

2023 Sponsorship Opportunities



LUDWIG'S CORNER
HORSE
SHOW
and
COUNTRY FAIR



Our Mission. . .

The mission of Ludwig's Corner Horse Show Association Foundation is to preserve the horse tradition of Chester County; host an annual Labor Day weekend horse show and country fair; maintain the show grounds as open space and make the facilities available for use for horse and dog shows, community events and activities.

LCHS is a Chester County treasure, conveniently located one hour from Harrisburg, Philadelphia and Delaware at the crossroads of Routes 100 and 401.

Members need not be horse owners or riders, or have any experience with horses. A love of tradition and the preservation of open space is all that is required.



Our History. . .

In 1943, a group of Glenmoore area farm owners agreed to host a horse show to leg horses up for the coming fox hunt season and as well as to gather neighbors and friends. The group rented the Brunner Farm at Routes 100 and Birchrun Road for \$100 for the show, which hosted 88 horses and netted a profit of \$688 which was donated to a local Boy Scout troop.

In 1948, the group purchased the 18-acre McBride farm for \$3500, which now constitutes half of the existing show ground and 150 horses competed.

Today LCHSAF owns a 33-acre parcel with three competition rings, a warm-up ring, concession buildings and storage shed. Routinely, up to 500 horses compete and up to 15,000 riders, spectators, family and friends attend the three-day Labor Day weekend show. An all-volunteer Board of Directors manages all aspects of the show and its grounds, which are available for use by the community, and provide open space for recreation and wildlife.

Board of Directors

Sara Jane Lubrano,
President

Barbara Van Horn,
Vice President

Barbara Mako,
Treasurer

Kelly McEvoy-Cocke,
Secretary

Steve Bazil

George Cooney

George Dulchinos

Bill Gondy

Wayne Grafton

John Jacobs

Amy Thompson

Kyle Wherrity

Ed Bacon,
ex officio

Lynne Cooksey,
ex officio

Judy Rosato,
ex officio

Dunwoody Zook,
ex officio

Dear Prospective 2023 Sponsor,

Thank you for your interest in supporting the Ludwig's Corner Horse Show and Foundation in 2023. This year we are celebrating our 80th anniversary!

For area businesses, the Horse Show and Country Fair provides access to a high-end consumer-oriented market; for individuals, supporting the show is an opportunity for you to be part of a cherished Chester County tradition.

LCHSAF offers access to an upper tier group of consumers with a history of supporting sponsor businesses. Our sponsor benefits packages can be customized to meet specific marketing plans to help maximize your business's reach. Over the 3-day Labor Day weekend we expect over 10,000 visitors, weather permitting.

Riders, trainers, and spectators represent a natural market for high-quality products and services. This sector is well-educated with disposable income and time to spend pursuing hobbies. The United States Equestrian Federation's recent research attests to the buying power and influence of horse enthusiasts, of whom 66% have college degrees, 33% post-graduate education, and 80% make or influence purchasing decisions at work. The majority of equestrians are between 34 and 54 years of age, with an average income of \$185,000. Over 38% possess a net worth of over \$500,000.

Over 2,500 copies of a four-color, 48-page souvenir program are printed and distributed annually to exhibitors, trainers, and spectators at the show. The programs are read page-by-page and often kept as mementos for years. Sponsor banners with business names posted in the main ring are visible to all who enter the show grounds throughout the weekend. Announcements over the loudspeaker are audible throughout the grounds, while our social media posts reach thousands.

Proceeds from our show benefit the preservation of the showgrounds as open space for community events as well as the ongoing maintenance of the horse show rings and buildings. Proceeds also support the Ludwig's Corner Fire Company and the good work it does for this community.

Our 80th Anniversary is an important milestone for the Ludwig's Corner Horse Show and Foundation. We look forward to you being a part of it!

Sincerely,

The Sponsorship Committee
www.ludwigshorseshow.com



Thank you to 2022 Show Sponsors

PLATINUM GRAND CHAMPION MEDAL

Dr. and Mrs. Donald Rosato

SILVER MEDAL

Bentley Systems ♦ Triple Crown Nutrition

BRONZE LEVEL

Jeff D'Ambrosio Auto Group ♦ A.J. Blosenski Trash and Recycling, Inc. ♦ Fairfield Inn by Marriot
Goshen Hill Farm ♦ Lexus of Chester Springs ♦ Metropolitan Communications, Inc
Precise Buildings, LLC ♦ The Quaker City Foundation ♦ Somerset Nursery
Stoltzfus RV &; Marine ♦ Tito's Vodka

BLUE RIBBON

Dover Saddlery ♦ Saratoga Horseworks Ltd ♦ Steve and Gale Bazil
Blue Bridle Insurance ♦ Chester and Associates ♦ Eden Valley Farm, LLC
John and Maria Jacobs ♦ Littles of Pottstown ♦ Revival Pizza Pub ♦ Barbara Van Horn

