

Sponsorship Opportunities



2025 Competition Year

About Fox Lea Farm...



Fox Lea Farm is a nationally recognized horse show facility located in Venice, Florida. Fox Lea Farm hosts various types of horse shows that attract competitors and spectators from all over the country and Internationally. Fox Lea Farm is just minutes away from some of the most beautiful beaches in the entire country, making it a very popular winter destination for competitors and fans alike.



Why Partner with Fox Lea Farm?

Fox Lea Farm offers its partners an opportunity to engage not only with passionate equestrian consumers, additionally the ability to connect with spectators and fans that are influential and affluent with disposable income.

Fox Lea Farm drives significant Economic Impact to Sarasota County Generates over **30,000 room nights annually**.

Our schedule enables us to have a positive economic impact Year-round.

Consistently one of the Top Grossing venues for Sports Tourism in Sarasota County **\$750 BILLION dollars** in Economic Impact Over the past 10 years.

One of the few horse show management companies in the country **RUN BY WOMEN!**

Fox Lea Farm's media platforms and community involvement offer our sponsors high impact exposure and advertising opportunity.



About Our Exhibitors...

40% Report income over \$350,000

38% Have a Net Worth over \$500,000

22% Own 2 or more homes

Compete at least 6 times a year

Spend an average of 30 nights per year in a hotel



Why Partner with Fox Lea Farm?

- Fox Lea Farm offers its partners an opportunity to connect & Engage with consumers that are well-educated, successful, and financially secure.
- Fox Lea Farm's media platforms provide a unique opportunity to reach a passionate and affluent market with ample disposable income
- We offer completely customized Sponsorships tailored to reach your goals and deliver results



Sponsorship Opportunities....

There are a range of sponsorship opportunities available at Fox Lea Farm, ranging from \$250 to \$25,000

Opportunities include:

- Title/Presenting Sponsor of \$24,999 Grand Prix's
- Hospitality Sponsorships
- Jump Sponsorship, turning your brand into a jump is a high visibility form of advertising unique to equestrian sports. form simple graphics to a fully custom-built jump
- Electronic Banners on the High-Resolution Scoreboards. These ads will be placed on a rotating basis. Additional logo placements are available based on investment level.
- Circuit, Show, Division and Special Class Award sponsorships



2025

Sponsorship Levels

Everything can be customized to meet the individual needs of our sponsors
Here are some possibilities for each level of sponsorship

Platinum/Venue Sponsorship - \$15,000 & Above

Provides your company with advertising exposure to all of our exhibitors and visitors on show grounds as well as on social media for an entire calendar year.

- Possible naming rights to arenas, or an improvement, or other areas at the venue
- Presenting Sponsor – 3 of the premiere classes will be named after sponsor – Derby, Grand Prix, Welcome, or the 1.25M Prix
- Banners on the High-Resolution Digital Score Boards
- Social Media Marketing including email blasts reaching over 30,000 subscribers with an average opening rate of over 35%.
- V.I.P. Table during the Shows
- Product Display Areas and Vendor Space at Shows
- Custom Jump(s) in arena(s) – Provided by Sponsor (can suggest a jump builder if requested)
- Logo Recognition with link on the event website
- Full Page of the Back Cover on each prize list



Sponsorship Continued...

Gold/ Show Sponsorship - \$10,000:

Your company will be promoted during the circuit of show series to all exhibitors and visitors on the show grounds as well as on social media.

- Naming Rights as a Presenting Sponsor or an Improvement
- Banners on the High-Resolution Digital Scoreboard
- Social Media Marketing including email blasts reaching over 30,000 subscribers with an average opening rate of over 35%.
- Logo Recognition with link on the event website
- Class or Division Sponsorship
- Jump(s) in arena(s) – provided by Sponsor (Can suggest a jump builder if requested)
- Product Display areas and Vendor Space at Shows

Silver/Event Sponsorship - \$5,000:

Give your Company Exposure during a specific event.

- Naming Rights to a specific event
- Choice between exhibitor party or awards presentation
- Jump(s) in arena(s) – provided by Sponsor (Can Suggest a jump builder if requested)
- Logo Recognition with link on the event website
- Banners on the High-Resolution Digital Scoreboard
- Social Media Marketing including email blasts reaching over 30,000 subscribers with an average opening rate of over 35%.
- Full Page add in the Prize List



Sponsorship Continued...

Bronze/Class Sponsorship - \$1,000:

A Bronze level sponsorship allows your company to sponsor a particular class or division within a show.

- Naming rights of a Specific Class or Division
- Option of Presenting Awards or Hosting Exhibitors Hospitality Event
- Logo Recognition with the link on the event Website
- Banners on the High-Resolution Digital Scoreboard
- ½ Page add in the prize list

Friend of Fox Lea Sponsorship - \$250- \$999:

- Sponsorship towards an exhibitor party – Pizza, ice cream, Kona Ice, apples and carrots for the horses, etc.
- Logo on the High-Resolution Digital Scoreboard

In-Kind Sponsorship:

- Logo Recognition with link on the event website
- Banners on the High-Resolution Digital Scoreboard
- Product Display Areas and Vendor Space at Shows
- Add in the Prize list

Partnering Barn Sponsor - \$500:

- Special Recognition Sign
- Logo on the High-Resolution Digital Scoreboard
- Promoted in the Email Blast

New for 2025

Division Award Sponsor:

Division Sponsors will provide 50 Champion/Reserve Champion Prizes per show (retail value of \$40 or greater).

- Logo Recognition with link on the event Website
- Banners on the High-Resolution Digital Scoreboard
- Social Media Marketing including email blasts reaching over 30,000 subscribers with an average opening rate of over 35%.
- Product Display Areas and Vendor Space at Shows
- Add in the Prize List

VENICE EQUESTRIAN TOUR 2025

VET I:	JAN 15-19
VET II:	JAN 22-26
VET III:	JAN 29-FEB 2
VET IV:	FEB 5-9
VET V:	FEB 12-16
VET VI:	FEB 19-23
VET VII:	FEB 26-MAR 2
VET VIII:	MAR 5-9
VET IX:	MAR 12-16



Thank You

We appreciate your consideration and look forward to building a lasting and beneficial relationship with you.

For more information on Sponsorship Opportunities, please contact:

Kim Aldrich-Farrell
(941) 809-6365
foxleafarm@aol.com

Becky Van Dame
(941) 809-6361
foxleafarm2@aol.com

