



# HIPICO SANTA FE

MARKETING OPPORTUNITIES





# WHAT IS HIPICO SANTA FE?

HIPICO Santa Fe is a world-class equestrian and event facility just a few miles from downtown Santa Fe, New Mexico. HIPICO Santa Fe hosts local, national and international equestrian competitions of all disciplines and other types of events year round. Since its founding in 2015, approximately 48,000 people have visited the facility, either as spectators or as participants in a variety of equestrian and other events. HIPICO is also home to our landmark Santa Fe Summer Series as well as the New Mexico Center for Therapeutic Riding and Rancho Corazon Santa Fe.





# CLIENT DEMOGRAPHICS

Spanning four weeks, the 2019 Santa Fe Summer Series had 1,492 entries. Participants from throughout North America travel to compete in the Santa Fe Summer Series, an A-rated hunter jumper competition. A majority of participants hail from Texas (40%), Colorado (18%) and New Mexico (14%).



Horse show competitors are affluent and enthusiastic, devoting most of their spare time to their equestrian pursuits. They are well-educated, many serve in leadership roles in business, and have ample disposable income, making them the perfect audience for high-end consumer and equestrian goods and services.

## ACCORDING TO THE UNITED STATES HUNTER JUMPER ASSOCIATION AND THE UNITED STATES EQUESTRIAN FEDERATION:

Affluent— average household income <b>\$227,500</b>	Market value of the average home is <b>\$594,000</b>	<b>80%</b> make or directly influence purchasing decisions at work	<b>63%</b> traded stocks, bonds, or mutual funds in the last year
<b>22%</b> own two or more homes	<b>52%</b> are between 25 and 45 years old	<b>80%</b> are female	<b>53%</b> own a pick-up truck
<b>30</b> average number of nights stayed in a hotel per year	<b>3</b> average number of vehicles owned	<b>~20%</b> have investment portfolios of greater than \$500,000	<b>4</b> average number of vehicle rentals per year







# HIPICO BY THE NUMBERS

**268,000+**

**Instagram impressions**

**1,283,000+**

**Facebook Impressions**

**40,000+**

**Eblast opens**

Utilizing multiple media channels such as radio, television, print and online advertising, HIPICO Santa Fe continues to grow its digital audience.

## *santa fe* **SUMMER SERIES**

**40%**

**Increase in entries since 2017**

**1,843**

**Stalls sold**

**1,492**

**Entries**

Each day during the 2019 Santa Fe Summer Series the HIPICO Facebook page averaged:

**25,000+**

**Impressions**

**9,000+**

**Unique reach**

**1,000+**

**Engagements**





Jerry Mahone Photography ©2019







# SPONSORSHIP & MARKETING OPPORTUNITIES

## EXPERIENTIAL



## ONSITE



## DIGITAL



MULTIPLE ASSETS CREATE OPPORTUNITIES TO CONNECT WITH  
YOUR TARGET MARKET







## NEW ASESSTS IN 2020

Live streaming  
Branded arena wrapping  
Branded charging stations  
Branded competitors' lounge

## ADDITIONAL ASSETS TO CREATE YOUR IDEAL MARKETING PLAN

Awards photos  
Back numbers  
Competitor awards  
Custom signage  
Eblast  
Facility & structure naming  
Interviews  
Jump display  
Party sponsorship and hosting  
Press release  
Riders lounge  
Social media promotion  
Strategic product placement  
Vendor space  
Victory gallop songs  
VIP hosting  
VIP package  
Website promotion



For inquiries contact Sarah Moses  
call/text (806) 543-7495  
sarah@hipicosantafe.com







# VENUE BRANDING & LIVE STREAMING

*HIPICO Santa Fe continues to increase its on-site events.  
The total number of event days increased by 79% in 2019.*

## **VENUE SPONSOR \$40,000+**

- |  |  |
|--|--|
| Auditing Learning & Practice Series Clinics  | On-site promotion                          |
| Banner display                               | Preferred stabling                         |
| Class title sponsorships                     | Print & digital advertising in premium     |
| Co-branding on select merchandise and awards | Promotional gifts to competitors and VIPs  |
| Digital advertising on website & Eblast      | Public announcements                       |
| Facility branding                            | Social media promotion                     |
| Jump display                                 | Strategic product placement & distribution |
| Live streaming                               | Structure naming and co-branding           |
|  | VIP hosting                                |
|  | VIP package                                |

## **BRAND OUR LIVE STREAMING WITH YOUR LOGO!**

Are you interested in elevating your brand to our digital audience?  
We are excited to offer live streaming sponsorships during the 2020 Santa Fe Summer Series!  
You can promote your brand though daily, weekly or series sponsorships.

## **LIVE STREAMING SPONSOR 3,000+**









# santa fe SUMMER SERIES

## CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES

### **PLATINUM \$25,000+**

- Significant Banner display
- Class title sponsorships
- Digital advertisings on website & eblast
  - Jump display
  - Live streaming
- On-site promotion
- Preferred stabling
- Print & digital advertising in premium
- Promotional gifts to competitors
- Public announcements
- Social media promotion
- Structure naming and co-branding
- VIP package

### **SILVER \$10,000+**

- Banner display
- Class title sponsorships
- Digital advertisings on website & eblast
  - Jump display
  - Live streaming
- On-site promotion
- Preferred stabling
- Print & digital advertising in premium
- Public announcements
- Social media promotion
- VIP package

### **GOLD \$15,000+**

- Major Banner display
- Class title sponsorships
- Digital advertisings on website & eblast
  - Jump display
  - Live streaming
- On-site promotion
- Preferred stabling
- Print & digital advertising in premium
- Promotional gifts to competitors
- Public announcements
- Social media promotion
- VIP package

### **COPPER \$7,500+**

- Banner display
- Class title sponsorships
- Digital advertisings on website & eblast
  - Jump display
  - Live streaming
- On-site promotion
- Print & digital advertising in premium
- Public announcements
- VIP package

### **BRONZE \$5,000+**

- Banner display
- Class title sponsorships
- Digital advertisings on website & eblast
  - Jump display
  - Live streaming
- On-site promotion
- Print & digital advertising in premium
- Public announcements
- VIP package

For inquiries contact Sarah Moses  
call/text (806) 543-7495  
sarah@hipicosantafe.com