T-SHIRT SPONSOR

Tri-Country Toyota

FENCE DONOR

James A. Cochrane, Inc ♦ Kingsview Partners ♦ Malvern Bank
Pickering Valley Farm and Feed ♦ Charles Spackman ♦ Unionville Equine

ROUTE 100 BUSINESS BANNER SPONSORS

California Closets ♦ Griffiths Construction

HILLSIDE BOXES

Steve and Gale Bazil ♦ The Berry Family ♦ A.J. Blosenski ♦ The Braendel Family
James A. Cochrane, Inc ♦ Mel and Lynne Cooksey ♦ Jeff D'Ambrosio Auto Group
Dover Saddlery ♦ George and Thomaseth Dulchinos ♦ John and Maria Jacobs ♦ Kathleen LaFrana
Ludwig's Corner Fire Company ♦ Lane Ice ♦ Oak & Maple Equestrian, LLC
Lynne Pennypacker ♦ The Rosato Family ♦ Mike Schneider ♦ Sara Shick
Simple Smart Solutions ♦ Sunny And Alice Waters ♦ Barbara Van Horn

DIVISION DONOR

Kingsview Partners ♦ Oak & Maple Equestrian LLC ♦ Likit
Pennsylvania Horse Shows Association

FRIENDS OF THE SHOW

Adam Rogers ♦ Lisa Demars ♦ Kathleen Ewell ♦ Arthur Ewell
Gary and Donna Holowis ♦ Honeybrook Golf Club ♦ Stock Illoway ♦ Jim and Joan Moore
Patricia O'Shea ♦ Chris and Joanne Terebesi ♦ WSFS

Sponsorship Levels & Benefits

GRAND CHAMPION \$15,000

- ♦ Naming Rights (tbd)
- ♦ 12 Sponsor Ribbons
- ♦ 12 Sponsor Weekend Parking Passes
- ♦ 50 General Admission Daily Parking Passes
- ♦ Hand-Out Marketing Materials
- ♦ Full-Page Color Program Advertisement in Prime Location
- ♦ Name on Entrance Banner
- ♦ 4 x 4 Banner on Main Ring
- ♦ Jump in Main Ring with Corporate or Family Name (sponsor to provide the jump)
- ♦ 15 Public Announcements throughout Show (5 per day)
- ♦ Daily Trophy Presentation
- ♦ 12 tickets to Sunday Event in Sponsor Tent with Reserved Table.
- ♦ Shaded Hillside Tent at Ring 1

PLATINUM MEDAL \$10,000

- ♦ 10 Sponsor Ribbons
- ♦ 5 Sponsor Weekend Parking Passes
- ♦ 5 General Admission Daily Parking Passes
- ♦ Hand-Out Marketing Materials
- ♦ Full-Page Color Program Advertisement in Premium Location
- ♦ Name on Entrance Banner
- ♦ 4 x 4 Banner on Main Ring
- ♦ Jump in Main Ring with Corporate or Family Name (sponsor to provide the jump)
- ♦ 15 Public Announcements throughout the Show (5 per day)
- ♦ Daily Trophy Presentation
- ♦ 10 tickets to Sunday Event in Sponsor Tent with Reserved Table
- ♦ Shaded Hillside Tent at Ring 1



Sponsorship Levels & Benefits

GOLD MEDAL \$7,500

- ◆ 8 Sponsor Ribbons
- ◆ 4 Sponsor Weekend Parking Passes
- ◆ 4 General Admission Daily Parking Passes
- ◆ Hand-Out Marketing Materials
- ◆ Full-Page Color Program Advertisement
- ◆ Name on Entrance Banner
- ◆ 4 x 4 Banner on Main Ring
- ◆ Jump in Main Ring with Corporate or Family Name (sponsor to provide the jump)
- ◆ 9 Public Announcements throughout the Show (3 per day)
- ◆ Trophy Presentation
- ◆ 8 tickets to Sunday Event in Sponsor Tent
- ◆ Shaded Hillside Tent at Ring 1

SILVER MEDAL \$5,000

- ◆ 6 Sponsor Ribbons
- ◆ 3 Sponsor Weekend Parking Passes
- ◆ 3 General Admission Daily Parking Passes
- ◆ Hand-Out Marketing Materials
- ◆ Half-Page Color Program Advertisement
- ◆ Name on Entrance Banner
- ◆ 4 x 4 Banner on Main Ring
- ◆ 6 Public Announcements throughout the Show (2 per day)
- ◆ Trophy Presentation
- ◆ 6 tickets to Sunday Event in Sponsor Tent

BRONZE MEDAL \$2,500

- ◆ 4 Sponsor Ribbons
- ◆ 2 Sponsor Weekend Parking Passes
- ◆ 2 General Admission Daily Parking Passes
- ◆ Hand-Out Marketing Materials
- ◆ Half-Page B&W Program Advertisement
- ◆ Name on Entrance Banner
- ◆ 4 x 4 Banner on Main Ring
- ◆ 6 Public Announcements throughout the Show (2 per day)
- ◆ Trophy Presentation
- ◆ 4 tickets to Sunday Event in Sponsor Tent

