



SPONSORSHIP





WELCOME

Thank you for your interest in becoming a sponsor of the Winter Equestrian Festival (WEF). Over the past 10 years, the Equestrian Sport Productions, LLC (ESP) team has turned the WEF into the largest 12-week hunter/jumper circuit in the world, attracting all levels of competitors from beginner riders to Olympic Gold Medalists. While we are proud of our past success, we are constantly striving to grow and improve. With relationships from local to international organizations, our goal is to lead the equestrian industry with unique experiences for spectators and competitors alike. We accomplish this by custom tailoring each sponsor activation to suit specific needs and target their preferred audience, using a variety of communication channels. As the WEF continues to grow, we will continue to push the boundaries on innovation and creativity that will elevate the sport and your business' ROI. The team at ESP is committed to developing a partnership that will last many years to come.

Sincerely,

SPONSORSHIP TEAM



EQUESTRIAN: THE NEW SPECTATOR SPORT

When the Wellington Equestrian Partners bought the Palm Beach International Equestrian Center (PBIEC) and Equestrian Sport Productions, LLC (ESP) took over operations of the WEF, they had a vision to elevate the equestrian sport to a level similar to professional Tennis or Golf. To do this, the partners wanted to give everyone an opportunity to participate in equestrian events, whether it was a carousel ride, competing in an international recognized event, or simply coming to the Palm Beach International Equestrian Center (PBIEC) to watch the horses. One of the ways they have done this is by introducing the "Saturday Night Lights" events that happen every week during the WEF. The "Saturday Night Lights" showcase the top horses and athletes in the world, as they compete in the largest show jumping competition of the week. This competition is always free to the public and includes additional entertainment such as, fire throwers, face painters, live music and more, so the entire family can have fun. These events attract new fans, as well as the other professional and amateur riders that compete during the week. If fans are not able to come and watch "Saturday Night Lights" live, they can watch it from home through a live webcast on Chronicle of the Horse or the PBIEC webpage.

FAST FACTS ABOUT EQUESTRIAN SPORT

Adult Participants: Local-700 Out of State - 3100

Youth Participants: Local - 100 Out of State - 750

Total Economic Impact during 12-weeks WEF: \$57 million

Over 27 Million people ride a horse once a year

 25 million people play Golf

 23 Million people play tennis

10,000 Spectators weekly



WHERE THE WINTER EQUESTRIAN FESTIVAL HAPPENS

The Palm Beach International Equestrian Center is home to the Winter Equestrian Festival (WEF) and sees over 6,000 horses compete over 12 weeks. One of the largest show grounds in the world, the Palm Beach International Equestrian Center has 10 competition rings, over 100 vendors to serve all your shopping needs, and a variety of dining options. In 2016, the WEF awarded over \$8 million in prize money and hosted 11 internationally recognized competitions. On Saturday Nights, over 10,000 fans come to watch the best horses and riders in the world compete under the lights. In surrounding areas, many competitors and their families have bought farms that are walking distance from the Palm Beach International Equestrian Center and have made Wellington their winter residence.



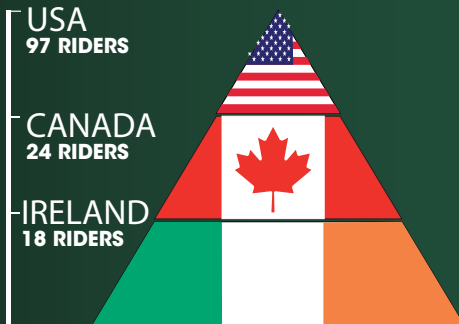
SOUTH FLORIDA



The PBIEC is within minutes driving distance whether golf cart, shuttle or car from the Adequan® Global Dressage Festival and the International Polo Club and is an easy drive from 3 major South Florida Airports

