

# Franktown Meadows

## HUNTER DERBY

# 2024 SPONSOR GUIDE



Support a charitable equestrian tradition

2024 BENEFICIARY

**#forever14**  
PRESENTED BY  
**ANGELS**

# WHY SPONSOR ?



The 14th Annual Franktown Meadows Hunter Derby will truly be a remarkable experience for competitors and spectators alike. This one-of-a-kind hunter jumper competition raises charitable funds for deserving nonprofit organizations serving the northern Nevada community.

We are proud to present the 2024 USHJA International Hunter Derby.

Sponsors have the opportunity to engage with the top tier in the equestrian community while guests by accessing our special VIP packages. Franktown Meadows Hunter Derby is an unparalleled equestrian sporting event, providing an experience for guests that they will share with others for years to come. Horses are amazing creatures to watch, and all ages will be able to enjoy this immersive weekend.

The MacLean Family will open the gates of Franktown Meadows equestrian facility, located in the foothills of the Sierra Nevada Mountain range, in historic Washoe Valley, between Reno and Carson City, Nevada, June 21st - 23rd. Visitors are invited to enjoy three days of competition across two show rings, wonderful hospitality, exceptional sport, and a promenade of shops.



# EXEPTIONAL BRAND ALIGNMENT

Access to an elite audience of equestrians at the only event of its kind in the USA

Experiential VIP engagement offering premium opportunities to mingle with business heads, community leaders, and spectators

High stakes competition with exceptional prize money

Attendance at a historic National Show Hunter Fall of Fame Top Derby

Sponsor inclusion in national and regional lifestyle and equine press and publications

Renowned and unrivaled event with an annual waiting list for exhibitors and horses to attend and compete

World-class destination of natural beauty and recreational activities

Supporting Motivation United a charity raising awareness to suicide and prevention





# STATISTICS

## ATTENDANCE

85 Horses  
1150 Visitors  
750 VIP

## WEBSITE (April - August)

FranktownMeadows HunterDerby.com  
6325 unique page views  
4177 unique visitors

## PRESS RELEASES

FranktownMeadows HunterDerby  
2,684 active subscribers

Media Partners Combined

325,000 active subscribers

## SOCIAL MEDIA

FranktownMeadowsHunterDerby  
Launched 2018  
Growth Doubling Annually

### Facebook

- 1000+ followers
- 73 posts
- o Reach: 21K
- o Link Clicks Average: 241
- o Post Engagement: 2K+

### Instagram

- 852 followers
- 66 posts
- o Reach: 1.9K
- o Post Engagement: 1K+

## SOCIAL MEDIA

Media Partners Combined

### Facebook

- 38K followers
- 220+ post shares
- o Average Post Reach: 21K+
- o Average Post Engagement: 210

### Instagram

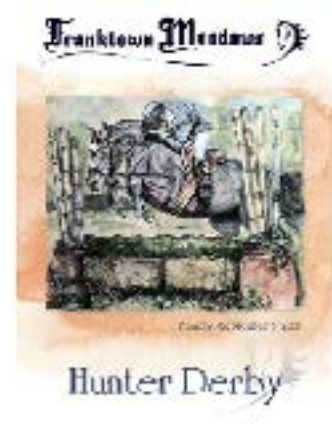
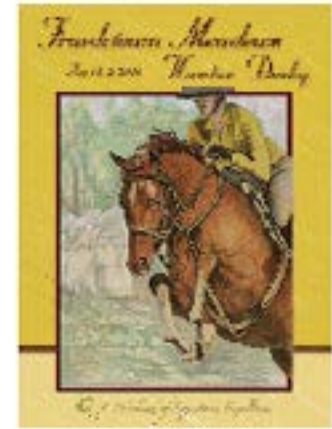
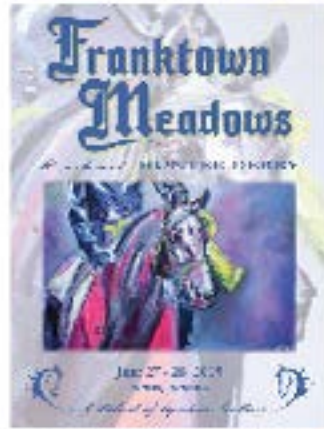
- 18K followers
- 240+ post shares
- o Average Post Reach: 7.5K
- o Average Post Engagement: 168

