



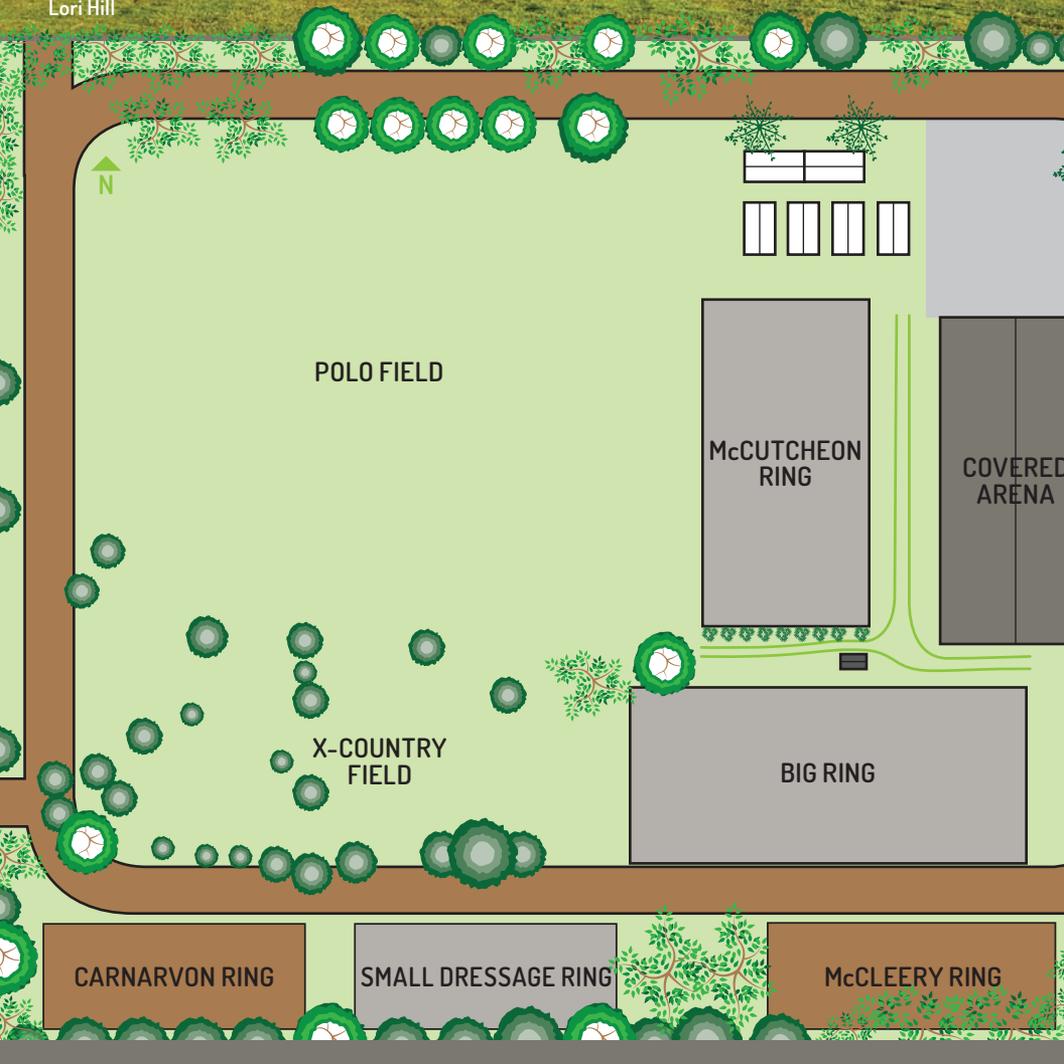
**SOUTHLANDS**  
RIDING CLUB

2018

**SPONSORSHIP  
OPPORTUNITIES**



Lori Hill



N

POLO FIELD

X-COUNTRY FIELD

McCUTCHEON RING

COVERED ARENA

BIG RING

CARNARVON RING

SMALL DRESSAGE RING

McCLEERY RING

## ABOUT THE CLUB



**Southlands Riding Club has been providing a home for equestrian sport and recreation in the City of Vancouver since 1943.**

Located in the heart of Southlands - the city's unique equestrian community - our Club focuses on providing training opportunities for junior and amateur athletes at all levels, from beginner to Grand Prix.

