

CITRUS SERIES

Ride With Us



and connect with your consumers where they play!

2014 SEASON



2014 Sponsor Opportunities

Why sponsor?

Sponsorship is an opportunity to get your brand noticed and have direct contact with an audience that has real spending power.

This is your chance to reach two key groups: an educated, affluent family audience that embraces the equestrian lifestyle and the owners and professionals that drive purchase decisions. Citrus Series attracts a fun, quality, affluent, family audience- *a highly sought after demographic*.

Citrus Series offers sponsors a year-round, monthly shows in Wellington, FL - a gathering place for international equestrians. This is the opportunity to get in on the inaugural, groundbreaking season and reach your target audience. Unlike the larger show series where your brand is one in a sea of many, at Citrus Series sponsors have the opportunity to connect with clients directly. Citrus Series invites international, national and local trainers to bring their developing horses and riders to compete in a unique, high-quality setting. Expect to see top riders with young horses, new riders fresh to the show scene and riders who have been on hiatus, ready to return to the show ring.

In addition, Citrus Series will offer USEF-rated shows in the summer months. An A-rated show will feature a Grand Prix, Welcome Stake and entertainment.

Get your brand noticed - sponsor Citrus Series!

Why sponsor?

The Equestrian Demographic

- Majority are between 34-54 years of age
- 66% have a college degree or better
- 56% are employed full-time
- 80% make or directly influence purchasing decisions at work
- 38% have a net worth of over \$500,000
- Nearly half have an annual income of over \$100,000
- 40% live on a farm; 66% of those are ten acres or more
- 63% have traded stocks, bonds, or mutual funds in the last year
- The market value of the average home is \$594,000
- 22% own 2 or more homes
- 94% own a pet besides a horse or pony
- On average, they spend 30 nights per year in a hotel and rent vehicles four times per year
- On average, they own three vehicles; 53% own a pick-up truck
- Most have been active in equestrian sports for 22 years
- On average, they compete at least six times a year
- On average, they own two or more horses, with a quarter owning five or more
- The average value of all horses owned per household is \$87,000

Source: 2008 survey by the Chronicle of the Horse and United States Equestrian Federation (USEF).



Why sponsor?

