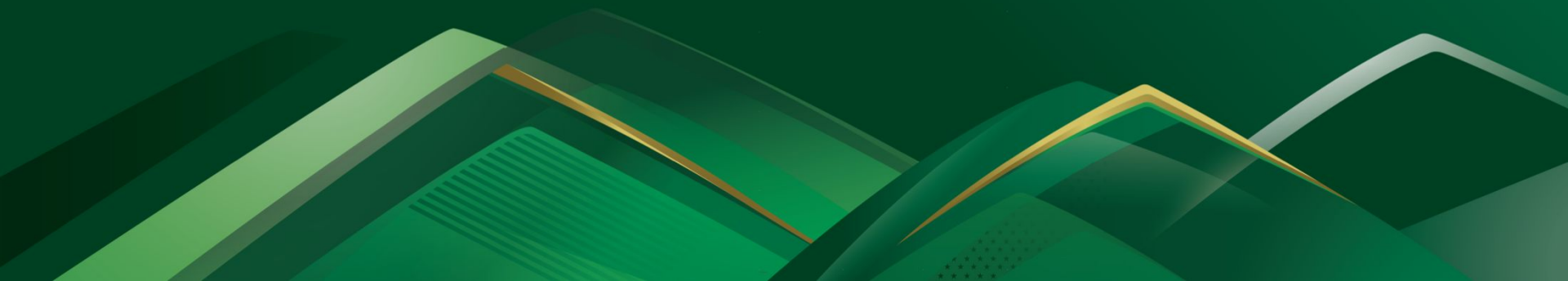




# 2019 Community Sponsorships



# About Tryon Resort



***The ultimate international destination for all who love horses, outdoor living and an active lifestyle.***

Home to Tryon International Equestrian Center (TIEC) and the 2018 FEI World Equestrian Games™, Tryon Resort is one of the world's ultimate equestrian lifestyle destinations.

Nestled in the foothills of Mill Spring in Western North Carolina and bookended to the west by the majestic Blue Ridge Mountains, Tryon Resort offers first-class facilities for all FEI disciplines, plus hunter/jumper, equitation, steeplechase, reining and multidiscipline events.

Whether you come for the free carousel and pony rides or to compete in a weekly competition, the mission of Tryon Resort is to celebrate the magic of the horse, grow equestrian sport, and increase access to this beloved animal.

In addition to being a haven for equestrian athletes and horse lovers alike, Tryon Resort is also a year-round getaway for connoisseurs of diverse cuisine, shopping, lodging, and family entertainment.



**Learn more at [Tryon.com](https://www.tryon.com)**

# About TIEC Competition

## *Equestrian Competition Fast Facts*

- 40 Weeks of Competition
- 500,000 Attendees
- 56% Female, 44% Male
- 30+ Countries Represented Among Competitors
- \$5 Million in Prize Money



Learn more at [Tryon.com](https://www.tryon.com)

# United States Equestrian Market

A 2017 Study by the American Horse Council Reported that the U.S. Equine Industry is Responsible For:



- **\$122 Billion** in Economic Impact
- **\$50 Billion** Direct Contribution to GDP
- **988,394 Jobs** from Direct Employment Impact
- **1.7 Million Jobs** from Total Employment Impact
- Enthusiasts Spent **\$27 Billion** on Travel, Dining and Lodging while Participating in and Attending Events
- **10% of American Households** Participated in Trail Riding or Lessons



SOURCE: American Horse Council Survey 2017

# TIEC Audience Insights – U.S.

## SPECTATOR DATA

		
AGE	MALE	FEMALE
<18	5%	10%
18-24	11%	17%
25-34	20%	20%
35-44	21%	15%
45-54	19%	18%
55-64	14%	13%
65+	9%	6%
Unknown	1%	1%
TOTAL	100%	100%

## AUDIENCE

- 350,000 Attendees
- 61% Female, 39% Male
- 45 United States
- 34 Countries



**Lucky FOR LIFE**  
THE GAME OF A LIFETIME

**\$1,000 a day for life.**

Drawings Mondays and Thursdays

**Ginger & Jimmy Dancy**

MUST BE 18 TO PLAY. [nclottery.com](http://nclottery.com) 

*Fan of the Night Audience Activation*

# TIEC Audience Insights – U.S.



## Top 10 Countries

1. United States
2. Germany
3. Canada
4. United Kingdom
5. France
6. Netherlands
7. Belgium
8. Switzerland
9. Australia
10. Sweden

## Top 20 Cities

- |                       |                      |
|-----------------------|----------------------|
| 1. Nashville, TN      | 1. Lexington, KY     |
| 2. Charlotte, NC      | 2. Orlando, FL       |
| 3. Atlanta, GA        | 3. Greenville, SC    |
| 4. Mill Spring, NC    | 4. Rutherfordton, NC |
| 5. Forest City, NC    | 5. Greer, SC         |
| 6. Asheville, NC      | 6. Washington, DC    |
| 7. Hendersonville, NC | 7. Wellington, FL    |
| 8. Raleigh, NC        | 8. Mooresville, NC   |
| 9. Spartanburg, SC    | 9. Miami, FL         |
| 10. New York, NY      | 10. Lake Lure, NC    |