We're a non-profit society serving approximately 400 members of all ages and interests. We are home to groups that cater to young riders, riders with special needs, polo players and recreational trail riders. We also run an equine rescue and rehabilitation program; we train these abused and neglected horses and ponies for new lives as competitive or recreational mounts.

Riding facilities on the Club's 16 acres include an indoor arena (100x210'), covered arena (100x245'), five outdoor rings for dressage and jumping, a large grand prix/polo field, cross-country course, half-mile track, outdoor lunge ring, covered round pen, and event stabling.

Our Clubhouse provides comfortable seating, washroom facilities, and an array of refreshments and snacks for riders and guests. The Clubhouse is licensed and is available for rental, accommodating groups both large and small for special events.

The Club offers a variety of riding events each year open to member and non-member riders, as well as spectators from the community and beyond. We are home to a number of schooling shows, clinics and fun events, as well as our annual premiere events listed below.

**Southlands Spring Dressage Show**

**Southlands Spring Hunter Jumper Show**

**Southlands Summer Classic Hunter Jumper Show**

**Southlands BC Dressage Championships**

**Pacific Polo Cup**

**Southlands Country Fair**

If you haven't visited our facilities, we encourage you to book an appointment to explore all we have to offer

# WHY BECOME A SPONSOR?



## Support Youth & Amateur Sport

Success in equestrian sports demands perseverance, confidence and commitment. Supporting our facility and events through sponsorship creates opportunities for young riders and adult amateurs to train, compete and gain recognition for their efforts. Our grass-roots organization is focused on fostering a love of equestrian sport; we believe all riders – not just those at the top levels and with the biggest budgets – should have access to affordable facilities and opportunities to compete.

## Community Involvement & Agricultural Land Preservation

Southlands Riding Club has been a proud part of the community since 1943. Your support of the Club demonstrates a commitment to preserving not only this amazing and historic facility for generations to come, but also support for a truly unique and vital part of our city. Our Club sits on the last of our city's Agricultural Land Reserve (ALR) and we believe Southlands is a valuable asset to the city and province. Each year thousands of individuals and families visit Southlands to experience a taste of the country in the city. Preserving greenspaces and a connection to agriculture is important for everyone.

“Supporting  
our facility and events  
through sponsorship  
creates opportunities  
for young riders  
and adult amateurs  
to train to riders...”

# WHY BECOME A SPONSOR?



“The majority of our events provide opportunities for organizations and companies to showcase their products and services directly to riders...”

## Highly-Targeted Market

Equestrian events tend to attract an intelligent, successful and affluent audience. Given the Club's location in the heart of Southlands - immediately adjacent to prime real-estate markets of Shaughnessy, Kerrisdale and Dunbar/Point Grey - riders and spectators alike are able to reach our venue within mere minutes from their front door. This is something truly unique to our equestrian facility.

## Direct-to-Consumer Sales

The majority of our events provide opportunities for organizations and companies to showcase their products and services directly to riders, spectators and other vendors/sponsors. This is an excellent way to meet new customers and interface with existing customers as well.

## Enhanced Brand Awareness

Through inclusion in our marketing and promotional materials, as well as on-site signage, email and social media updates, and presence on our website, you are ensured an enhanced brand awareness.

# HOW TO BECOME A SPONSOR



AD Photographics

Supporting Southlands Riding Club allows riders of all ages and levels to access equestrian sport and competitive opportunities without having to leave the city. For many, this sport would be inaccessible if it meant driving to Langley or further afield to access riding and competition facilities.

