



Experience Exciting

Ocala Jockey Club International 3-Day Event, November 15-18, 2018 Florida



SPONSORSHIP OPPORTUNITIES

THE EVENT

TOP CLASS



Top three day eventing competitions around the world attract crowds of spectators and are traditions on their local calendars. For example, the prestigious Badminton Horse Trials, held in England each spring, has run since 1949. The Badminton cross-country day attracts up to 250,000 spectators annually and, after the Indianapolis 500, is the second largest sporting event for money made in the world.

The CCI3* level added to the OJC Event in 2018 adds to the prestige of the Ocala Jockey Club International 3-Day Event. The CCI3* serves as an important qualifier for the Olympic Games. OJC is the fifth event of this level in the United States and the only one in the Southeast. The OJC Event was held for the first time in 2016 and is already seen as capable of becoming an event of a caliber to equal the best in the world. One of the main reasons is the stunning Ocala Jockey Club farm with its naturally superb footing and terrain, combined with consistently sunny weather in November and horse-friendly Ocala which has one of the largest concentrations of horses in the world.

Three day eventing is a unique extreme sport, described as an equestrian triathlon. Each horse and rider combination competes in three different disciplines: dressage, show jumping and cross country. The highest wow factor is at the cross country competition, which involves miles of galloping and large jumps designed to mimic natural obstacles such as water, ditches, drops in terrain and fallen logs.



The OJC International 3-Day Event was honored with the 2018 Small Market Event of the Year award by the Florida Sports Foundation after just the second running of the Event.



"The event is a great showcase of eventing and of Ocala. An event of this caliber is yet another example of why we call Ocala, Marion County, 'The Horse Capital of the World'"

KENT GUINN
MAYOR OF OCALA

Shannon Brinkman Photo

EXPERIENCE DRAMATIC

DAY IN THE COUNTRY

- **World Class Competition Experience**
- **Vendor Village** with food trucks, beer garden and unique equestrian-themed vendors
- **VIP hospitality** in the Ocala Jockey Clubhouse for networking and special views
- **Tailgating** along the cross-country course
- Private corporate tents for client entertaining
- **Special events and parties:**
 - Sponsors' Reception
 - Ladies' Day Lunch with acclaimed speakers
 - Hat competition, judged for prizes
 - Competitors' Party
 - Awards Reception
- **Activities** for groups and the whole family
- Demonstrations, autographs, games and prizes
- **Thoroughbred Eventing Champion Award** promotes use of Off-Track Thoroughbreds in second careers



Gentle Carousel | Miniature Therapy Horses



OCALA JOCKEY CLUB

THE VENUE



In the rarified hills of North Central Florida sits an equestrian paradise on 950 acres: The Ocala Jockey Club.

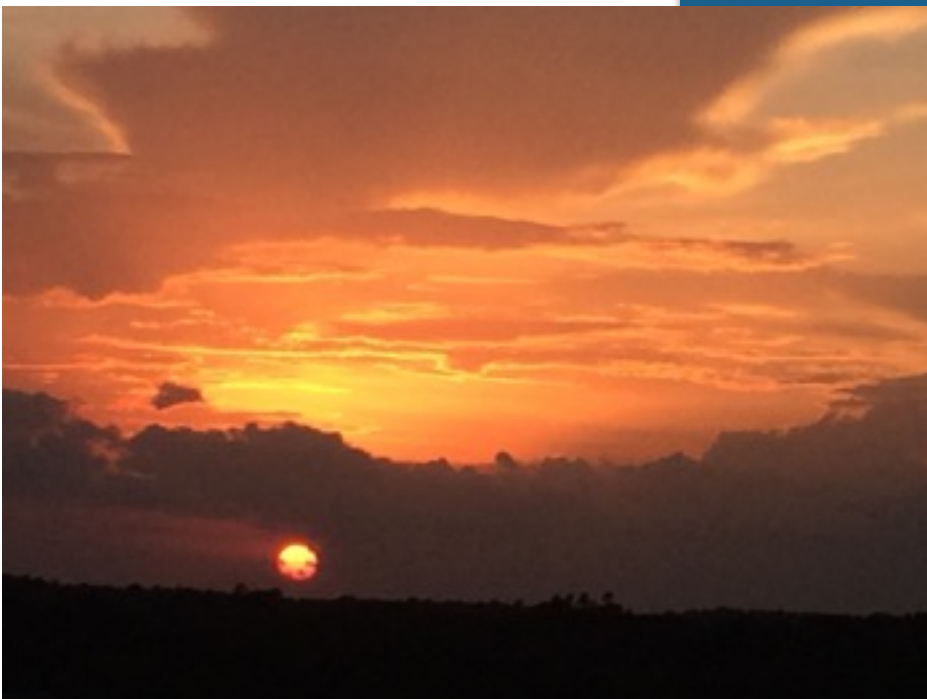
The pastures are unprecedented, sunsets glorious and facilities outstanding. The Ocala Jockey Club, with its rolling hills and old-growth, moss-laden oak trees is a crown jewel in the horse capital of Ocala, Florida.