Demographic Average Expenditures in Selected Categories

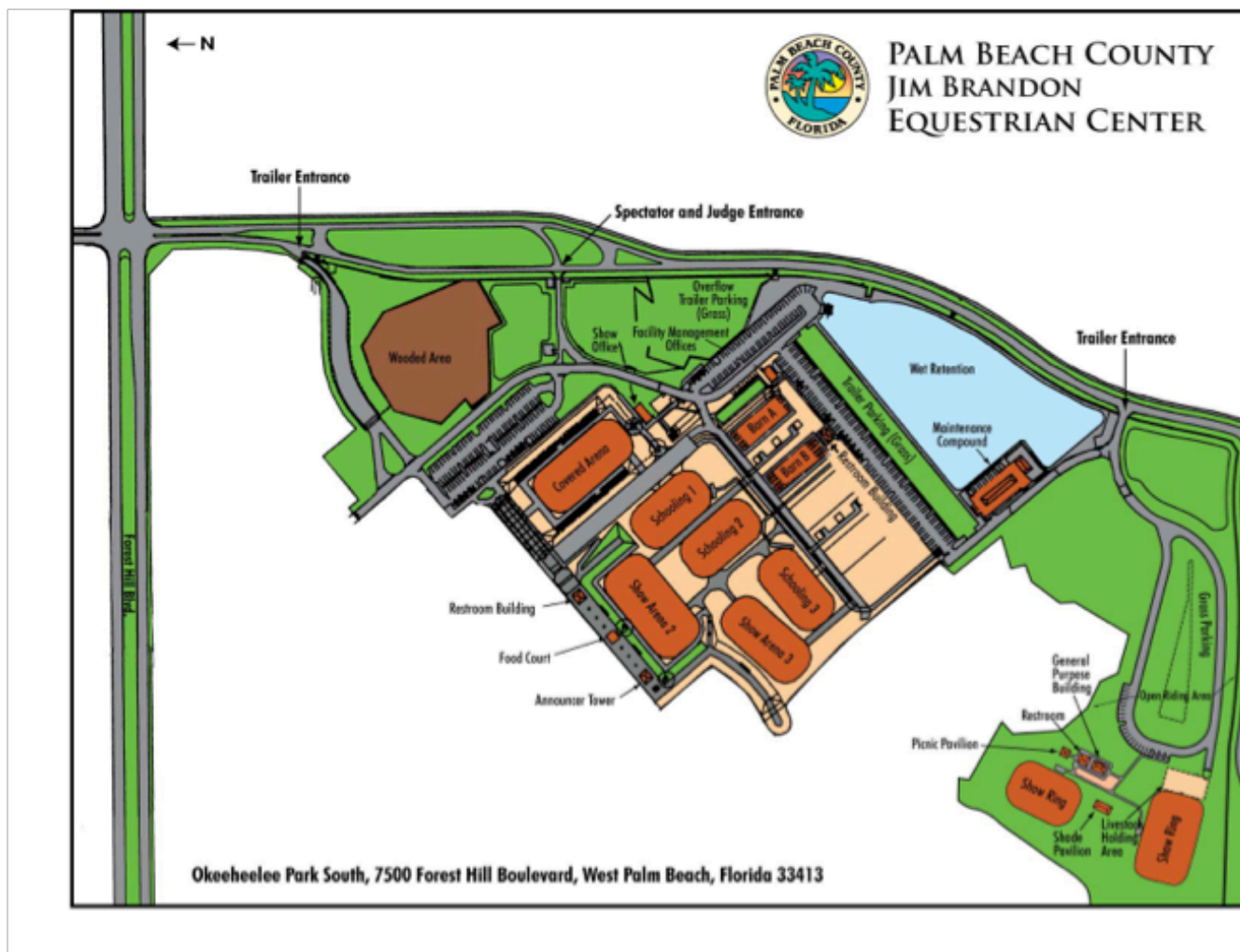
Product	Average Annual Expenditure
Horse Feed	\$371 million
Trailers	\$337 million
English Tack and Saddlery	\$145 million
Fencing	\$144 million
Stable Supplies	\$132 million
Equine Medicines and Drugs	\$115 million
Equestrian Apparel	\$ 73 million
Vitamin and Mineral Supplements	\$ 47 million
Blankets and Sheets	\$ 36 million
Horse Health Care Products	\$ 36 million
Grooming Products and Equipment	\$ 30 million
Hoof Treatment	\$ 26 million
Dewormers	\$ 20 million
Fly Control	\$ 15 million
Helmets	\$ 10 million
Leather Care Products	\$ 7 million



Venue

Jim Brandon Equestrian Center

Jim Brandon Equestrian Center is a 111-acre world-class equestrian facility features lighted covered and outdoor arenas, 128 stalls in two permanent barns. The facility has vendor areas, show management offices, three restroom buildings, concession stand, announcer building, two grass trailer parking areas with large truck parking spaces on asphalt and judges gazebos.



Arena Name	Size (Feet)	Size (Meters)	Square Feet
Covered Arena	135 x 300	40.90 x 90.90	40,500
Training Ring 1	130 x 240	39.39 x 72.72	31,200
Show Arena 2	150 x 300	45.72 x 90.90	45,000
Training Ring 2	130 x 240	39.90 x 72.72	31,200
Show Arena 3	130 x 275	39.39 x 83.33	35,750
Training Ring 3	130 x 240	39.39 x 72.72	31,200

Promotional Activities

Public Relations and Social Media Campaigns

Citrus Series promotional efforts include extensive and professional public relations and social media campaign to support your brand. Sponsorship options include press releases and email blasts specific to your brand may be sent to a database of over 30,000 equestrian enthusiasts and media outlets.

An email campaign that includes your logo and link to your website keeps your brand in front of the audience.



Use of social media keeps the audience engaged and communicating.