By providing facilities and competition opportunities here at the Club, local riders need not incur the costs of transporting horses, hotel booking and other expenses that can make the sport inaccessible. For those who come to our shows from outside of the city, we provide affordable competitions with a focus on creating a novice/amateur-friendly environment – something we believe is vital to the long-term success of our sport.

In appreciation for supporting our Club, we offer sponsors a number of benefits.

## **Access to our growing membership base**

Approximately 400 members including riders and non-riders belong to our Club and receive weekly updates through our electronic newsletters

Another 250+ non-members subscribe to our e-newsletters

Recognition through Facebook and our Club website

## **Recognition through Facebook and our Club website**

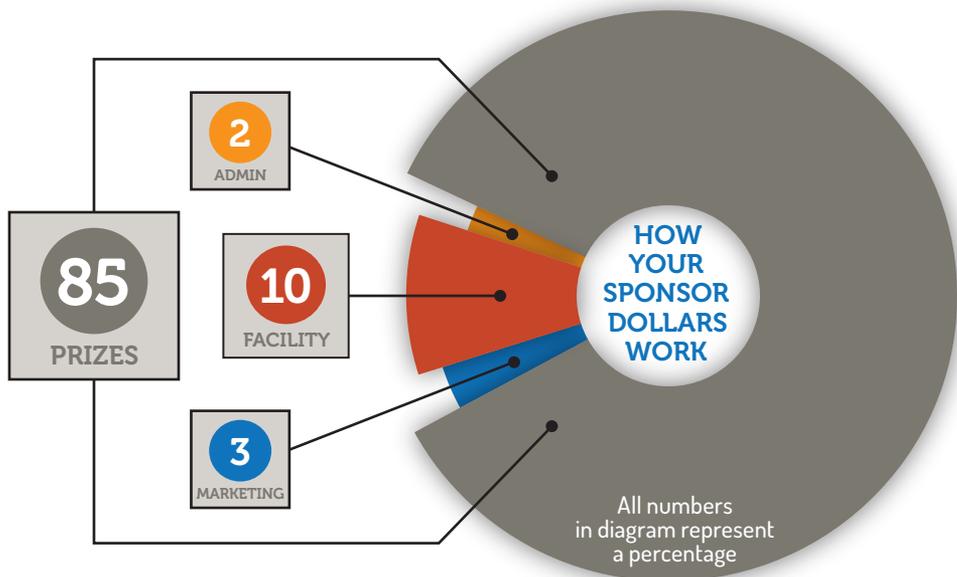
2,000+ fans on Facebook

More than 50,000 hits a year

# PUTTING SPONSORSHIP DOLLARS TO WORK



As a not-for-profit, the money we receive from sponsors is almost exclusively directed toward providing incentives for our competitors and maintaining our facilities at a level appropriate for competitive riding. We believe that riders of all levels should have access to a rewarding competition experience, and this is reflected in how we utilize our valuable sponsorships.



# THE IMPORTANCE of GIVING BACK



May Nolan



Ingo Neufeld

At Southlands Riding Club believe in the value of charity and community involvement. We are fortunate to have the opportunity to participate in a sport that is not only good for the body but also for the mind and soul. The benefit of working with horses is well documented and we believe in providing access to these benefits through public invitation to spectate at all of our competitive events, as well as through special events such as the Southlands Country Fair which draws approximately 5,000 visitors to our facility in a single day.

SRC also provides our beautiful facilities to a number of groups and organizations – at no cost – whose focus is on providing access to riding and opportunities to work with horses, including:

**Pacific Riding for Developing Abilities  
(therapeutic riding)**

**Southlands Rescue & Rehabilitation Program**

**Vancouver Pony Club**

**STaRS - Southlands Therapeutic Riding Society**

**East Vancouver Horse Society**

**“...we at Southlands Riding Club believe in the value of charity and community involvement.”**

# FOSTERING YOUNG & ADULT AMATEUR RIDERS



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**“We offer a large number of unrated and bronze-rated shows each year; this translates to a competitive environment that is both low-cost and low-stress...”**

Creating competitive opportunities for young riders, as well as novice adult riders, who are just beginning to challenge their skills in the show ring is at the heart what we do here at Southlands Riding Club. We offer a large number of unrated and bronze-rated shows each year; this translates to a competitive environment that is both low-cost and low-stress relative to larger “A-rated” shows.