The Ocala Jockey Club was developed in the early 1980's as a family oriented Thoroughbred horse farm community located on the rich soil and rolling hills of Marion County.

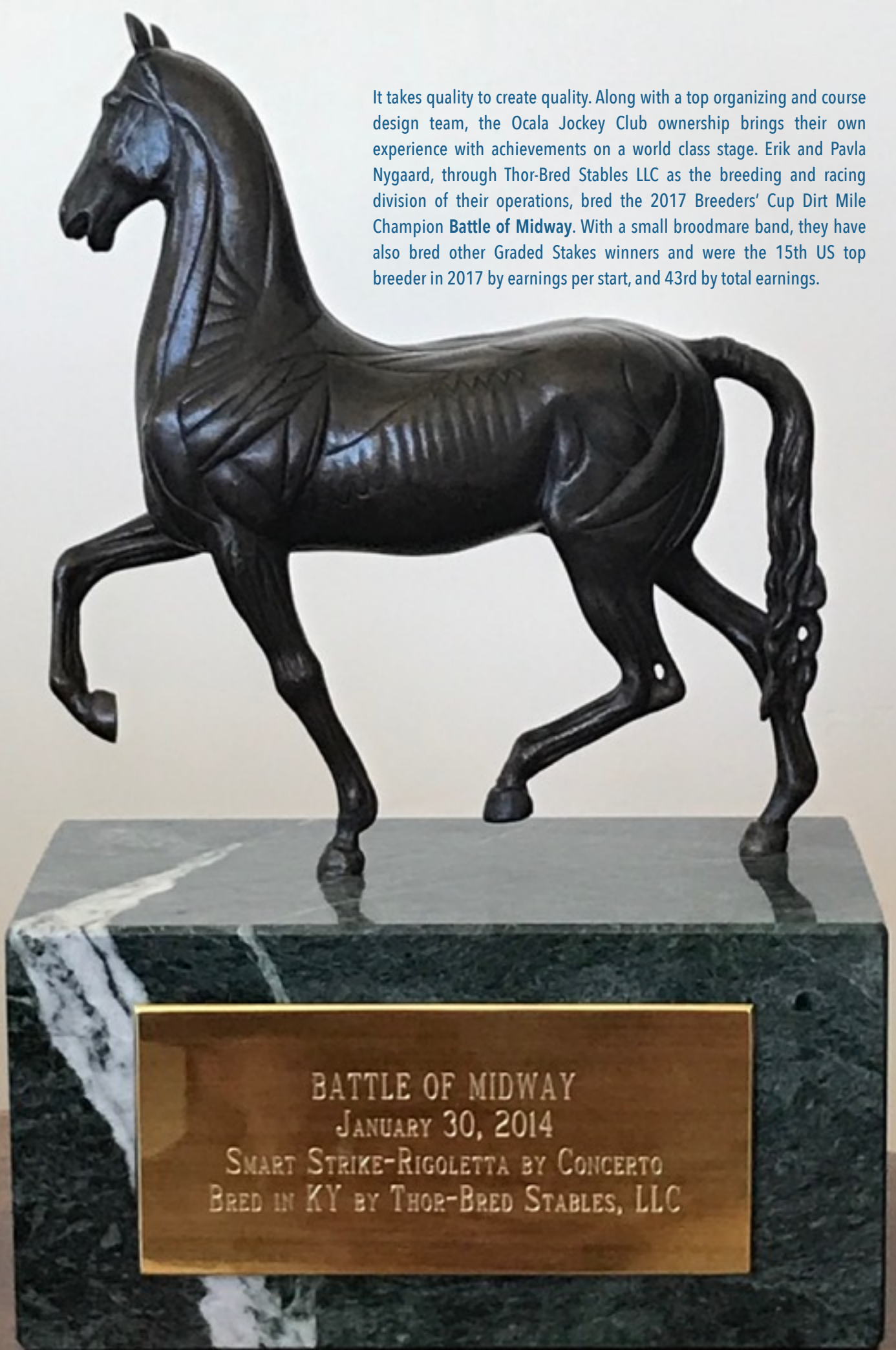
Owners Pavla and Erik Nygaard are building on the Thoroughbred tradition of the farm and recently introduced their new world class Eventing Competition Center to rave reviews.

