

James Lala's Wellington Quarantine, LLC  
Sponsorship / Advertising





## **SPONSORSHIP AND ADVERTISING AT JAMES LALA'S WELLINGTON QUARANTINE LLC**

Wellington Quarantine, LLC is a full service C.E.M. import and an approved export facility. All mares and stallions entering the country from Europe are required by Federal law to undergo testing before release into the general population. Located in the "Winter Equestrian Capital of the World," Wellington Quarantine is considered the leader in the industry.

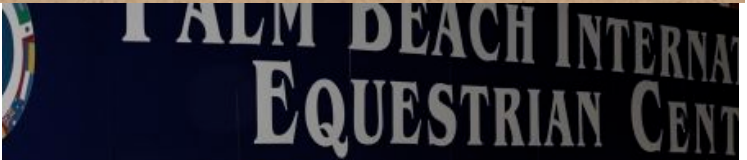
Every year, hundreds of mares and stallions are imported into the United States to compete at the Wellington venues. James Lala's Wellington Quarantine, is host to horses and riders from 20 countries and the sport's most affluent and passionate equestrian enthusiasts.

Mares stay for a minimum of 14 days and stallions average a 38-day stay. During this time, owners, riders, trainers and potential buyers come to visit or exercise their horses. This environment provides the unique opportunity to directly target potential clients for your product, service or brand.





© Tracy Emanuel Photography



## SPENDING HABITS OF THE EQUESTRIAN DEMOGRAPHIC

Average Annual Expenditure on Equestrian-Related Products and Services  
**Over \$2.5 Billion**

## THE EQUESTRIAN ENTHUSIAST DEMOGRAPHICS

- Average age is between 34–54
  - 66% have a college degree or better
  - 38% have a net worth of more than \$500,000
  - 40% live on a farm, 10 acres or more
  - 63% have traded stocks, bonds or mutual funds in the last year
  - The market value of the average home is close to \$600,000
  - 22% own two or more homes
  - 94% own a pet besides a horse or pony
  - The average enthusiast spends 30 nights per year in a hotel
  - Own three or more vehicles
  - Have been active in equestrian sports for 22 years
  - Own two or more horses, 25% own five or more
- Based on a study conducted by SOS for the United States Equestrian Federation (USEF).

**“I do not care what it costs! My mares and stallions will always go to James Lala's Wellington Quarantine. It is worth every penny! I am incredibly pleased that I am able to keep my horses in such top competition condition.” Margie Engle**



## WHY ADVERTISE OR SPONSOR WITH WELLINGTON QUARANTINE?

Marketing to high net worth clients is often more effective when associated with activities they are passionate about. When clients and their associates are visiting Wellington Quarantine, it is typically a very positive experience. Many are seeing their newly imported horse for the first time.

For others having just returned from competing abroad, the excitement level is high as riders and trainers set their sights on the upcoming show season. An escape from the hustle and bustle of the show grounds allows quarantine clients to take a deep breath and enjoy some private time in a low-key and friendly environment.

- Minutes from Palm Beach International Equestrian Center, International Polo Club, Global Dressage Village, Jim Brandon Center and the new Palm Beach Horse Park
- Client list is a who's-who of international equestrian sports
- More than 200 horses go through just the quarantine process annually at Wellington Quarantine
- Since 2005, Wellington Quarantine and staff is regarded as the most respected and trusted quarantine.
- Lala and staff are regularly requested to recommend products and services. From equine-related products and services to endemic businesses, such as realtors, restaurants, small animal veterinarians, landscapers, carpenters, etc
- Quarantine clients are loyal. Although the client roster is steadily increasing, 93% of current clients are repeat clients.
- Your product or brand has access to a captive audience during their quarantine stay.
- Opportunity to meet potential clients one-on-one, to provide signage, literature, samples and product.





### **JAMES LALA CREATES A UNIQUE ENVIRONMENT AT WELLINGTON QUARANTINE**

James Lala is one of the country's leading riders and trainers. He trained with Geoff Teall, Katie Prudent and Joe Fargis. Lala served as head trainer at Ox Ridge and has earned countless championships with top hunters, taken many students to indoor finals and excelled in the jumper ring.

He competed abroad and imported hundreds of horses. This experience makes him uniquely qualified and respected throughout the industry. A graduate of CW Post in marketing and business, Lala is an entrepreneur who was also a successful corporate-sponsored rider. Let him put his experience and this special environment he's created to work for your brand.



#### **James Lala's Wellington Quarantine, LLC**

4101 120th Avenue, South

Wellington, FL 33449

(561) 906 6668

[james@jameslalaquarantine.com](mailto:james@jameslalaquarantine.com)

**WELLINGTON QUARANTINE, LLC.**  
**ADVERTISING / SPONSORSHIP OPTIONS:**  
**Included with Each Sponsorship**



- Promotional material, literature and business cards provided by client displayed in high traffic areas.
- Samples and promotional items may be included in the welcome packet / basket to be distributed to each client, rider, trainer. Space for display provided in or around stables.
- Personal recommendations from James Lala and the staff of Wellington Quarantine
- Opportunity to display your product and arrange a one-on-one meeting with potential clients at Wellington Quarantine.

**GET YOUR BRAND NOTICED BY ADDING SIGNAGE AND ADS**

**Banner** – a 3 x 7 vinyl banner, provided by client, for display in ring or another appropriate location.  
\$350 / season. Each additional banner - \$150 / season.

**Jump** – Provide Wellington Quarantine with a custom jump to be placed and used by quarantine clients.  
\$500 / season. Build custom jump \$750 - \$2,000 / season

**Website** - Banner ad \$200 / year Button ad \$100 / year

**Official Naming Rights** - Provide product for use at Wellington Quarantine



## WELLINGTON QUARANTINE LLC ADVERTISING / SPONSORSHIP



Silvia Rizzo aboard Donnerbube Photo by Stefano Grasso

### **Products / Samples / Signage / Naming Rights**

\$200 --\$5,000 / year plus product

Stall doors

Tack trunks – supply a branded tack trunk or approved container for all stalls in each barn

Feed bins – supply a branded feed bin big enough to hold at least one bag of feed to be placed in front of all stalls in each barn

Buckets – supply branded buckets for clients use at the quarantine and worldwide. Minimum 50

Clipboards – supply legal size clip boards with your company's branding. Displayed on front of every stall. Minimum 50

Vinyl folders branded with Wellington Quarantine and your company's identity. Folders will hold all horses' important documents / additional advertising literature. Minimum 400

“James Lala’s Wellington Quarantine is the only quarantine option for my clients and me. As a former student, James is aware of the level of perfection I demand. At Wellington Quarantine he and his staff have never let me down. “ Katie Prudent

## SUGGESTED PRODUCTS

Feed - supply feed for client horses.

Hay

Wormer

Ulcer prevention

Hoof picks

Saddle soap / leather conditioner

Fly protection / insect control/ fly masks / fly sheets

Sweat scrapers

Slow eating feed tubs – minimum 50

Dressage ring border and letters

Grooming supplies

Halters – supply with signage. minimum 50

Chain lead shanks

Polos, t-shirts, ball caps or other apparel / gifts





**Produce a loyal following of Wellington Quarantine clients by offering the use of your products and products branded with your company's identity. Build your sponsorship package in time for the busy Wellington season.**



**James Lala's Wellington Quarantine, LLC**

4101 120th Avenue, South

Wellington, FL 33449

(561) 906 6668

[james@jameslalaquarantine.com](mailto:james@jameslalaquarantine.com)