



Equestrians' Institute 2008

Support Dressage in the Pacific Northwest! We have 3 great shows this year. The L'Aperitif, The Beaujolais and Sport Horse In-Hand Show, and The Champagne Classic.

Come be an active partner with Equestrian's Institute and help promote the sport of dressage. Together we can bring your business to the attention of a consumer that is ideal for you. With your ad or class sponsorship you will have access to an elite group of consumers:

- 76% of the participants in equestrian sports have some college
- 70% of dressage riders have a college degree
- 1/3 have a graduate degree
- 60% have an annual income of over \$50,000
- 95% of dressage riders have incomes of over \$100,000
- Over 60% of dressage riders are between the ages of 30 and 49
- Many start riding after 50!

This all adds up to a chance to promote your product in a very viable market - highly educated, adult, and affluent population.

Whether you want to show off your wares, find new clients, meet new equestrian buddies, or just hang out in one of the up and coming equine sports, these shows are for you. We are giving you the opportunity to advertise in the Equestrians' Institute Dressage Show Omnibus; advertise in the Beaujolais/Sport Horse In-Hand Program, and/or be a class sponsor, or participate in the showcase of stallions and horses for sale at this show; advertise in the Champagne Classic program, and/or sponsor a class or be a vendor in the Vendor Fair at this show.

The EI Omnibus reaches almost 1000 equestrians, including over 400 EI members. EI is one of the largest USDF GMO groups - so you have access to a large population of potential clients!

An ad in the Champagne Classic Program will reach over 150 active dressage participants and their supporters. The Beaujolais program will get to the hands of both dressage riders and sport horse breeders and their clients - almost a hundred and fifty strong last year. Class sponsorship for either the Champagne Classic or the Beaujolais/Sport Horse In-Hand Show is a great way to be noticed by both riders and spectators; your support will be recognized several times by the show announcers during the day or the weekend, depending on the show.

Once again we are giving you the opportunity to save 10%-20% if you advertise in the show programs and/or Omnibus, and send in your money now. It saves everyone time and money if we can plan ahead.

Thank you for your support.