

2023 CHJA MEDAL FINALS

## *Sponsorship & Advertising Opportunities*



AUGUST 18 – 20, 2023

FAIRFIELD COUNTY HUNT CLUB  
174 LONG LOTS ROAD, WESTPORT, CT



# The CHJA Medal Finals

The CHJA proudly presents one of the most prestigious four day Finals on the East coast...the CHJA Medal Finals Weekend! We offer a full schedule of Medal Classes for the more advanced Junior and Adult Amateur rider alike as well as the Hunter Classics showcasing some of the top show horses in New England. Riders in all divisions have competed in qualifying classes throughout the year in order to earn places in these finals. The CHJA Finals showcases some of the most talented horses and riders in our area.

We traditionally have over 600 riders and horses from eight states who have qualified to compete, with over 100 trainers coaching the riders in preparation for the challenging courses. A celebration of our Junior members in their last year before moving into the adult competitor

status and numerous special awards are all part of the competition. The Westport Police Department Honor Guard leads our open-ing ceremonies on Saturday.

An emphasis on good sports-manship, talented upper level competitors and lots of fun is what makes the CHJA Medal Finals such a popular and well attended event. So often we are told "CHJA is our favorite Finals....it's so organized, and they give the best prizes! We can't wait to come back again!"

## FEATURES

CHJA Children's Hunter Pony Classic  
CHJA Children's Hunter Horse Classic  
CHJA Adult Hunter Classic  
CHJA 2'6" Hunter Classic  
CHJA 2' Hunter Classic  
CHJA Pony Medal  
CHJA Pre Children's Medal  
CHJA Children's Medal  
CHJA Junior Medal  
CHJA Master's Medal  
CHJA Adult Medal  
CHJA Modified Adult Medal  
CHJA Horsemanship Challenge

The CHJA Medal Finals are held on the grounds of the beautiful Fairfield County Hunt Club, a landmark in Fairfield County since its establishment in 1923. In addition to the competitors, trainers, barn owners, parents and friends attending the CHJA Finals, there is also an A Rated horse show running simultaneously. National and local participants of all ages compete at the show, which is open to the public free of charge. Together, the CHJA Medal Finals and Fairfield County Hunt Club Horse Show will welcome over 1,000 competitors, horse owners, trainers, and spectators over the course of the four days.

## Profile of Horse Show Participants & Spectators

*Source: US Equestrian Federation, the national governing body of equestrian sport in the USA, profile of 80,000 members and on-site audiences*

- 27,000,000 people over the age of 12 ride a horse at least once a year
- 14,580,000 people over the age of 12 ride a horse on a regular basis
- 2,200,000 people own horses in the United States
- 88,000,000 people attend horse-related events
- The average annual income of an individual who subscribes to an English style equestrian magazine is \$105,000
- The average home value is \$594,000
- 22% own a second home
- 43% travel on an airplane more than 16 times a year
- 78% are members of a frequent flyer program
- 97% own one or more credit cards
- 55% of their automobiles were purchased last year
- They own three vehicles; 53% own a pick-up truck
- 94% own a pet besides a horse or pony
- The average age is 39
- 85% are women
- 63% are married
- 80% of equestrians have a minimum of a four-year college degree





# Sponsorship and Advertising Opportunities

## **\$5,000 PLATINUM VIP TENT SPONSOR**

### *VIP Tent Named After Your Company*

- Full Page Color Ad Inside Front Cover of the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website and Facebook Page
- Reserved Table in the VIP Tent
- 3x5 Banner at the Entrance of the VIP Tent
- Ongoing Sponsorship Announcement
- Vendor Tent Space
- Opportunity to Place Promotional Materials in the Exhibitor Welcome Packets and on the Tables in the VIP Tent

## **\$5,000 PLATINUM CELEBRATION BUFFET SPONSOR**

### *Celebration Buffet Named After Your Company*

- Full Page Color Ad Outside Back Cover of the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website and Facebook Page
- Reserved Table in the VIP Tent
- 3x5 Banner Over the Buffet Tent
- Ongoing Sponsorship Announcement
- Vendor Tent Space
- Opportunity to Place Promotional Materials in the Exhibitor Welcome Packets and on the Tables in the VIP Tent

### • **PROGRAM ADS**

\$350 Full Page Ad

\$175 Half Page Ad

## **\$3,000 GRAND CHAMPION EXHIBITOR & TRAINER BREAKFAST BUFFET SPONSOR**

### *Breakfast Buffet Named After Your Company Served on Saturday and Sunday*

- Full Page Ad in the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website and Facebook Page
- Reserved Table in the VIP Tent
- 3x5 Banner in the VIP Tent
- Ongoing Sponsorship Announcement
- Opportunity to Place Promotional Material in the Exhibitor Welcome Packets

## **\$1,000 CHAMPION SPONSORS**

- Full Page Ad in the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website and Facebook Page
- 3x5 Banner in the VIP Tent
- Ongoing Sponsorship Announcement
- Opportunity to Place Promotional Material in the Exhibitor Welcome Packets

