmanship and Horsemanship classes



THE EQUESTRIAN LIFESTYLE

Equestrian enthusiasts are highly active, mobile and have high disposable income levels, according to demographic research from the United States Equestrian Federation.

- Majority are between 34-54 years of age
- Avg. income of \$180K, more than double the U.S. average
- 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
- Own an average of four horses
- Own an average of three vehicles; More than half have purchased a new car in the past year
- Spend an average of 30 nights per year in a hotel
- 43% take more than 16 airline trips per year
- Rent a car an average of four times per year
- 80% make or directly influence purchasing decisions at work
- 97% own more than one credit card
- 63% have traded stocks, bonds or mutual funds in the past year

In 2020, exhibitors represented nearly every state as well as Switzerland, Belgium and beyond



A rider in a dark blue jacket, white shirt, and black helmet is riding a brown horse. The horse is in motion, with its front legs lifted. In the background, there is a large, stylized grey silhouette of a palm tree.

MARKETING POWER

Florida Gold Coast's marketing platforms put the spotlight on your brand and can help connect your business to a national audience.

- Media partnerships with major equestrian publications
- Aggressive local promotion
- Press releases to 30,000+ via Phelps Media Group
- MMG email database to 25,000+
- Live stream on event website and ClipMyHorse.TV
- 4,338 Facebook Fans



PARTNERSHIP OPPORTUNITIES

The Florida Gold Coast & Gulf Coast Circuits provide two weeks of high-level visibility among the equestrian market. Equestrian consumers are influential and loyal customers that are dedicated to supporting quality products and services that support their equine endeavors.





SPONSORSHIPS

Sponsorship packages are customized and scalable depending on marketing goals & budget. Available assets include:

- Class Sponsorship
- Naming Rights
- Cause Marketing
- VIP Club Hospitality
- Special Events
- Signage & On-site Branding
- Prize List & Program Advertising
- Public Address Announcements
- Video board Spots
- Sampling & Gifting
- Product Placement
- On-site retail
- Experiential Marketing
- Press Release
- Social Media
- Live Streaming
- Email Blasts





BOUTIQUE VENDORS

Located adjacent to the covered arena, vendor village provides an attractive setting for vendors to showcase their product and brand. With multiple disciplines offered at Florida Gold Coast vendors can present their products to a wide range of consumers.



HOSPITALITY

The VIP Pavilion is conveniently located between the show rings and provides an exclusive area for guests to watch the competition while enjoying a wonderful selection of food and drink. Hospitality events throughout the horse show such as exhibitor breakfasts and annual New Year's Eve Party are staple events for Florida Gold Coast Circuit and are enjoyed by all.



VENDOR SPONSORSHIP

- One (1) 10' x 10' vendor space for duration of the event
- The opportunity to sponsor class awards
- One (1) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- Daily public address announcements per day; script to be provided by sponsor
- Inclusion in press release by Phelps Media featuring Award and Results
- Logo recognition with link on the event website

INVESTMENT = \$1,500 per year

CONTRIBUTING SPONSOR

- Sponsor listing in Show Bill and all printed material
- Logo recognition with link on the event website
- One (1) banner on the grounds, banner to be provided by the sponsor

INVESTMENT = \$t00 per year

CLASS SPONSORSHIP

- The opportunity to sponsor class awards
- One (1) half-page advertisement in the Show Bill
- Inclusion in press release by Phelps Media featuring Award and Results
- Logo recognition with link on the event website

INVESTMENT = \$1,000 per year

PRODUCT SPONSOR

- Benefits based on trade value



HIGH POINT AWARD

AWARD SPONSORSHIP

- The opportunity to sponsor one (1) High Point Award with the option to provide product or a prize
- The opportunity to participate in the awards presentation

ON-SITE BRANDING & ACTIVATION

- Two (2) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- A minimum of two (2) public address announcements per day; script to be provided by sponsor
- The opportunity to distribute informational material in the show office

PR, MARKETING & DIGITAL MEDIA

- One (1) half-page advertisement in the Show Bill
- Inclusion in press release by Phelps Media featuring Award and Results

LOGO IDENTIFICATION

- Logo recognition with link on the event website
- Logo recognition on the scoreboard

INVESTMENT = \$3,000 per year

CIRCUIT AWARD

AWARD SPONSORSHIP

- The opportunity to sponsor one (1) Circuit Award with the option to provide product or a prize
- The opportunity to participate in the awards presentation

ON-SITE BRANDING & ACTIVATION

- One (1) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- Daily public address announcements per day; script to be provided by sponsor
- The opportunity to distribute informational material in the show office

