



## Sponsor Opportunities for a World Class Weeks of Jumping



*Traverse City Horse Shows & Silver Oak Jumper Tournament:  
September 2-6, and September 9-13, 2020*





# World Class Weeks of Jumping

Traverse City Horse Shows & Silver Oak Jumper Tournament: 9/2-9/6 and 9/9 - 9/13 2020

## Why Become a Sponsor:

The Silver Oak Jumper Tournament has sponsors from equestrian companies such as EquiFit, Farm Vet and Platinum Horse Supplements. We have every major saddle manufacturer, to top corporate sponsors like Agero, the country's leading telematics and road side assistance company, or Lumber Liquidators, Sam Adams Beer to Herb Chambers, New England's leading vehicle dealer.

Check our track record as our sponsors return every year as we work diligently to ensure our sponsors receive the best value. As one of the only televised Show Jumping events filmed and produced by NESN (New England Sports Network), we reach more than five million homes with our outstanding TV coverage. We also feature thousands of spectators and VIPs who enjoy a white-linen gourmet luncheon served ringside in the VIP tent during our Grand Prix. It's a spectacular client entertainment experience.

We are one of a very few top sporting events that is a recognized 501c3 charity supporting dog and horse rescue programs such as Danny & Ron's Dog Rescue and The Omega Horse Rescue Fund.

## Top Reasons to let us promote your Company and Brand:

1. Demographics, 42% of Equestrians have a net worth far in excess of \$500,000.00, 22% own multiple homes, 94% own multiple dogs and pets beyond their horses, and on average, Show Jumper's spend more than fifty nights in hotels.
2. The Silver Oak Jumper Tournament is rated consistently as one of the top sporting events in North America attracting a massive TV audience, thousands of spectators and a highly affluent group of VIPs'.
3. Our 501c3 status makes your contribution entirely tax deductible and you promote your organization knowing your helping dogs and horses who need our help.
4. Our attention to detail, quality, hospitality, facilities, and top sport attract the world's top riders and horses every year ensuring world-class competition, media coverage, and a thrilling client entertainment experience. Horses and athletes, including many Olympians arrive each year from all over North America, Europe and South America.
5. Located in Traverse City, Michigan.



Presented by the Davis McCullough Foundation

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## We have numerous sponsorship levels with services Including:

- We make your participation affordable and at the same time rewarding.
- Press Releases, we have a database of some 28,000 affluent equestrians, and much of the National equestrian media, as well as the major New England sources from radio to TV and print.
- Fence line banners and flags adorn the competition fence lines ensuring maximum brand amplification. All sponsors present awards for classes competed for with naming rights applied to their sponsored class, and we send high-quality digital photography to commemorate those presentations.
- Our social media platforms and website reach many thousands of active enthusiasts every month. It's not a single week effort, but a year-long carefully managed program.
- Custom jumps can be built ensuring your TV and spectator visibility in unique and creative ways.
- VIP Hospitality, entertain your clients, executives, and staffs ringside with world-class catering complete with white-linen service and extraordinary food prepared by the world class chefs. You will feel the ground shake as these world class equine athletes navigate Olympic level courses.
- A massive digital scoreboard complete with HD video replay capability is there to play camera-ready artwork, TV ready commercials and artwork ensuring your brands' visibility.
- Numerous public-address announcements about your company will be made during the entire event by seasoned announcers to ensure your commercial is special.

**Contact us to begin exploring the unique ways we can promote your company, product, and brand.**

[Jeff@silveroakjumpertournament.com](mailto:Jeff@silveroakjumpertournament.com)

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[www.silveroakjumpertournament.com](http://www.silveroakjumpertournament.com)





“Danny & Ron’s Rescue is honored to have been selected by the prestigious Silver Oak Jumper Tournament as one of their charity beneficiaries. The support and enthusiasm from our horse show friends makes our hearts swell with pride and helps to keep us going with our rescue work. We are forever grateful to Jeff Papows and the amazing Silver Oak Team.” ”