## **\$500 GOLD MEDAL SPONSORS**

- Full Page Ad in the CHJA Medal Finals Program
- Sponsor Listing on the CHJA Web Site
- Banner in the VIP Tent
- Ongoing Sponsorship Announcement

## **\$300 SILVER MEDAL SPONSORS**

- Half Page Ad in the CHJA Medal Finals Program
- Sponsor Listing on the CHJA Web Site
- Ongoing Sponsorship Announcement

## **\$100 – \$299 PATRON**

- Listing in the CHJA Medal Finals Program
- Ongoing Sponsorship Announcement

# Sponsorship & Advertising Order Form

Reserve your sponsorship and/or advertising space in the medal finals program!

**Please complete and return this form with your check (payable to CHJA) by July 1.**

Mail to Karen Amedeo Treasurer, 3202 Stonebridge Drive, Ballston Lake, NY 12019

ADVERTISER / SPONSOR:

CONTACT:

ADDRESS:

STATE / ZIP:

PHONE:

FAX:

EMAIL:

SIGNATURE:

SPECIAL INSTRUCTIONS:

*Note: Printed program is B&W, non-bleed. We will convert color photos/artwork. All ads will have a uniform border. All photos must be high resolution (300 dpi). Please do not send Facebook pictures or photos of printed materials.*

## SPONSORSHIPS

Yes, I/we will be proud to sponsor the following at the 2017 CHJA Medal Finals:

- \_\_\_\_\_ \$5,000 Platinum VIP Tent Sponsor
- \_\_\_\_\_ \$5,000 Platinum Celebration Buffet Sponsor
- \_\_\_\_\_ \$3,000 Grand Champion Exhibitor & Trainer Breakfast Buffet Sponsor
- \_\_\_\_\_ \$1,000 Champion Sponsor
- \_\_\_\_\_ \$500 Gold Medal Sponsor
- \_\_\_\_\_ \$300 Silver Medal Sponsor
- \_\_\_\_\_ \$100 – \$299 Patron

*Please indicate how your ad content will be submitted in next column under Program Ads.*

*Note: Sponsor ads sizes are slightly smaller due to the uniform sponsorship banner added to the top.*

*Full Page: 7.25" x 8.75", Half Page: 7.25" x 3.75"*

## PROGRAM ADS

Yes, I/we would like to purchase the following ad space in CHJA Medal Finals Program:

- \_\_\_\_\_ \$350 Full Page Ad (7.25" x 9.5")
- \_\_\_\_\_ \$175 Half Page Ad (7.25" x 4.5")
- \_\_\_\_\_ Please Create / Update my Ad Layout  
*Copy and high res photo to be sent electronically to meg@mixedmediacreative.com*

- \_\_\_\_\_ Please Create / Update my Ad Layout  
*Copy and photo to be mailed to Meghan MacKenn, 407 Sugar Hill Road, Tolland, CT 06084*

- \_\_\_\_\_ I will submit a Camera Ready Ad Layout  
*Artwork to be sent to Meghan MacKenn at the email or mailing address listed above*

**Note: All materials are due by July 1.**

**Questions? Please email [chjact@gmail.com](mailto:chjact@gmail.com)**





## A Letter from Geoff Teall

*I just wanted to thank you for a truly wonderful judging experience this week at the CHJA Medal Finals Weekend. This was truly a great event and something that is clearly enjoyed by all those involved. Without question the FCHC sets an outstanding backdrop for this event, and the weather could not have been any better. The jumps were beautiful, the courses were outstanding and the footing excellent. It was great to see so many different events that are tailored to meet the needs of the children and adults of all ages that participate. It was great judging with my partner Joyce Przebowski and we had some very good rounds to choose from.*

*As with all things however, it is the details that set this event apart from the others. Clearly this is a great group of volunteers that through a tremendous group effort and lots of work make this a stand out show. The spectator tent is decorated beautifully, the food is outrageous, and the ribbons and trophies are spectacular. They certainly could not possibly take better care of their officials, and the staff they have put together to keep things moving is top of the line.*

*I think more than anything else though, it is the presentations and the winners themselves that make this event what it is. It is not often anymore that you see such joy and camaraderie as results are announced. I think every one is truly happy for all the winners and the winners are happy for each other. For each placing there are loud cheers and huge applause, and when the winners are ultimately announced every one is truly happy for them. I saw so many big smiles, happy faces and even some tears being shed that it made it fun for us to stay and watch the presentations and the victory gallops along with everyone else.*

*Congratulations to you and your team for such a success!*

*Sincerely, Geoff Teall*

Geoff holds his "R" Hunter and Hunter Equitation license. He has judged most major shows including the Winter Equestrian Festival, Washington International Horse Show, the National Horse Show, the Royal Winter Fair, WIHS Equitation Finals, and the USEF Medal Finals. He currently serves on the Board of Directors of the USHJA, USHJA Foundation and the USEF.