# TIEC Audience Insights – NC/SC



## Top 10 NC Cities

1. Charlotte
2. Mill Spring
3. Forest City
4. Asheville
5. Hendersonville
6. Raleigh
7. Rutherfordton
8. Mooresville
9. Lake Lure
10. Shelby

## Top 10 SC Cities

1. Spartanburg
2. Greenville
3. Greer
4. Boiling Springs
5. Inman
6. Five Forks
7. Taylors
8. Charleston
9. Aiken
10. Columbia



# TIEC Social Media, Media & Website Stats

## Marketing Recap 2018:

### Media Impressions

- TIEC: 1.4 Million

### Facebook @TIEC:

- Likes: 66,069
- Reach: 6,187,370
- Engagement: 160,711

### Instagram

- Reach: 1,981,194
- Engagement: 231,480

### Website

- Users: 1,089,757
- Sessions: 5,294,215
- Page Views: 37,966,430
- Average Session Duration: 00:09:10
- Pages Per Session: 7.17



# Sponsorship Package: \$15,000

- One (1) **full page ad** in each edition of the Tryon Resort Visitor Guide (Spring/Summer and Fall/Winter) for a total of two (2) full page ads
- Three (3) 300x250 pixel **digital ads** in Tryon Resort Weekly Events eBlast; not to exceed one(1) ad per eBlast
- One (1) 300x250 pixel **digital ad** in one (1) TIEC Competitor eNewsletter
- One (1) 300x250 pixel **digital ad** and featured listing on the Plan Your Trip section of the Tryon.com website
- Two (1) **half page ads** in This Week At Tryon Resort Weekly Newsletter (print edition; not to exceed one ad per issue)
- One (1) **30-second commercial** to play on the Tryon Resort In-Room TV Channel 63 rotation for one (1) month
- 4"x9" sized **brochure inclusion** in the Tryon Resort Adventure & Activities Center, Lodging Office, and Horse Show Office
- Opportunity to have **marketing booth** during one (1) Saturday Night Lights event
- One (1) **VIP table** for six (6) people in Legends Club for three (3) Saturday Night Lights dates or three (3) free rounds of golf for six (6) people or three (3) free rounds of pigeon clay shooting for six (6) people at Cleghorn Golf & Sports Club or Cleghorn Gun Club
- **Investment: \$15,000**



# Sponsorship Package: \$10,000

- One (1) **half page ad** in each edition of the Tryon Resort Visitor Guide (Spring/Summer and Fall/Winter) for a total of two (2) half page ads
- One (1) 300x250 pixel **digital ad** in Tryon Resort Weekly Events eBlast
- One (1) 300x250 pixel **digital ad** and featured listing on the Plan Your Trip section of the Tryon.com website
- One (1) **half page ad** in This Week At Tryon Resort Weekly Newsletter
- One (1) **30-second commercial** to play on the Tryon Resort In-Room TV rotation for one (1) competition season
- 4"x9" sized **brochure inclusion** in the Tryon Resort Adventure & Activities Center, Lodging Office, and Horse Show Office
- Opportunity to have **marketing booth** during one (1) Saturday Night Lights event
- One (1) **VIP table** for six (6) people in Legends Club for two (2) Saturday Night Lights dates or two (2) free round of golf for six (6) people or two (2) free round of pigeon clay shooting for six (6) people at Cleghorn Golf & Sports Club or Cleghorn Gun Club
- **Investment: \$10,000**



# Sponsorship Package: \$5,000

- One (1) **half page ad** in each edition of the Tryon Resort Visitor Guide (Spring/Summer and Fall/Winter) for a total of two (2) half page ads
- One (1) 300x250 pixel **digital ad** in Tryon Resort Weekly Events eBlast
- One (1) 300x250 pixel **digital ad** and featured listing on the Plan Your Trip section of the Tryon.com website
- One (1) **30-second commercial** to play on the Tryon Resort In-Room TV Channel 63 rotation for one (1) week
- 4"x9" size **brochure inclusion** in the Tryon Resort Adventure & Activities Center, Lodging Office, and Horse Show Office
- Opportunity to have **marketing booth** during one (1) Saturday Night Lights event
- One (1) VIP table for six (6) people in Legends Club for one (1) Saturday Night Lights date or one (1) free round of golf for six (6) people or one (1) free round of pigeon clay shooting for six (6) people at Cleghorn Golf & Sports Club or Cleghorn Gun Club
- **Investment: \$5,000**



# Contact Us

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*Thank you for your partnership and support.*