## Danny Robertshaw & Ron Danta

Founders Danny & Ron’s Rescue



“Silver Oak is one of my favorite horse shows, the quality, the awards are spectacular, the hospitality, the very best course designers, the pure love of the sport motive that makes itself visible in everything they do for us. Top all that off with the TV coverage and the charitable contributions, how can you not love this organization. ”

## Candice King

Grand Prix and World Cup Athlete



“Simply a quality effort from beginning to end, highly visible, big crowds, TV coverage, more impressive yet it’s done for the love of the sport and help badly needed for so many animals their charity benefits. ”

## Nona Garson

Olympian



“The Silver Oak Jumper Tournament is a unique product. Silver Oak is special, gracious in a way few shows are managed. They work very hard to produce something truly unique, and as an athlete/competitor, I know how I value my time and I admire the job Silver Oak does. I love the TV coverage and the enormous crowds, and I love that it’s a legitimate charity with that motivation entails. ”

## Schuyler Riley

Grand Prix Athlete



“Jeff and Silver Oak have not only been an important source of charitable funding, but the visibility of their reputation and work, all the media coverage has been of great help.” ”

## Kelly Smith

Founder Omega Horse Rescue

# A word from our sponsors & athletes:



“Wow! What a great production! We were delighted with the marketing value we received. With banners all across the show grounds, numerous public address announcements and a fabulous champagne luncheon for our top clients on the day of the event, I don't think we could have found a better promotion value anywhere.”

**Dave Ferrick**

President & CEO Agero Corporation



“This is great news and Silver Oak is simply great. It's amazing. There are not many shows like this in the entire world. It's my favorite horse show in North America.”

**Olaf Petersen Jr.**

World Renowned Course Designer



“It's great and I wish there were more shows in America like this one. They have spectators and they have fabulous footing. It's really just a pleasure to be here. It's beautiful. It's really an amazing venue, We're really lucky to be here we have been all five years and I have never seen sponsors cared for and promoted so prominently as here, and I've shown all over the world to include the Olympics. Silver Oak does right by their sponsors.”

**Kevin Babington**

Irish Olympian



“The Silver Oak Jumper Tournament is the only Jumper Show the Davis McCullough Foundation supports. We have from the beginning because of who they are and why they work so tirelessly for all they serve. Silver Oak has such grace, hospitality, heart and such world class competition. There isn't another event like it. I have been the presenting sponsor from the beginning. I know how hard Jeff works to ensure we get value. The production is a spectacle. Most importantly their charitable focus has done so much for horses and dogs who so desperately need our help.”

**Victoria McCullough**

Owner Chesapeake Petroleum

# A word from our sponsors & athletes:



“ Nobody and I mean nobody works so hard to promote our Brand and we sponsor events all across North America but Silver Oak simply gives you more for your dollar than any event anywhere in the world. ”

**Cynthia Brewster Keating**  
VP Sales GGT Footing



“ I am so proud of our association with The Silver Oak Jumper Tournament. The charitable benefit just warms my heart. That said the production value for us is like nothing else we have ever seen. Silver Oak helps us meet our sales and client objectives it's that simple. ”

**Carol Coleman**  
President Stud Tree



“ I protect the Equifit brand in everything we do. We only associate our company with the highest quality partners. The SOJT is one of those 1<sup>st</sup> tier companies we are proud to sponsor. Further it's our clientele, it's the best and the most dedicated athletes in our sport participating. As a competitor myself it's my favorite show. I highly recommend this event as a highest quality, highest visibility event, there are precious few like it. ”

**Alexandra Cherubini**  
President & CEO Equifit



“ It's great news, and I wish there were more partnerships like this to benefit our sport in America like this one. They have spectators and they have fabulous footing. It's just a pleasure to be at a horse show where so much attention to detail and care is shown to us as competitors. This will be a show driven by a rider's compassion for our horses where we are treated like friends and customers first and foremost. ”

**Darragh Kenny**  
Grand Prix and Nation's Cup Athlete



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