



January 1, 2017

Dear Potential Colonial Classic Sponsor:

I am writing to introduce you to the 2017 Colonial Classic Horse Show, a local champions' finals for local exhibitors. Launched in 2014, the Colonial Classic Horse Show has grown to become *a three-day event, drawing nearly 400 participants from 25 different horse show series from six Mid-Atlantic States.*

We invite your business to reach new customers

The Colonial Classic Horse Show meets the need for a finals show for local and non-AA rated exhibitors. These exhibitors, their families and fans constitute a market that rated horse show sponsors and advertisers routinely neglect. Following the Colonial Classic Horse Show, we surveyed show participants and their families and found

- 83% are likely to support an equestrian related (apparel, supplies, tack, etc.) advertiser or sponsor of the Colonial Classic Horse Show
- 89% would like to have a vendor area at the Colonial Classic Horse Show
- 55% have two or more active riders in their household
- 80% have at least five years of riding experience
- 56% own two or more horses
- 61 % own a horse trailer
- 78% have household income greater than \$50,000 per year
- 70% traveled at least 50 miles to participate in the Colonial Classic Horse Show

We invite you to be a part of the 2017 Colonial Classic as we return to the Harrisburg Farm Show Complex on Labor Day Weekend. Enclosed please find sponsorship and advertising opportunities that can put your business in front of new customers.

Please contact me directly if you need additional information. Thank you for your consideration.

Regards,

Brooke Brown

Manager, Colonial Classic Horse Show
(610) 836-2951

Visit us on the web at www.colonialclassichorseshow.com