400 acres of the farm has been developed into a world class Eventing training and competition venue, hosting the Ocala Jockey Club International Event annually since November 2016.

The dramatic cross-country courses, two showcase grass arenas and unique custom jumps were designed and created by top international designers. "Best ever" and "truly first class" reviews by officials, competitors and spectators.



It takes quality to create quality. Along with a top organizing and course design team, the Ocala Jockey Club ownership brings their own experience with achievements on a world class stage. Erik and Pavla Nygaard, through Thor-Bred Stables LLC as the breeding and racing division of their operations, bred the 2017 Breeders' Cup Dirt Mile Champion **Battle of Midway**. With a small broodmare band, they have also bred other Graded Stakes winners and were the 15th US top breeder in 2017 by earnings per start, and 43rd by total earnings.



BATTLE OF MIDWAY
JANUARY 30, 2014
SMART STRIKE-RIGOLETTA BY CONCERTO
BRED IN KY BY THOR-BRED STABLES, LLC

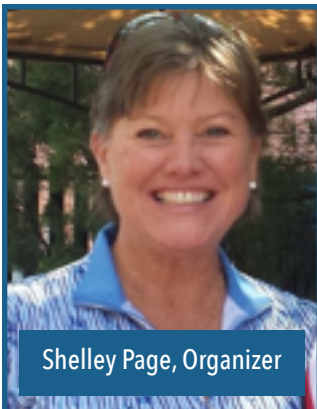


THE EVENT TEAM

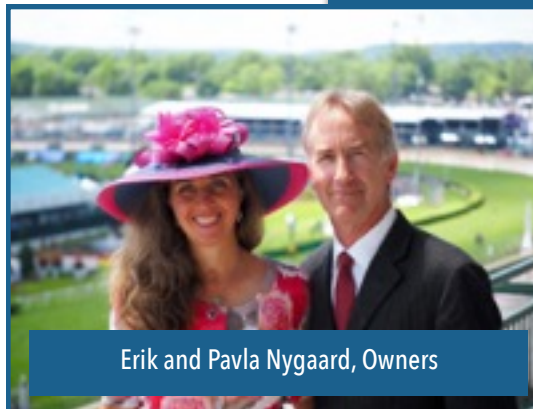
MANAGEMENT

World class experience takes world class management. The Ocala Jockey Club International 3-Day Event team draws on some of the best in the industry.

Shelley Page, as the Event Organizer, is highly respected in her role. She has organized a number of high profile events, including the 2018 American Eventing Championships and was the eventing discipline organizer at the 2018 World Equestrian Games at Tryon, North Carolina.



Shelley Page, Organizer



Erik and Pavla Nygaard, Owners



Cindy Oatman, Sponsorships



Alec Lochore, Advisor

The cross country course design and building team is second to none. The designers are Mike Etherington-Smith, the former head of British Eventing and cross country for the Sydney 2000 and Beijing 2008 Olympic Games, and Clayton Fredericks, a Silver Olympic medalist and former Canadian eventing team coach. Tyson Rementer, course builder, is well known for his chainsaw artistry and was the builder at the 2016 Rio Olympics.