2016 FEI AND GRAND PRIX

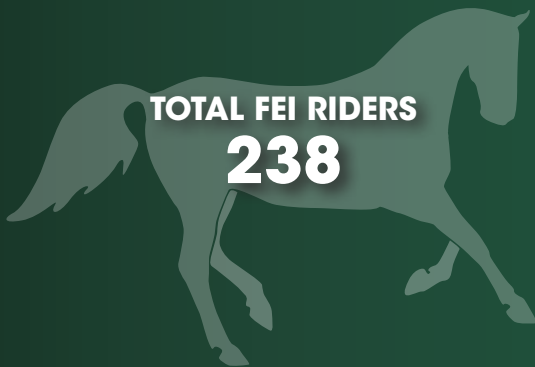
COUNTRY WITH MOST RIDERS



34 COUNTRIES PARTICIPATED

A world map with 34 countries highlighted in light blue. To the right of the map is a globe made of various national flags.

Country	Country	Country	Country
ARGENTINA	ECUADOR	HUNGARY	SWITZERLAND
AUSTRIA	EGYPT	IRELAND	SWEDEN
BELGIUM	EL SALVADOR	ITALY	URUGUAY
BRAZIL	ENGLAND	JAPAN	U.S.A.
CANADA	FINLAND	MEXICO	VENEZUELA
CHILE	FRANCE	NETHERLANDS	
COLOMBIA	GERMANY	PERU	
DENMARK	GREECE	PUERTO RICO	
DOM. REP.	GUATAMALA	RUSSIA	



MOST GP CLEAR ROUNDS



MULTIPLE GP WINS

DARRAGH KENNY (IRL) WEF 6 & WEF 8
MCLAIN WARD (USA) WEF 5 & WEF 7
TODD MINIKUS (USA) WEF 2 & WEF 3

FASTEST JUMP OFF CLEAR ROUND

TODD MINIKUS - WEF 2 : 32.41 SECONDS

GRAND PRIX CLEAR ROUNDS 69



MOST FAULTS

29 G.P.6

RIDER WITH THE MOST GRAND PRIX MONEY

MCLAIN WARD 
\$251,340

TOTAL GRAND PRIX MONEY

\$2,753,000



BIGGEST JUMP OFF: 12

SMALLEST JUMP OFF: 3

YOUNGEST FEI RIDER

LUCY DESLAURIERS
17 YEARS OLD



OLDEST FEI RIDER

IAN MILLAR
69 YEARS OLD

MOST GP APPEARANCES

ERIC LAMAZE
KENT FARRINGTON
MEREDITH BEERBAUM

9

IT'S A FAMILY AFFAIR

HUSBAND AND WIFE

Jonathan & Christine McCrea
Markus & Meredith Beerbaum
Jimmy & Danielle Torano

SIBLINGS

Alexandra & Nicholas Paillot
Daniel & Alexander Zetterman



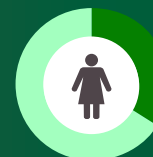
COUSINS

Daniel Bluman
Ilan & Marky Bluman

PARENT & CHILD

Ian Millar
Amy & Jonathan Millar

PARTICIPANTS



WOMEN
95



MEN
143



200 Media passes
distributed to **12**
different countries

29 number of
countries
providing media
coverage



Over **100,000** viewers for replay of Suncast CSI 5* Grand Prix



Unique Owners: 3554
Unique Trainers: 990
Unique Riders: 3681

**2016 CUMULATIVE
WEEKLY PARTICIPANTS**

30,545

PRIZE MONEY PAID: \$8,188,099.08

FEI Entries- Number of horses jogged per week

WEF 1- NO FEI

WEF 2- 199

WEF 3- 167

WEF 4- 198

WEF 5- 163

WEF 6- 183

WEF 7- 165

WEF 8- 199

WEF 9- 204

WEF 10- 164

WEF 11- 181

WEF 12- 151

NUMBER OF HORSES

6522



Instagram

@esp_wef

Like us on
Facebook

Like us on
Facebook

<https://www.facebook.com/winterequestrianfestival/>

(GROWTH OF 112%)

(GROWTH OF 31.6%)

COMPETITIVE DISCIPLINES



JUMPERS – Jumpers combine the speed of Horse racing with the precision of Tennis. In jumpers competitions, hundredths of a second and inches determine the winner. Horse and riders compete over jumps that can reach heights up to 5'3" tall and 7' wide. The goal is to leave all of the jumps up while going faster than all of the others in the class. If a rider is off by only an inch, the rail will come down and they will lose their shot at victory.