We offer a “Future Hunter Division” in our spacious, LED-lit, fully-enclosed indoor arena; this creates a much safer and welcoming environment for novice riders and horses alike with fewer distractions than a traditional outdoor show ring. We also offer special classes focusing on rider development including the “My First Medal Class” (fences limited to 2’) and CET Mini-Medal classes.

Providing a top-notch competition experience to riders of all levels at an affordable price in a beautiful and friendly setting is what we do best – and we can only do this with the support of our sponsors.

# MAJOR CORPORATE SPONSORSHIPS



AD Photographics

Sponsorship dollars support Southlands Riding Club in providing excellence in equestrian facilities and events, something we've prided ourselves for since 1943.

Funding is allocated to shows and events providing enticing prizes for competitors as well as the best available course designers, judges and equipment.

Your company benefits from highly visible marketing opportunities to an affluent, educated and loyal customer base.

## Show Season Series Sponsor: Minimum \$8,500

(one per show season)

Naming rights series sponsor for the show season

Creation and display of your signature jump for all Club events

Logo displayed on cover of all show programs and prize lists

Full-page colour advertisement in all show programs and prize lists

Up to four (4) ring-side signs displayed for show season duration (provided by sponsor)

Prominent signage at Club's main entrance (corner of 53rd and Macdonald)

Trade space for all events held throughout the year

Hourly announcement during all major Club events by show announcer

# MAJOR CORPORATE SPONSORSHIPS



Cara Grimshaw Photography

Recognition of series and title sponsorships for select division(s) and/or special class(es)

Selection and presentation of ribbons and sponsor-branded prizes (horse blankets, scooters, jackets, etc.)

Sponsor recognition with corporate logo in major publication (once annually)

Optional participation in Country Fair (public open-house event hosted each fall)

Year-round website link on the SRC sponsorship page and social media mentions

Opportunity to host a ring-side party or reception in our sponsor tent (10' x 20') during a major event (SRC to contribute up to \$350 in food, beverage and service staff); max. 3 hours

## **Show Title Sponsor: \$4,500**

(one per major event)

Naming rights title sponsor for one (1) major Club show

Name and logo included on cover of show program and prize list

Two (2) full-page colour advertisements in show program and prize list

Two (2) ring-side signs displayed for show season duration (provided by sponsor)

Trade space for duration of the show

Hourly announcement during the show

Recognition of title sponsorships for select division(s) and/or special class(es)

Selection and presentation of ribbons and sponsor-branded prizes (horse blankets, scooters, jackets, etc.)

Sponsor recognition in major publication (once annually)

Year-round website link on the SRC sponsorship page and social media mentions

Opportunity to host a ring-side party or reception in our sponsor tent (10' x 20') during a the show (SRC to contribute up to \$200 in food, beverage and service staff); max. 2 hours

Thank-you to our 20  
for everything you



Cheryl Dewson | Dexter Associates Realty  
Crofton Manor · Greenhawk · Elskling Farm  
West Coast Equine Clinic · CWD · Cadora BC  
Cashanova's Family · Jane Macdonald  
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Blue Heron Farm

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SOUTH  
RIDING

# 2017 Major Sponsors

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LANDS  
G CLUB

## CORPORATE & PRIVATE SHOW SPONSORSHIPS



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The Club hosts a variety of equestrian events for riders of all levels on an annual basis. Sponsoring a class or division is a great way to demonstrate your support for the Club, recognize riders for their dedication and pursuit of excellence, and give back to the community.