Sponsorships and event partner relationships are handled by Cindy Oatman, who previously handled sponsorships for HITS with high profile events such as the \$1M Great American Grand Prix.

Alec Lochore, who acted as Event Manager for the 2012 London Olympics and Technical Director for the 2016 Rio Olympics, served as Event Director for the inaugural 2016 Event and remains a key part of the OJC organizing committee.



Course Design Team: Tyson Rementer, Clayton Fredericks and Mike Etherington-Smith

"The Ocala Jockey Club is one of the up-and-coming premier facilities for eventing in our country as well as the world! The turf as well as the world-class designers make the event special here on the East Coast.

The Clubhouse and the viewing for owners as well as spectators is top notch and something I have not seen at any venue overseas."

JENNIE BRANNIGAN

CIC₃* WINNER AT THE FORK,
GREAT MEADOW AND FAIR HILL
2017 No.1 LADY RIDER OF THE YEAR
AND No. 3 RIDER OF THE YEAR ON
THE USEA LEADERBOARD
*MARCH 2017

EXPERIENCE EXCEPTIONAL



Shannon Brinkman Photo



VIP EXPERIENCE

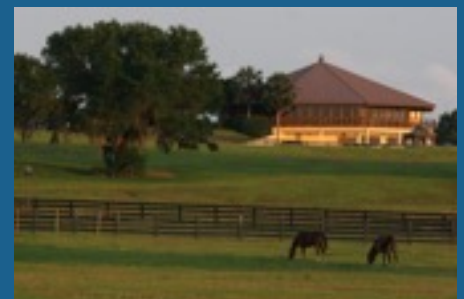
OJC CLUBHOUSE



The center of the equestrian action is the main grass arena designed by acclaimed show jumping designer Richard Jeffery. Dressage and show jumping take place in the arena. Cross-country action crosses just outside the clubhouse, into the clubhouse pond, for superb spectator experience.

The Ocala Jockey Club International 3-Day Event offers a highly unique feature with viewing opportunities from the acclaimed Ocala Jockey Club Restaurant as the premier VIP hospitality area.

The 9700 square foot OJC Clubhouse sits 200 feet above sea level, the second highest point in Central Florida. The rolling hills of the Ocala Jockey Club are reminiscent of England and Virginia, and the views from the Clubhouse allow for simultaneous viewing of 270 degrees of multiple cross-country jumping efforts from a single vantage point!



"The Ocala Jockey Club is the venue of the future. The cross country potential is limitless and there's no better place to be than Florida in November!"

LESLIE LAW

OLYMPIC INDIVIDUAL GOLD MEDALIST
AND MULTIPLE TEAM MEDALIST; MBE



Shannon Brinkman Photo

EXPERIENCE ACCLAIMED

eventingnation.com

Matt Brown & Super Socks BCF Take Ocala Jockey Club CIC3* Win + Much More

By Jenni Autry on Nov 26, 2016 8:00 pm - 2,107 views



horseydaily.com

OCALA JOCKEY CLUB HITS THE GROUND RUNNING

Click to Select a Discipline

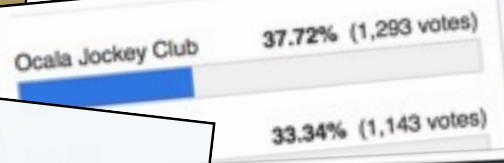
NEWS | EVENTS | SHOWTIMES

Ocala Jockey Club Hits Ground Running

POSTED ON: 11/27/2016 9:02am
 BY: Mary Phelps
 TAGS: Eventing Daily, Image Gallery

SHARE

The inaugural Ocala Jockey Club Three-Day Eventing competition in northwest Marion County, Florida, drew 116 competitors in three disciplines. Held over the Thanksgiving weekend, which was live streamed.



chronoffhorse.com

Burnett and Halliday-Sharp Close Out Ocala Jockey Club Wins

Reddick, Fla. — Nov. 27 Hannah Sue Burnett admitted her she was full of confidence heading into today's final phase...
 Lindsay Berreth / Nov 27, 2016 - 10:50 AM

