

2021

# United States Hunter Jumper Association Virtual Annual Meeting

*Presented by Equicore*



## ABOUT USHJA

The United States Hunter Jumper Association, as the official hunter/jumper affiliate of the United States Equestrian Federation, is a competition-based sport organization that serves **over 44,000 members** through USHJA-owned Championships events, educational programs, awards and recognition, communication and rules.

We provide a wide array of programs for all hunter/jumper levels, and we are mindful of the well-being of our equine partners.

Additionally, we are committed to preserving the history of our sport and through our Foundation we support charitable and benevolent services.

**90,000 Competitive Horses within the USHJA Membership Base.**



# Opportunity Brief

**USHJA Annual Meeting goes virtual for a second year.** As with most companies USHJA has had **to continue to reinvent and exceed previous expectations** in order to serve the customer. This year Annual Meeting will be **one week**, December 4 - December 10.

Members can enjoy access to all sessions. They will get to see how rules and procedures happen live and have a chance to ask questions and interact.

This is a **unique opportunity** for sponsors. We are anticipating upwards of 200 participants providing sponsors with more exposure, **targeted opportunities**, as well as video and commercial time and an engaged social media presence.



# Sponsorship Opportunities

**USHJA PRESS RELEASE**

**Lindsay Maxwell Charitable Fund Becomes Title Sponsor of USHJA Emerging Athletes Program**


FOR IMMEDIATE RELEASE

Lexington, Ky. —Jan. 25, 2018 —The United States Hunter Jumper Association (USHJA) is pleased to announce the **Lindsay Maxwell Charitable Fund** has become the title sponsor of the USHJA Emerging Athletes Program from 2018 to 2021, which raised the participation age limit to 25 years old.

"We are delighted to have the Lindsay Maxwell Charitable Fund as the title sponsor of this important program, especially now that it has been expanded to include the 25 and under age group," said K. Lynn, USHJA executive director. "We extend special thanks to Lindsay and her team for valuing education and sport through the Emerging Athletes Program."

The USHJA Emerging Athletes Program was created for young riders to gain riding and horse management knowledge in their pursuit to become informed and experienced horsemen and women within the hunter/jumper community. Since the program's inception in 2009, EAP athletes have gone on to accomplish numerous championships in all levels of Jumping and Equitation show rings including the Show Jumping Talent Search East and West, the North American Junior and Young Rider Championships, as well as the ASPCA Maclay Finals.

Riders accepted into the EAP begin their education during the extensive five-day session. During the session, riders will receive instruction from some of the best coaches in the industry, as well as have the opportunity to compete in a variety of classes.




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ushunterjumper Calling all artists! 🎨 Our sponsor @essexclassics wants YOU to design the trim for their next show shirt! Swipe for the contest details, and good luck! 🍀

May 7

ushunterjumper




## 2020 USHJA ANNUAL MEETING SPONSORS & SPECIAL PRESENTATIONS

**Sponsors**

- CHARLES OWEN
- CWD
- EQUICORE
- ESSEX CLASSICS
- FITS
- MALVERN BANK
- PLATINUM
- SMARTPAK
- Straight Arrow
- PARLANTI
- ROOD & RIDDLE
- ROOD & RIDDLE

**Annual Meeting Special Presentations**

- GAVI NUTRITION with Natalie Gavi
- JUMP MEDIA with Jennifer Wood
- MALVERN BANK with Hillary Dobbs
- PLATINUM with Dr. Torri Maxwell DVM, MBA
- VITALE BUFORD with Jen Watts
- youiquelyfit with Athena & Debbie Casey

Event	Benefits	Investment
<b>Evening of Equestrians</b>	<ul style="list-style-type: none"> <li>• 4 All Access Passes</li> <li>• Press release announcing sponsorship</li> <li>• Name branding during the EOE videos promotional materials and event mentions. USHJA Evening of Equestrians presented by ____</li> <li>• 60-90 second commercial during the EOE</li> <li>• Name and link on all push notification event reminders to attendees</li> <li>• Social tag in all social media for the event</li> <li>• Opportunity to offer digital coupon or promotional information in attendee virtual Swag Box</li> <li>• Opportunity to include 150 items in Connect Box</li> <li>• Opportunity to include promotional materials and/or educational materials posted on the USHJA Annual Meeting Resource Page</li> <li>• Association Benefits</li> </ul>	\$5,000
<b>Patron Sponsor</b>	<ul style="list-style-type: none"> <li>• 2 All Access Passes</li> <li>• 30-60 second commercial during Rule Change meeting</li> <li>• Logo on all session waiting rooms</li> <li>• Name and link on push notification reminders to attendees</li> <li>• Social tag in all social media for the event</li> <li>• Opportunity to offer digital coupon or promotional information in attendee virtual Swag Box</li> <li>• Opportunity to include 150 items in Connect Box</li> <li>• Opportunity to include promotional materials and/or educational materials posted on the USHJA Annual Meeting Resource Page</li> </ul>	\$2,500
<b>Day Sponsor</b>	<ul style="list-style-type: none"> <li>• 1 All Access Pass</li> <li>• 30-60 second commercial during waiting room periods before each meeting</li> <li>• Logo on all session waiting rooms for the day sponsored</li> <li>• Name and link on push notification reminders to attendees for the day</li> <li>• Opportunity to offer digital coupon or promotional information in attendee virtual Swag Box</li> <li>• Opportunity to include 150 items in Connect Box</li> <li>• Opportunity to include promotional materials and/or educational materials posted on the USHJA Annual Meeting Resource Page</li> </ul>	\$1,500

Event	Benefits	Investment
Promotional Contributor	<ul style="list-style-type: none"><li>• Opportunity to include promotional materials and/or educational materials posted on the USHJA Annual Meeting Resource Page</li><li>• Opportunity to offer digital coupon or promotional information in attendee virtual Swag Box</li><li>• Opportunity to include 150 items in Connect Box</li></ul>	\$750





# 2021 “Connect Box”

- ❖ Provided to the first 100 Registrants
- ❖ Sponsor to supply promotional items
- ❖ USHJA to Mail



# 2021 “Virtual Swag”

- ❖ Provided to all Registrants estimated at 250
- ❖ Sponsor to include discount or special promotion
- ❖ USHJA to send



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# Contact

**Whitney L. Allen** | Managing Director of  
Sponsorship & Advertising

United States Hunter Jumper Association

Office: (859) 225-6707

Mobile: (859) 967-3189

[www.ushja.org](http://www.ushja.org) | [wallen@ushja.org](mailto:wallen@ushja.org)

**Jill Insko** | Sponsor Relations and  
Fulfillment Manager

United States Hunter Jumper Association

Office: (859) 225-6716

[www.ushja.org](http://www.ushja.org) | [jinsko@ushja.org](mailto:jinsko@ushja.org)

