2016 Lane’s End Horse Trials
Ride for the Cure

Sponsorship Application

In support of

CANADIAN BREAST CANCER FOUNDATION
FONDATION CANADIENNE DU CANCER DU SEIN
Ontario

ORTA
Participants in Lane’s End Horse Trials are typically:
• Baby Boomers, Gen-Xer’s and Millennial’s
• Parents of the riders who are under 18 years of age also attend the event and contribute to this market segment.
• This segment controls more than 70% of Canadian Wealth and have a high disposable income

Audience Breakdown:
• Attendance is made up of 70% women and 30% men
• Over 300 riders participate in the Lane’s End Horse Trials event
• Over 500 spectators and volunteers attend the Lane’s End course walk and Lane’s End Horse Trials
• Last year, over $5,000 was fundraised and donated to the Canadian Breast Cancer Foundation

Did you know that 91% of women are the primary decision makers and influencers in major purchases?

The horse industry is a strong, viable and growing sector of Ontario’s agricultural industry. In 2007, the annual economic impact of Ontario’s horse industry was $577.8 million, with over $7 billion invested in fixed assets.

This horse industry is the 4th largest in North America. The average Ontario Equestrian Federation member is a well-educated female between the ages of 40-49 years with an average annual household income of $60,000 to $80,000.

Of the more than 19,000 OEF members:
• 57% are adult females
• 29% are junior (under 18) females
• 77% either own or lease a horse
• 45% are located in Central Ontario
• 25% located in Eastern Ontario

What is Eventing?
Eventing began in Europe with the Militaire, as the ultimate test of horse and rider. The sport was introduced at the Stockholm Olympic Games in 1912, where only active-duty army officers were allowed to compete. The demanding three-tiered test was used to demonstrate the obedience, athleticism and bravery of the officers’ mounts.

Today, the sport attracts both male and female competitors, who are drawn to the challenges the sport provides. In Ontario, most events are held over one day and are called horse trials. There are several levels of competition which serve as building blocks in the development of horse and rider. The levels include Entry, Pre-Training, Training, Preliminary, Intermediate and Advanced. The levels may be divided for youth and adult riders.

There are three phases of a horse trial – dressage, cross-country and show jumping. All three components are ridden on the same day by the same horse/rider combination. The final placing is determined from the collective results of each component. Dressage tests are often compared to compulsory figures in skating. Each horse/rider combination performs a prescribed set of movements before a judge who assesses balance, suppleness, and accuracy. Cross country is by far the most exciting part of an event. Horse and rider are required to gallop over fields jumping natural looking, but very solid obstacles. This is the ultimate test of the boldness of the horse and the technical ability of the rider. Show jumping tests the horse’s ability, energy and obedience necessary to complete a jumping course without faults and within the allowed time.
Lane’s End would like to invite you to help sponsor the “Ride for the Cure” charity event benefiting the Canadian Breast Cancer Foundation. Sponsorship can mean corporate support, or it can mean placing a gift on one of our silent auction tables.

## Sponsor Levels

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<th>Sponsor Level</th>
<th>Benefits</th>
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| **Gold**      | - Division Title in Sponsors name  
- Sponsor Signage on X-Country Fence  
- Sponsor Signage on Stadium Fence  
- 15 second public address announcements over PA system  
- Weblink, logo and weblisting (max. 50 words) on Lanes End website  
- ½ page advertisement in Show Program  
- Company name & Logo on Sponsor board  
- Logo on volunteer T-shirts (back)  
- 12 x 12 Exhibitor display space | **$1000** |
| **Silver**    | - Signage on X-Country Fence  
- Weblink on Lanes End website  
- 15 second public address announcements over PA system  
- ¼ page advertisement in Show Program  
- Company name on Sponsor Board | **$500** |
| **Bronze**    | - Signage on X-Country Fence  
- Weblink on Lanes End website  
- Listing in Show Program  
- Company name on Sponsor Board | **$200** |
| **Supporter** | - Sponsor Board thank-you list  
- Listing in Show Program | **$100** |

## Media Relations

Local media from radio and television networks will be invited to cover the breast cancer awareness “Ride for the Cure” event as well as major television networks and publishing companies. This fundraiser is unique and will be promoted through media partners to increase attendance. Press kits will include sponsor logos.
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**Sponsorship Level:**
- Gold Level Sponsor $1000
- Silver Level Sponsor $500
- Bronze Level Sponsor $200
- Supporter Level Sponsor $100

**Silent Auction Contribution Item:**

Gold and Silver level public announcement:

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____________________________________
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Signature ____________________________  Date ______________