My Kinda Party Stands Out At Ocala Jockey Club

Kylie Clarkson never had a one-star as a goal until the Kozumplik Murphy suggested she try for one at the...
 Lindsay Berreth / Nov 27, 2016 - 8:20 AM

81 Horses Move Forward After Final Hurdle at Ocala Jockey Club International

Reddick, Fla. - Nov. 27 Sixty-three CCI* and 18 Ocala Jockey Club International. This morning's...
 Lindsay Berreth / Nov 27, 2016 - 5:23 AM

- #### The Field
- The field consists of 22 horses ridden by 18 riders. Five riders — Burk Law, Joe Meyer, Doug Payne and Ronald Zabala-G...
 - Of the 17 riders, 15 (89% of the field) have completed...
 - Of the 22 horses, 10 (46% of the field) have completed CC14* but did not complete.
 - Five horses will be attempting their first CIC3*. Only two have not yet run an Advanced horse trials.
 - Two horses are paired up with their riders for the first time. Sara Kozumplik-Murphy after previous partner Kuchta. Leslie Law will take the reins on Charleston VI, with Lexi Scovil.



Horse Capital of the World | www.facebook.com/thefirsthorse

Hospitality on the Farm

Ocala Jockey Club

A new International Three-Day event kicks off in Ocala on Thanksgiving weekend, November 24-27. The event features top hospitality for visitors, families and businesses who want to entertain clients. Admission to the event is free and all three days offer activities and shopping in addition to the horse competition. Tailgating VIP hospitality tickets are also available at www.OJC3DE.com.

The 556-acre Ocala Jockey Club was developed as a family-oriented thoroughbred horse farm community located on the rich soil of the county. The Clubhouse is the hub for the stunning sunsets, great food, ambience and tranquil views over the farm in all directions. Owners Pavla and Erik Nygaard are building on the thoroughbred tradition of the farm and creating a world-class eventing center for international competitions, training and teaching, the November event is just one of these opportunities.

"It's important for top-level thoroughbreds to continue to train at the Ocala Jockey Club,

