



Revel Run USEA Horse Trials

Revel Run is a NEW Michigan events facility that will provide you with an ideal platform to target a lucrative market of equestrian enthusiasts!

Sponsorship Rocks at Revel Run!

In 2023, Revel Run will host nationally recognized equestrian competitions of the United States Eventing Association located in Chelsea, Michigan. These events attract hundreds of human and equine athletes from Michigan and across the country, vendors, and hundreds of volunteers and spectators.

As a sponsor, your company will be seen by serious athletes and enthusiasts of an affluent sport.



On Behalf of Revel Run, we would like to invite you to join us as a sponsor. Previously known as Cobblestone Farms Horse Trials, we'd like to introduce our new venue! Revel Run is the home of an equestrian park that hosts the Revel Run Horse Trials as well as many other equestrian shows and events. Located in Chelsea Michigan on 150 acres of beautiful rolling hills of what used to be a golf course, Revel Run has quickly become the go-to facility for ALL things equestrian.

If you are not familiar with Eventing, it is often described as a "horse triathlon." It is a three phase discipline that tests the training, ability and strength of a horse as well as the teamwork and connection between horse and rider. Originally, Eventing was designed as a comprehensive test for military horses and has since evolved into a modern sport enjoyed by amateurs of all ages as well as professionals at the Olympic and international levels. The Dressage phase starts every competition. This is a test comprised of movements in an arena in front of a judge. Cross Country tests the horses speed, endurance and jumping abilities over solid objects over varied terrain. Show Jumping is comprised of colorful fences in an arena that may fall down if knocked.

As we begin our 2023 season, the first phase of development at Revel Run is under way. We have seven levels of competition which include our new Modified level cross country course that was added in 2022.

Our goal is to continue making Revel Run a destination for all visitors. This year we are excited to open the Revel Run BierGarten as well as The Overlook Event Venue. Our hope is to have something for everyone, whether you are an equestrian, spectator, craft beer lover, or in need of a gathering or meeting space.

Many of your donations can be tax deductible! Please reach out to us if you wish to make a tax-deductible donation to Revel Run through the American Horse Trials Foundation. We'll connect you! Your donation will be seen by serious athletes and enthusiasts of an affluent sport.

With Gratitude and Excitement,
Jim, Darlyn and the Entire Revel Run Family

US Equestrian Members by the Numbers:

- 85% Female
- 66% have a college degree
- Average income of \$185,000
- Average net worth of \$955,000
- Own an average of 4 horses
- Compete at least 6x per year
- Average home value is \$600,000
- 22% own 2 or more homes
- Owns 3 vehicals
- 40% own farms; 66% of those are 10 acres or more

Source: 2021 USEF Sponsorship resources

Presenting Sponsor-\$5000

You'll get: Your brand's name used on all event and promotional materials as "Competition presented by..."; logo/link prominently displayed on our website, up to 3 banners on site (provided by sponsor) with preferential location on property in high traffic areas. Full-page ad in digital and printed program, specialized announcement recognition. Dedicated social media shout-out as Competition Presenting sponsor & 6 tickets to competitor's party, plus preferred on-site parking.

GOLD - Division Sponsor- \$1000

You'll get: Your brand's name used on materials as "Training level presented by..."; logo/link displayed on our website, 1 banner on site (provided by sponsor) with preferential location on the cross country course in high-traffic areas. Half page ad in digital and printed program, specialized announcement recognition. Social media shout out with other Division sponsors & 4 tickets to the competitors party.

SILVER - Show Jumping Arena Sponsor \$750

You'll get: Your banner (provided by you), displayed in the show jumping arena for the duration of the show, website mention & a quarter page ad in the digital and printed program. Social media shout-outs with other show jumping sponsors and 2 tickets to the competitors party.

BRONZE - Cross Country Jump Sponsor \$500

You'll get: Your banner (provided by you) displayed on/beside a cross country jump, website mention & a quarter page ad in the digital and printed program.

**Thank you for your support of
Revel Run!**



Advertise in the digital and printed program:

Camera ready artwork only. Based on 8.5" x 11" PDF at 144dpi.

Full Page Ad	\$250
Half Page Ad	\$125
Quarter Page Ad	\$75

Be an Event Vendor:

Three full days on-site at the horse show.

Includes a quarter page ad in the digital program, announcements during the event and at least one non-exclusive social media shout out. \$250

Feature a business banner:

Banner provided by sponsor.

Placement near:

Secretary booth-	\$200
Show Jumping ring-	\$300
Cross Country course-	\$250

Social Media/ Website Mention:

Logo on website along with 3 social media shout outs throughout 2023. \$350

Here's what to do next:

We've made it easy! Send us your contribution through Venmo, PayPal, or Send a check!

@RevelRun



venmo

Contact Elizabeth Berens with any questions.
(616)443-4673 or Elizabeth.berens@aol.com

Address: Revel Run
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**Thank you for your support of
Revel Run!**