PR, MARKETING & DIGITAL MEDIA

- One (1) half-page advertisement in the Show Bill
- Inclusion in press release by Phelps Media featuring Award and Results

LOGO IDENTIFICATION

- Logo recognition with link on the event website
- Logo recognition on the scoreboard

INVESTMENT = \$2,500 per year



PLATINUM SPONSORSHIP

VIP AMENITIES

- Premiere stable location (stall fees not included)

AWARD SPONSORSHIP

- The opportunity to sponsor one (1) Circuit Award with the option to provide product or a prize
- The opportunity to participate in the awards presentation

ON-SITE BRANDING & ACTIVATION

- Six (6) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- A minimum of two (2) public address announcements per day; script to be provided by sponsor
- The opportunity to distribute informational material in the show office

PR, MARKETING & DIGITAL MEDIA

- Dedicated press release by Phelps Media highlighting farm or business
- Inclusion a press release by Phelps Media covering sponsored award and results
- One (1) full-page advertisement in the Show Bill
- Inclusion in social media for the event

LOGO IDENTIFICATION

- Logo recognition with link on the event website
- Logo recognition on the scoreboard

INVESTMENT = \$7,500 per year



GOLD SPONSORSHIP

VIP AMENITIES

- Premiere stable location (stall fees not included)

ON-SITE BRANDING & ACTIVATION

- Four (4) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- A minimum of two (2) public address announcements per day; script to be provided by sponsor
- The opportunity to distribute informational material in the show office

PR, MARKETING & DIGITAL MEDIA

- One (1) half-page advertisement in the Show Bill
- Inclusion in social media for the event

LOGO IDENTIFICATION

- Logo recognition with link on the event website
- Logo recognition on the scoreboard

INVESTMENT = \$5,000 per year



PRESENTING SPONSOR

DESIGNATION & INTELLECTUAL PROPERTY

- Recognition as the Presenting Sponsor of the Florida Gold Coast Quarter Horse Circuit in all marketing and promotion for the event

VIP AMENITIES

- Premiere stable location (stall fees not included)

HOSPITALITY & SPECIAL EVENTS

- One (1) table for eight (8) guests each in the VIP Pavilion
- The opportunity to host an exhibitor hospitality event

AWARD SPONSORSHIP

- The opportunity to sponsor one (1) High Point Award with the option to provide product or a prize
- The opportunity to participate in the awards presentation

ON-SITE BRANDING & ACTIVATION

- Ten (10) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- A minimum of three (3) public address announcements per day; script to be provided by sponsor
- The opportunity to distribute informational material in the show office

PR, MARKETING & DIGITAL MEDIA

- Dedicated press release by Phelps Media highlighting farm or business
- Inclusion a press release by Phelps Media covering sponsored award and results
- One (1) full-page advertisement in the Show Bill
- Inclusion in social media for the event

LOGO IDENTIFICATION

- Logo recognition with link on the event website
- Logo recognition on the scoreboard

INVESTMENT = \$10,000 per year



TITLE SPONSORSHIP

DESIGNATION & INTELLECTUAL PROPERTY

- Recognition as the Title Sponsor of the Florida Gold Coast Quarter Horse Circuit in all marketing and promotion for the event
- Category exclusivity

VIP AMENITIES

- Premiere stable location (stall fees not included)

HOSPITALITY & SPECIAL EVENTS

- Two (2) tables for eight (8) guests each in the VIP Pavilion
- The opportunity to host an exhibitor hospitality event

AWARD SPONSORSHIP

- The opportunity to sponsor one (1) High Point Award and one (1) Circuit Award with the option to provide product or a prize
- The opportunity to participate in the awards presentation

ON-SITE BRANDING & ACTIVATION

- Fifteen (15) 3' x 8' banners to be displayed on the grounds of the event; banners to be provided by the sponsor
- A minimum of five (5) public address announcements per day; script to be provided by sponsor
- Exclusive branding on the back numbers
- The opportunity to distribute informational material in the show office

PR, MARKETING & DIGITAL MEDIA

- Dedicated press release by Phelps Media highlighting farm or business
- Inclusion a press release by Phelps Media covering sponsored award and results
- One (1) full-page advertisement in the Show Bill
- Inclusion in social media for the event

LOGO IDENTIFICATION

- Logo recognition with link on the event website
- Logo recognition on the scoreboard

INVESTMENT = \$20,000 per year





THANK YOU

We appreciate your consideration and look forward to building a mutually beneficial partnership together.

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