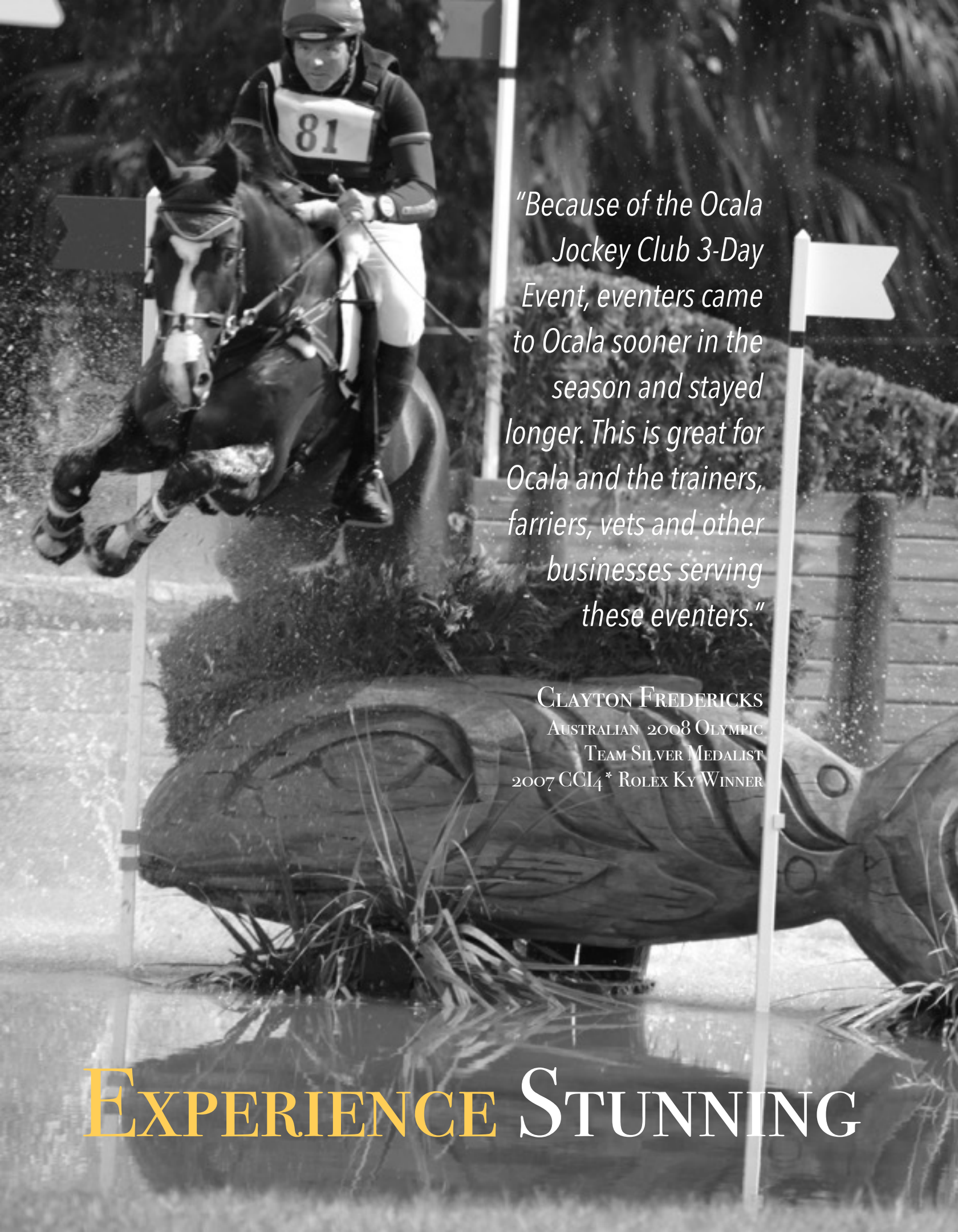


A longtime thoroughbred center in Ocala hosts one of the top-level eventing competitions in the world

By Carlos E. Medina / Correspondent A longtime thoroughbred center in Ocala hosts one of the top-level eventing competitions in the world...



...sizes and shapes of farms in Ocala in 2005," said Pavla Nygaard, who owns the farm with husband, Erik.



"Because of the Ocala Jockey Club 3-Day Event, eventers came to Ocala sooner in the season and stayed longer. This is great for Ocala and the trainers, farriers, vets and other businesses serving these eventers."

CLAYTON FREDERICKS
AUSTRALIAN 2008 OLYMPIC
TEAM SILVER MEDALIST
2007 CCI4 * ROLEX KY WINNER

EXPERIENCE STUNNING

EXPERIENCE
BEAUTY
OF THE
HORSE
AND THE
OCALA
JOCKEY
CLUB
FARM



"The OJC event has been a huge success and I am very pleased to be a part of it. I think the event can only get better each year, and with the atmosphere and the undulations in the course, it has the feel of European event. I'm sure this will quickly become one of the best events in the USA."

LIZ HALLIDAY-SHARP
2016 OCALA JOCKEY CLUB
3-DAY EVENT CCI* WINNER



EXPERIENCE WORLD CLASS

THE MISSION & THE MARKET

- Provide exposure to the Ocala Jockey Club and Marion County by running a top-tier, destination 3-Day Event experience of interest to local and out-of-area equestrian enthusiasts.
- Create a reason for a multi-day visit to Ocala to demographics with interest in Central Florida.
- Provide visitors with a positive taste for living in Ocala for the equestrian winter season or year-round
- Present a stepping stone for Ocala to the world stage of equestrian sports and 3-day eventing, attracting world class riders to the OJC 3-Day Event as a qualifier for the 2020 Olympic Games
- Attract and engage Ocala business and general audience with the equestrian industry, a significant segment of Marion County's economic impact
- Attract equestrian sport competitors' interest to own and value off-track Thoroughbreds, a benefit to Marion County and America's Thoroughbred farms, trainers and owners