BLUE RIBBON \$1,000

- ◆ 2 Sponsor Ribbons
- ◆ 1 Sponsor Weekend Parking Passes
- ◆ 1 General Admission Daily Parking Passes
- ◆ Hand-Out Marketing Materials
- ◆ One-Eight Page B&W Program Advertisement
- ◆ Name on Entrance Banner
- ◆ 4 x 4 Banner on Main Ring
- ◆ 6 Public Announcements throughout the Show (2 per day)
- ◆ Trophy Presentation
- ◆ 2 tickets to Sunday Event in Sponsor Tent



Events In The Sponsor Tent

Sunday Night in the Sponsor Tent

Dinner, Auction and music from 5:00 – 7:00 PM

Bar opens at 4:00 PM

Special Event in the Rosato Oval beginning at 7:00 PM

Catering by Suburban Restaurant and Beer Garden

Business Advertising on Route 100

For the entire month of September, your business can advertise on our highly visible Route 100 fence line. On average, approximately 12,000 cars travel this section of Route 100 daily. All banners will be hung prior to September 1, 2023. Use your branded 3' x 4' (h x w) banner or we will have one printed for you using blue block lettering on a white background (up to 3 lines).

- ♦ 3' x 4' banner – (h x w): Up to 3 lines of type \$2,000

Place your business banner starting in July or August for an additional \$500 per month.

Place your business banner starting in July or August for even more visibility:

- ♦ 2 months: 2' x 4' banner \$2500; 4' x 4' banner \$3000
- ♦ 3 months: 2' x 4' banner \$3000; 4' x 4' banner \$3500

Place your Business Banner in Ring 2 or Ring 3.

Provide your own branded vinyl banner to hang in Rings 2 or 3 during our 3 day show.

Banner size: up to 3' x 8' (h x w) and must have grommets for hanging.

Please arrange to have your banner at the show grounds the Thursday before the show and picked up after the show.

- ♦ Ring 2 or 3 branded banners during the show \$400





Donor Levels & Benefits

Shaded Hillside Boxes

Main Ring \$650

- ◆ 10 x 10 tent installed overlooking Ring 1
- ◆ Table with 6 chairs
- ◆ 6 Boxholder Ribbons
- ◆ 2 tickets to the Sunday Dinner

Shaded Hillside Boxes Ring Two

Per Day \$200 Weekend Rate \$500

- ◆ 10 x 10 tent installed overlooking Ring 2
- ◆ Table with 6 chairs

Fence Donor \$600

- ◆ 2 x 4 Fence Banner in Ring 1 (main ring)
- ◆ 2 General Admission Daily Parking Passes

Division Donor \$400

- ◆ Name in prize list and program
- ◆ 3 General Admission Daily Parking Passes.

Friend Of The Show Donor

\$200 - \$399

- ◆ 3 General Admission Daily Parking Passes



Commemorative Gifts for 2022

Honor your loved one, pet, or organization with the following options:

Fence Plaque Opportunity

Brass Plaque with Engraved Name permanently mounted on Schooling Ring Fence

- ♦ 3 x 10" - \$5000
- ♦ 2 x 8" - \$1000
- ♦ 1.5 x 7" - \$500
- ♦ 1 x 5" - \$200

Little Leaf Linden Trees

Includes a 4.6" x 6" plaque (imprinting up to 100 letters). Trees are planted along the main entrance to the show grounds.

Your \$500 donation allows your plaque to be displayed in perpetuity

Ringside Course Cabinets

These beautiful cedar cabinets are set on footers at the in-gate entrance to all 4 rings. Includes a glass case and 4.6" x 6" plaque.

Your \$2000 donation allows your plaque to be displayed for 5 years.

Stone Mounting Block

Permanent mounting blocks made of beautiful layered field stone with 3 steps. includes a 4.6" x 6" plaque.

Your \$3000 donation allows your plaque to be displayed for 5 years.

Western Mounting Block

Permanent mounting blocks made of beautiful layered field stone with 3 steps. includes a 4.6" x 6" plaque.

Your 2500 donation allows your plaque to be displayed for 5 years.



www.ludwigshorshow.com

Souvenir Show Program

2,500 souvenir programs are printed each year. Programs contain relevant information as well as past champions and adverts from local businesses and sponsors. Many visitors review it page-by-page and keep it as a memento for years to come. The on-line publication on our social media platforms has been seen by over 9000 people.



2023 Show Beneficiaries

Proceeds from the Ludwig's Corner Horse Show benefit the Ludwig's Corner Fire Company and its mission to respond to local emergencies, fires, and automobile accidents.

The LCHS grounds are an additional beneficiary. Maintenance and improvements are continual so that area organizations such as horse shows, dog shows, youth teams, corporate and family outings can use the facilities and grounds. Preserving our 33 acres as open space in a rapidly-developing part of Chester County is our priority.



All photos courtesy of Ed Bacon, Lynne Cooksey, Alyssa Murphree

www.ludwigshorshow.com



LCHSAF

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