HUNTERS – One of the subjective disciplines that focuses on the horses overall elegance, grace and style. The riders job in the hunter ring to is make the horse look as good as it can while navigating the horse over natural looking obstacles ranging from 3'6" to 4'. The modern hunter discipline comes from the old English fox hunting tradition.



EQUITATION – Popularized in the United States, Equitation is used to help build the skills of young riders so they can go on to be successful in the upper level jumpers. Open to riders under the age of 18, the classes are judged on how effortlessly the rider can navigate a set of jumps set in close proximity to one another, with tight turns in between. The United States has four National Equitation Championships that riders must qualify for. Many of America's Olympic Gold Medalists got their start in the equitation ring.

BEYOND EQUESTRIAN EVENTS

INTERNATIONAL CLUB: A VIP members only club that is open for the 12 weeks of the WEF and seats 1300 overlooking the International Arena. Members enjoy complimentary breakfast, lunch, and Saturday night dinner, along with an open bar. In the club there are televisions that play sponsor commercials during ring breaks and sponsors are given the opportunity once a season to leave branded promotional items on the members tables.



THE SUITES: At the east end of the International Arena, the Special Events Pavilion offers tables at the mini suites available during our Saturday Night Lights Series during the Winter Equestrian Festival. You can reserve your own semi-private suite or a table in a shared suite with access to a full buffet featuring a wide selection of food as well as an open bar with premium choices. We can accommodate individuals, small groups, or groups as large as 22.



THE WELLINGTON CLUB: Serves as the perfect setting for private events. From small dinner receptions, galas and full-scale celebrations we offer high-quality flooring, extensive decor options and floor-to-ceiling glass to view the International Arena. Enjoy award-winning culinary creations and beverage service designed to complement your event offered through White Horse Catering.



THE GALLERY: Enjoy panoramic views of the International Arena with floor-to-ceiling windows and experience the show from the comfort of the Gallery or seated out on the terrace of Central Park. The Gallery can also be reserved for Private Events. The modern decor makes the space perfect for cocktail receptions or smaller seated groups. The Gallery transforms into a nightclub following the Saturday Night Lights show each weekend, so join us and come hit the dance floor!



TRADITIONAL ACTIVATIONS

Banners



Prizes



Table Drops



Commercials

Played during ring breaks on the Jumbotron in the International Arena and on the International Club TVs

PA Announcements

A brief brand endorsement read by ring announcers through out the day

Print Advertising

Traditional ads that can be placed in our Prize List. We print over 5,000 prize lists and publish it online



Branded Jumps



DIGITAL AND SOCIAL MEDIA ACTIVATIONS

Facebook:

Like our page **WEF- Winter Equestrian Festival**

32% growth in followers from 2015 to 2016



Snap Chat:

Add us on Snap Chat **ESP_WEF**

Custom activations for sponsors



Instagram:

Follow us on Instagram **@ESP_WEF**

112% Increase in followers from 2015-2016



Digital Advertising on PBIEC Website:

Over 30 million impressions during
12 weeks of the WEF



To learn more about becoming a Sponsor of the Winter Equestrian Festival

please contact us at:

(561) 793-5867

Sponsorship@equestriansport.com

14440 Pierson Road

Wellington, FL 33414



Equestrian Sport Productions, LLC
14440 Pierson Road
Wellington, FL 33414
www.pbiec.com