AUDIENCE REACH

3,500+

Live Attendees

85,000+

Social Media Post Reach

150,000+

Earned media exposure in
printed and online media

6,000+

Engaged on Social Media

62,000+

Livestream Viewers

2000+

Room Nights

EQUESTRIAN DEMOGRAPHICS: *as per US Equestrian Federation

AFFLUENT


- Average income is \$185,000
- 38% net worth > \$500,000
- 22% own two or more homes
- 40% live on a farm; 66% of those are 10 acres or more
- Average home \$594,000

ACTIVE

- 30 nights per year in a hotel
- 43% take more than 16 airline trips per year
- 97.3% hold >1 credit card
- Own three vehicles
- 53% own a pick-up truck

DECISION-MAKERS

- 80% make purchase decisions
- 63% have traded stocks, bonds or mutual funds in the last year
- 85% are women
- 66% have college degrees



The OJC event has provided \$15,000 or more each year in prize funds to participating Thoroughbreds, to attract the use of off-track Thoroughbreds in second careers. Thoroughbred blood provides bravery and stamina needed for cross-country. Off-Track Thoroughbreds need second careers and great owners. It's win-win for both sides.

It has worked. 27% of the inaugural OJC Event were Thoroughbreds. Average was just 6.5% in two other Ocala 3-Day events.

LYNN SYMANSKY &
DONNER

OFF-TRACK THOROUGHBRED

Traveling Alternate Pair for the

2016 Rio Olympics U.S. Eventing Team

14th Individual Pair in 2018 World Equestrian Games

Winner of the 2016 OJC CIC3* Top Placed Thoroughbred Award

EXPERIENCE IMPACT

10 Reasons to Sponsor

1. Stand Out from the Crowd

Visibility and presence at a prestigious event positions you and your business as an established and trusted authority in its industry, in ways that advertising alone does not accomplish. For example, a photo of an Olympic athlete going over sponsor signage on a cross-country jump allows for memorable branding opportunities long past the event.

2. Reach Your Target Market

Whether you are marketing to riders, trainers, horse owners, local businesses or residents, out-of-town visitors or those who may one day make the Ocala area their home, they will be at the November Event. They will be seeing event marketing and publicity in the months before the event, providing ample opportunity for you to be promoted.

3. Entertain Clients and Other Groups

VIP experiences and Private Hospitality tent options on the cross-country courses give you and your business an experience of a lifetime to share with your clients, staff, family, school, or non-profit group. If a client forges new business relationships at the event, they will have you to thank for introducing them.

4. Generate Leads

A customer list is one of the most valuable assets for any business. Adding leads to that list is crucial to grow a business. People are happy to share their business cards or email addresses in exchange for a sample or chance to win a prize. Some of these leads may become your best customers in time as you invite and nurture these new relationships.

5. Network and Build Relationships

The event provides for like-minded individuals to assemble in a casual atmosphere. Horse owners and business decision-makers are in VIP areas, on the course and in the vendor village. Olympic stars are mingling in the crowds in between rides. Vendors forge relationships with other vendors. Spectators meet new friends and suppliers.

6. Build Credibility and Goodwill

Show your target market you care about an event they care about. For all the technology, social media and other efficient but impersonal ways of doing business in today's world, people still like doing business with people and businesses they know, like and trust personally. They will appreciate your being at the event and getting to know you.

7. Showcase Product and Service Trials

Do you have a product or service you would like your target market to try? You may wish to showcase an item in the competitor, VIP or spectator gift bag. A discount on your services or a special offer only available to event attendees may be advertised in the event program or in a special pre-event promotion.

8. Make Sales and Get New Business

New sales and beneficial business partnerships come from exposure and relationships formed before, during and after the event with attendees, competitors, fellow sponsors, vendors, event suppliers and live-streaming viewers. Creative activation of your sponsorship is an important part of ensuring return on your investment.

9. Get Behind Community and Causes

A destination event such as this allows for the growth and exposure of the communities this event serves: 1) Sport of Eventing, 2) Ocala equestrian and business communities, and 3) Thoroughbred racing community, via the event's focus on second careers for off-Track Thoroughbreds. When these communities grow, those serving them benefit as well.

10. Get Valued and Recognized

Be recognized for your sponsorship and your contribution to a young but dearly beloved event. Sponsors of all levels will be recognized in sponsor recognition pages in the event program, the event website and on-site sponsor boards. Extra recognition opportunities will go with options such as award presentations or sponsorships of specific event areas.