Sponsorship Opportunity: Title Sponsor

Naming Rights to Citrus Series and USEF-Rated Shows: \$20,000

Citrus Series and Citrus USEF-Rated Shows Marketing

- Naming rights to the year-long, monthly Citrus Series unrated shows
- Naming rights to the Citrus Series USEF A & C rated shows
- Sponsor name to appear on all Citrus Series Communications and Awards
- Back Cover Full Page Color advertisement in Prize List
- Sponsor Identity on all Citrus Series posters, entries, results and all official communications
- Promotion with logo link on the official Citrus Series website www.citrusseries.com and www.jameslalaquarantine.com
- Weekly entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases
- Stand alone press release announcing sponsorship
- Option to renew second year for 2% discount

On-Site Marketing

- 4 Banners in competition arena (3 x 8 banners provided by sponsor)
- 4 Banners in schooling arena (3 x 8 banners provided by sponsor)
- 4 Banners at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Vendor Space at the Show
- Public address announcements
- Opportunity to provide product samples at the show and at Wellington Quarantine
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine
- Opportunity to provide jump crew uniforms

Sponsorship Opportunity: Official Brand

Official Product/Service of the Citrus Series \$2,500

Horse Shipper ♦ Insurance Provider ♦ Financial Institution ♦ Feed ♦ Supplement
Veterinary Clinic ♦ Automobile ♦ Boots ♦ Horse Boots ♦ Real Estate Agent

Citrus Series Marketing

- Promotion as the official product of the Citrus Series
- Promotion with logo link on the official Citrus Series website www.citrusseries.com & www.jameslalaquarantine.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases
- Stand alone press release announcing sponsorship

On-Site Marketing

- 2 Banner in competition arena for (3 x 8 banners provided by sponsor)
- 1 Banner in schooling arena for (3 x 8 banners provided by sponsor)
- 1 Banner at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Public address announcements
- Vendor Space
- Opportunity to provide product samples at the show and at Wellington Quarantine
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine



Sponsorship Opportunity: Hospitality Sponsor

Hospitality for all Citrus Series and USEF-Rated Shows: \$7,500

Citrus Series Marketing

- Naming rights to the Citrus Series hospitality area and provide meals and beverages for all attendees
- Inside back full page color advertisement in Prize List
- Promotion with logo link on the official Citrus Series website www.citrusseries.com and www.jameslalaquarantine.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases
- Stand alone press release announcing sponsorship

On-Site Marketing

- 4 Banners in competition arena (3 x 8 banners provided by sponsor)
- 4 Banners in schooling arena (3 x 8 banners provided by sponsor)
- 4 Banners at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Public address announcements
- Opportunity to provide product samples at the show and at Wellington Quarantine
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine



Sponsorship Opportunity: Hospitality Sponsor

Hospitality for all Citrus Series Shows: \$5,000

Citrus Series Marketing

- Naming rights to the Citrus Series hospitality area and provide meals and beverages for all attendees
- Advertisement in Prize List
- Promotion with logo link on the official Citrus Series website www.citrusseries.com and www.jameslalaquarantine.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases
- Stand alone press release announcing sponsorship

On-Site Marketing

- 2 Banners in competition arena for August 2014 show (3 x 8 banners provided by sponsor)
- 2 Banners in schooling arena for August 2014 show (3 x 8 banners provided by sponsor)
- 2 Banners at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Public address announcements
- Opportunity to provide product samples at the show and at Wellington Quarantine
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine

Sponsorship Opportunity: Hospitality

Hospitality for Individual Citrus Series Shows: \$500



Citrus Series Marketing

- Opportunity to Provide a Meal and Beverages for a single Citrus Series show
- Promotion with logo link on the official Citrus Series website www.citrusseries.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases

On-Site Marketing

- 1 Banner in competition arena for August 2014 show (3 x 8 banners provided by sponsor)
- 1 Banner in schooling arena for August 2014 show (3 x 8 banners provided by sponsor)
- 1 Banner at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Public address announcements
- Opportunity to provide product samples at a Citrus Series show
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine

Sponsorship Opportunity: Division Sponsor

Citrus Series Hunter or Jumper Division Sponsorship: \$750

Citrus Series and USEF-Rated Show Hunter or Jumper Division Sponsorship \$1,000

Citrus Series Marketing

- Promotion with logo with link on the official Citrus Series website www.citrusseries.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases

On-Site Marketing

- 1 Banner in competition arena for (3 x 8 banners provided by sponsor)
- 1 Banner in schooling arena for (3 x 8 banners provided by sponsor)
- 1 Banner at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Public address announcements
- Opportunity to present award for a hunter or jumper division
- Opportunity to provide product prizes