## PUBLICATIONS

Media Partners Combined  
Circulation 260K

# CHAMPIONS IN ART

FEATURED ARTISTS PRESENT THE DERBY CHAMPIONS FOR THE NEXT YEARS PRIZE LIST COVER





Star Quality & Emily Esau Williams  
2023 \$50,000 USHJA International Hunter Derby Winner  
Photo : Tricia Booker

# SPONSOR CABANAS





# THE PROMENADE

*of shops*



*share your wares*



Advancing conversation and human connection to prevent teen suicide.

JOIN US IN MAKING A DIFFERENCE



# 2024 SPONSOR OPPORTUNITIES

The Franktown Meadows Hunter Derby offers a variety of promotional opportunities for our sponsors. Each partner is treated as an individual, ensuring that both the sponsor and competition benefits align to the brand goals.

## **ADVERTISE**

Feature in the Franktown Meadows Hunter Derby publications that are distributed to spectators, vendors and competitors of the event

## **WEBSITE**

Recognition on [FranktownMeadowsHunterDerby.com](http://FranktownMeadowsHunterDerby.com)

## **BRANDED DERBY JUMP and/or EVENT SIGNAGE**

Can be selected for inclusion in custom sponsorship package

## **AWARDS PRESENTATION**

Participate and present to your sponsored class champions

## **PA ANNOUNCEMENTS and BROADCASTS**

Customized announcements

## **PRESS RELEASES and SOCIAL MEDIA POSTS**

Inclusion and promotion as part of customized package

## **VENDOR DISPLAY**

In addition to VIP Cabana space can be provided to set up a store

## **PREMIER TITLE SPONSORSHIP OPTIONS**

\$50,000 USHJA International Hunter Derby

\$10,000 Franktown Meadows 3' Hunter Derby

# SPONSORSHIP OPPORTUNITIES

Title Sponsor | \$75,000

Presenting Sponsor | \$50,000

International Hunter Derby Sponsor | \$50,000

Franktown Meadows Hunter Derby Sponsor | \$10,000

Franktown Meadows Jr/Am Hunt & Go Derby Sponsor | \$5,000

Gold Sponsor | \$7,500

Silver Sponsor | \$5,000

Bronze Sponsor | \$3,500

Children's Activity Sponsor | \$5,000

Saddle Pad Sponsor | \$2,500

Exhibitor Bag Sponsor | \$1,500

Exhibitor Breakfast Sponsor | \$1,500

Friends of the Industry | \$500

Other | \$\_\_\_\_\_

Program advertisements and signage to be provided by sponsor.

Full-page advertisements should be 11"H x 8.5"W, in printable pdf format.

Signage should be 4'H x 8'W corrugated plastic or vinyl banner.

Program advertisements can be sent via email to [fmhunterderby@gmail.com](mailto:fmhunterderby@gmail.com), in printable PDF format.

Please contact us with any questions at [fmhunterderby@gmail.com](mailto:fmhunterderby@gmail.com)



## 2024 SPONSORSHIP FORM



THANK YOU FOR YOUR GENEROUS DONATION!

### Sponsor Contact Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Opportunity: \_\_\_\_\_ | \$ \_\_\_\_\_

### Payment:

Please make checks payable to Water & Rails and send, along with this completed sponsorship form, to:

Water & Rails  
1325 Airmotive Way, Suite 390  
Reno, Nevada 89502

### Acknowledged and Agreed:

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\*Water & Rails is a (c)(3) non-profit organization. All donations are tax deductible to the full extent allowed by law.\*\***



## CONTACT US

The Franktown Meadows Hunter Derby would not be where it is today without the tireless efforts of countless volunteers and generous sponsors.

We hope you will join us in making this year's event the most successful yet!

For sponsorship opportunities and to learn more about the Franktown Meadows Hunter Derby, please contact us:

Aimee LaFayette

(775) 722-1699

[aimee.v.lafayette@gmail.com](mailto:aimee.v.lafayette@gmail.com)