"The Ocala Jockey Club 3-Day was our first eventing sponsorship. We saw tremendous interest during and after the November Event and had a great time meeting attendees, competitors, current Ram truck owners and many future Ram customers. Phillips, the local dealer, actually sold 6 vehicles from the event. I am hooked on eventing!"

AARON CHILDRESS
RAM TRUCKS AREA MANAGER OF THE
SOUTHEAST BUSINESS CENTER

Olympian Boyd
 Martin on Santos
 in CCI2*
 at 2016 Ocala
 Jockey Club
 International
 3-Day Event



EXPERIENCE WINNING

Sponsor Recognition Packages

Title - Inquire About Pricing

Exclusive naming rights and customized "official" category sponsor branding campaign. Event title holder is recognized in the title of the event, CCI3* division award presentation and all related branding efforts. Premium marketing and signage at event, online, print and digital event marketing and social media. Customized product placement and branding efforts. Customized VIP hospitality experience for sponsor, clients and guests.



Presenting - Inquire About Pricing

(Limit - 3)

Exclusive naming and award presentation rights to the CCI3* division, CCI2* division, or CCI1* division. Premium marketing and signage at event, online, print and digital event marketing and social media. Customized branding efforts. Customized VIP hospitality experience for sponsor, clients and guests.

Platinum - \$15,000

Naming rights to the main arena during event or product placement and brand exposure at event. Table for eight in VIP area during all days of competition and for all associated special events and parties. Golf cart use during event, logo on event volunteer T-shirt, PA announcements, vendor space at event, event signage, two-page event program editorial or ad placement.

Gold - \$10,000

Naming rights to Event Entertainment Stage. Table for six in VIP area during all days of competition and for all associated special events and parties. Golf cart use during event, PA announcements, vendor space at event, event signage, full page event program advertising.

Silver - \$7,500

Space for four in VIP area during all days of competition and for all associated special events and parties. Naming rights to one competition segment, choice of: Golf Carts, Cross Country Decorations. PA announcements, vendor space at event, event signage, event program advertising, website and digital advertising, promotional item placement in competitor gift bags.

Segment Sponsor - \$5,000

Space for two for Saturday and Sunday in VIP area and tickets to associated special events and parties. Naming rights to one competition segment, choice of: Visitor Information Booth, Breakfast and Coffee in Stabling Area, Kid Zone, Volunteer T-Shirts, One Day of VIP Area catering, \$1000 Special Competition Prize (such as Top Groom Award). PA announcements, vendor space at event, event signage, full page event program advertising.

Private Corporate - \$5,000

Space for private tent up to 20x60 size in a premium cross-country location. Eight tickets to all associated special events and parties. Event signage, full page event program advertising, 40 general admission tickets for sponsor's guests.

Bronze - \$3,500

Space for two for Saturday and Sunday only in VIP area. Tickets to all associated special events and parties. PA announcements, vendor space at event, event signage, 1/2 page event program advertising.

OJC Friend - \$1,250

Space for two for Saturday only in VIP area.

All Sponsorships Include:

Event signage, event program listing, OJC3de.com website listing, social media, e-blast, 250 promotional item placement in competitor gift bags, admission to Wednesday Competitor and Sponsor Welcome Reception and Sunday Afternoon Awards Reception, event program and event general admission tickets for guests.

***A-la carte signage, event program advertising, jump sponsorships and VIP hospitality available.

EXPERIENCE SPECIAL

Ocala Jockey Club International 3-Day Event, November 14-17, 2019

Cindy Oatman, Sponsorships, Direct Line: (352) 878-4052

Shelley Page, Event Organizer, Tel: (352) 266-3970

Pavla Nygaard, Ocala Jockey Club President, Tel: (858) 764-4275

Ocala Jockey Club

8720 W. Highway 318, Reddick FL 32686

Main: (352) 591-1212, Fax: (888) 271-0467

Email: sponsorships@ocalajc.com

Event website: www.OJC3de.com

Venue website: www.OcalaJC.com