Cara Grimshaw Photography

# CORPORATE & PRIVATE SHOW SPONSORSHIPS

## Red Ribbon Sponsor - \$2,000

- Named major division(s) or specialty class sponsor
- Full-page colour advertisement in show program and prize list
- Ring-side sign displayed for show season duration (provided by sponsor)
- Four (4) sponsorship announcements at the event by show announcer
- Trade space for duration of the show
- Selection and presentation of ribbons and sponsor-branded prizes
- Sponsor recognition in major publication (once annually)
- Year-round website link and social media mentions

## Blue Ribbon Sponsor - \$1,000

- Named major division(s) or specialty class sponsor
- ½-page colour advertisement in show program and prize list
- Ring-side sign displayed for show season duration (provided by sponsor)
- Two (2) sponsorship announcements at the event by show announcer
- Trade space for duration of the show
- Presentation of ribbons and sponsor-branded prizes
- Year-round website link and social media mentions

## White Ribbon Sponsor - \$500

- Named major division(s) or specialty class sponsor
- ¼-page colour advertisement in show program and prize list
- Ring-side sign displayed for show season duration (provided by sponsor)
- One (1) announcements at the event by show announcer
- Presentation of ribbons

## Yellow Ribbon Sponsor - \$250

- Named class sponsor
- ¼-page colour advertisement in show program and prize list
- One (1) announcements at the event by show announcer
- Presentation of ribbons

## Green Ribbon Sponsor - \$150

- Named class sponsor
- Name listed in show program and prize list
- Presentation of ribbons

# SPECIAL SHOW EVENT SPONSORSHIPS



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# SPECIAL SHOW EVENT SPONSORSHIPS

## **Exhibitor Party Sponsor: \$1,200** max. two per major event

This is a complimentary evening event for exhibitors, trainers and staff held on Friday and/or Saturday evening(s) during our major events. Sponsorship covers the cost of food, beverages and staffing for these events.\*

**1/2 page colour advertisement in show program and prize list**

**Four (4) sponsorship announcements at the event by show announcer**

**Display and promote your product, services and/or organization in the lounge area during the party**

## **Exhibitor Breakfast Sponsor: \$350** one per major event

This is a complimentary morning event for exhibitors, trainers and staff held on Sunday morning during our major events. Sponsorship covers the cost of food, beverages and staffing for these events.\*

**¼-page colour advertisement in show program and prize list**

**Four (4) sponsorship announcements at the event by show announcer**

**Display and promote your product, services and/or organization in the lounge area during the breakfast period**

## **Midday 'Pick-me-up' Sponsor: \$150** one per day

Complimentary snacks are provided each afternoon during our major events. Sponsorship covers the cost of food and beverages.\*

**Recognition in our show program and prize list**

**Two (2) sponsorship announcements at the event by show announcer**

**Display and promote your product, services and/or organization in the lounge area during the snack period**

\* Food and beverage companies may provide in-kind services; please call to discuss options

# A LA CARTE SPONSORSHIP



## Ring-Side Signage:

**\$300 - \$2,000**

Ring side signage for one year. Sponsor provides sign; colour, size, design and location must be approved by SRC office. Price varies by sign size and location; contact the Office to discuss

## Show Program & Prize List Advertising:

**\$75 - \$350** per event

Reach hundreds of potential clients and customers by advertising in our show programs and prize lists. Prize lists are distributed in advance of show and contain information on registration, costs, venue, stabling, etc. Show programs are distributed during the event to competitors and spectators, providing an overview of the show including class timing, location of classes, etc.

Full Page Advertisement	\$ 350
1/2 Page Advertisement	\$ 270
1/4 Page Advertisement	\$ 140
Business Card Advertisement	\$ 75

# A LA CARTE SPONSORSHIP



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## On-Site Vendor Opportunities: Contact us for Details

Bring your trailer or display on-site for our shows and reach new clients/customers face-to-face. Vendors are located in high-traffic areas immediately adjacent to show rings for maximum exposure. We will work with you to create a costing structure that works best for you, the Club and potential customers – this might include a percentage of total pre-tax sales, donation of services/gift certificates for show prizes, etc.