Sponsorship Opportunity: Grand Prix Sponsor

Citrus Series August USEF A-Rated Show Grand Prix Sponsorship: \$15,000

Citrus Series Marketing

- Naming rights to the A-Rated Citrus Series Show Grand Prix to be held in August 2014
- Inside cover full page Color advertisement in Prize List
- Promotion with logo link on the official Citrus Series website www.citrusseries.com & www.jameslalaquarantine.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases
- Stand alone press release announcing sponsorship

On-Site Marketing

- 4 Banners in competition arena for August 2014 show (3 x 8 banners provided by sponsor)
- 4 Banners in schooling arena for August 2014 show (3 x 8 banners provided by sponsor)
- 4 Banners at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Vendor Space at the or August 2014 show
- Public address announcements
- Opportunity to provide product samples at the show and at Wellington Quarantine
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine



Sponsorship Opportunity: Welcome Stake Sponsor

Citrus Series August USEF A-Rated Show Welcome Stake Sponsorship: \$2,500

Citrus Series Marketing

- Naming rights to the A-Rated Citrus Series Show Welcome Stake to be held in August 2014
- Promotion with logo link on the official Citrus Series website www.citrusseries.com & www.jameslalaquarantine.com
- Entries on social media: Facebook and Twitter
- Promotion with logo link on all official Citrus Series press releases
- Stand alone press release announcing sponsorship



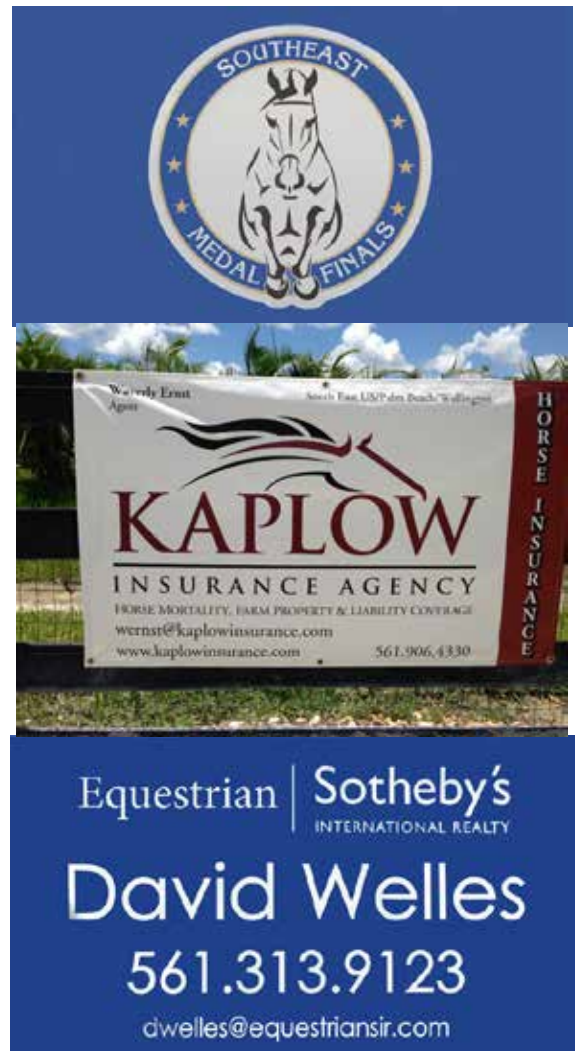
On-Site Marketing

- 1 Banner in competition arena for August 2014 show (3 x 8 banners provided by sponsor)
- 1 Banner in schooling arena for August 2014 show (3 x 8 banners provided by sponsor)
- 1 Banners at Wellington Quarantine, the country's premier CEM quarantines (3 x 8 banners provided by sponsor)
- Vendor Space at the or August 2014 show
- Public address announcements
- Opportunity to provide product samples at the show and at Wellington Quarantine
- Opportunity to provide custom jump (specs provided by management) at the show and at Wellington Quarantine

Sponsorship Opportunity: Other Options

Citrus Series and USEF Rated Shows Options for Custom Packages
Let us build a package that is the best fit for your brand.

- Banners/Signage
- Official Prize List Advertising
- Competitor Gift Bags
- Back Numbers
- Branded Jump
- Jump Signage
- Award Ceremony Presentation
- Public Address Announcements
- Press Release/Feature article
- Product Placement
- Display Area
- Website Recognition/Link



GET A JUMP ON IT AND

Ride With Us



Contact:

Lala Land Productions LLC

James Lala

jdlaa@aol.com

561-906-6668