On-site vendors are listed in our show programs and prize lists (where timing permits) further enhancing your marketing opportunity!

**Jump with Company Name in Main Jumper Ring: \$750 - \$2,000 per year**

We can work with you to create customized high-quality jumps with your company name and logo. These jumps are a great advertising investment and assure prominent visibility during the following events for a full year:

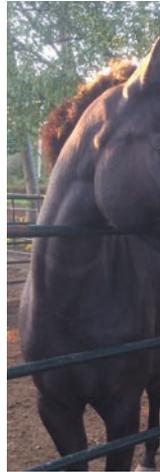
**Southlands Spring Hunter Jumper Show (4 days; includes warm-up day)**

**Southlands Summer Classic Hunter Jumper Shows (5 days; includes warm-up day)**

**Show jumping portion of 2 and 3/4 Phase event**

**All jumper schooling show clinics hosted on-site**

# SOUTHLANDS RESCUE & REHAB PROGRAM



Jessica Blouin



# SOUTHLANDS RESCUE & REHAB PROGRAM

## Various Prices

The Southlands Riding Club Rescue and Rehabilitation Program was established at the Club in October 2015. The program has been set up to enable us to rescue and rear young horses for rehabilitation as riding horses. The program has also been designed to ensure that there are possibilities for all Club members to be involved; in particular, the young riders who are part of the Vancouver Pony Club. Once the horses are fully rehabilitated, they are offered for sale to approved homes.

The Rescue and Rehabilitation Program came about as the Board had been considering the long-term future of the club and weighing the benefits that arise from being considered a "farm".

The Rescue and Rehabilitation Program enables SRC to secure Farm Status for the Club, which will provide direct benefits to the Club, and enable us to make a meaningful difference by saving and rehabilitating several horses.

There are annual sponsorship opportunities to either feed or care for rescue horses. As context:

<b>Feeds one horse for one month</b>	<b>\$ 200</b>
<b>Provides veterinary and farrier care for one month</b>	<b>\$ 150</b>
<b>Feeds one horse for a full year</b>	<b>\$ 2,400</b>
<b>Provides veterinary and farrier care for a full year</b>	<b>\$ 1,800</b>

Small gifts of any size are welcomed year round, including new and gently used equipment



# 2018 PACIFIC POLO CUP SPONSORSHIP



Kim Bellavance



Kim Bellavance



Kim Bellavance



Ingo Neufeld



Kim Bellavance



Kim Bellavance



Kim Bellavance

# 2018 PACIFIC POLO CUP SPONSORSHIP

Southlands Riding Club is home to the annual Pacific Polo Cup – a glamorous and fun-filled event bringing together riders and non-riders alike. This event is a wonderful opportunity to treat your clients, colleagues, family and friends to an unforgettable day in the heart of Vancouver’s “hidden gem” community of Southlands. You need not be a horse enthusiast to enjoy this one-of-a-kind event!

## **A day at the Pacific Polo Cup includes:**

**Two exciting Polo matches**

**Ongoing entertainment**

**VIP Dining Pavilion**

**Divot Stomp**

**Best-Dressed Awards**

**VIP Polo Lounge**

**DJ music, lounge & bars**

**Much more!**

## **VIP and Patron level sponsorships provide additional benefits, such as:**

**Participation in the post-game awards presentation and the opportunity to meet the players in the Polo Lounge**

**Cabana and Dining Pavillion tables**

**Corporate name and logo on promotional material produced for the event**

**Field-side billboards**

**Gifting and product display opportunities**

**Branded Polo team wearing your corporate name/logo on their team jerseys**

**Announcements made during the Polo event by our Master of Ceremonies**

Contact the Club for more information on sponsorship details





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**SOUTHLANDS**  
RIDING CLUB

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