



## Professional Riders Organization

3200 Savannah Place • Vero Beach, FL 32963  
(772) 633-6129 • info@professionalriders.org  
www.professionalriders.org

## Partnership Opportunities

PRO Tour Series • Eventing Radio Show • PRO Tour Radio • Faces of Eventing

*...to provide leadership to the eventing community by promoting sustainable world-class competitive experiences, education, and professional development...*



**PRO TOUR SERIES &  
PRO TOUR RADIO**



**DERBYCROSS**



**EVENTING RADIO SHOW**



**FACES OF EVENTING**



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### *The PROFESSIONAL RIDERS ORGANIZATION...*

has demonstrated its vision for the sport by working with organizers of destination events to bring the excitement of renowned international competitions to US riders, spectators, owners, sponsors and the media. PRO's membership is made up of

professional and up and coming riders who choose to make a difference and contribute to the growth of the sport. PRO members mentor up and coming riders and reach out to the thousands of competitive riders in the United States by offering educational and competitive formats that bring people together.

**Founded by Professional Three-Day Event Riders to Promote the Triathlon of Horse Sports**

### *Numerous OPPORTUNITIES... THREE DAY EVENTING...*

- /// The PRO Tour Series**
- /// PRO Tour Radio**
- /// PRO DerbyCross**
- /// PRO Super Clinics**
- /// Junior/Young Rider Scholarship**
- /// PRO Leaderboards**
- /// PRO Blog**
- /// Eventing Radio Show**
- /// Faces of Eventing**

is the triathlon of equestrian sports and features three phases of competition: dressage, cross-country and show jumping. With its roots in the cavalry eventing has grown into an internationally-recognized sport drawing both professionals and amateurs alike.

An Olympic sport since 1912, it is one of the few sports where women and men compete as equals. Eventing evaluates the precision, elegance and obedience a horse displays under its rider's direction, while also testing courage, stamina and versatility. Eventing is considered the most complete test of horsemanship on the part of horse and rider.

### *PREMIUM DEMOGRAPHIC*

**/// 27 million** active participants in Equestrian Sports with 85% of competitors being women.

**///** Participants, owners and spectators are passionate about their sport and loyal to the brands that support it. Alignment with these valuable, affluent individuals are a premium demographic market segment.

### *EXPONENTIAL GROWTH*

**///** The Professional Riders Organization has had a **600% increase** in unique website visitors in the past 18 months.

**///** Social Media growth is trending in the same direction with over **48,000 views** of newly produced PRO TOUR videos.

**As a sponsor of PRO you are putting your company and products at the forefront of this historic sport, at world-class venues surrounded by in a fully controlled setting that exemplifies the best that this sport and its athletes have to offer.**



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## The PRO TOUR SERIES...

offers an exceptional opportunity to get involved in a growing sport for companies that are focusing their brand on lifestyle events and want to develop strong relationships with affluent customers.

Held at the Advanced and Three-Star levels throughout the United States and Canada.

## SPONSORSHIP PACKAGES... VENUES...

All sponsorship package benefits are customized to meet the expectations and budgets of companies large and small with high visibility and quality branding at prestigious North American events.

- /// TOUR TITLE SPONSOR
- /// TOUR PRESENTING SPONSOR
- /// MEDIA PARTNER SPONSOR
- /// PRODUCT SPONSOR
- /// FEATURE CLASS SPONSOR
- /// LEADERBOARD SPONSOR
- /// CORPORATE MARQUEE & HOSPITALITY

- Red Hills International Horse Trials** • Tallahassee, FL
- Southern Pines Advanced Horse Trials** • Raeford, NC
- The Fork International Horse Trials** • Norwood, NC
- Jersey Fresh International Three-Day Event** • Allentown, NJ
- Chattahoochee Hills International** • Fairburn, GA
- Bromont International Three-Day Event** • Bromont, Quebec
- The Event at Rebecca Farm** • Kalispell, MT
- Millbrook Horse Trials** • Millbrook, NY
- Plantation Field International** • Unionville, PA
- Aspen Farms Horse Trials** • Yelm, WA
- The Event at Woodside** • Woodside, CA
- Dansko Fair Hill International** • Elkton, MD
- Galway Downs International Three-Day Event** • Temecula, CA

## PRO TOUR RADIO...

is a developing program that broadcasts live audio stream from the nation's most prestigious three-day events. Shows include live commentary and real-time reporting with some of the world's most renowned players and experts in the sport, as well as interviews with competitors, owners, grooms, and other key individuals.

## OPPORTUNITIES...

- /// PRESENTING SPONSOR
- /// EXPERT COMMENTATOR SPONSOR
- /// SHOW SPONSOR
- /// IN-STREAM ADS

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### The EVENTING RADIO SHOW...

is a weekly online radio show (podcast) that brings you the finest in news & interviews about the sport and community of three-day eventing. Hosted by equestrian journalist Samantha Clarke and Jessica Montgomery, the show examines and discusses the issues, events, and players with a rotating panel of experts. Each new episode is published Thursdays and typically runs from 30 to 60 minutes in length.

<http://eventingradio.horseradionetwork.com/>



### PACKAGES...

#### /// PACKAGE A - Weekly Ads • \$150

- 30 second audio "commercial" - taped by phone by Horse Radio Network and inserted in each show OR
- 1-2 minute interview on "product of the week".
- Company logo is hot linked/banner ad on the Eventing Radio Show website & the Eventing Radio Show page of Facebook
- Advertisers will also be pushed on PRO's social media while promoting weekly episodes.

#### /// PACKAGE C - Presenting Sponsor of a Serial Show • \$1,000

- Exclusive rights to be the Presenting Sponsor of a single serial series throughout the year.
- Serials run through the course of one year following a specific topic for a total of 8 episodes.
- 2014 Serial Concepts - Mustang Makeover Challenge; Thoroughbred Retraining; Sporthorse Breeders; The Total Horse (New technologies, therapies, nutrition).
- 30 second audio "commercial" - taped by phone by Horse Radio Network and inserted in each show OR
- 1-2 minute interview on "product of the week".
- Presenting Sponsors are given a 10-15 minute guest spot on one show - interviewed by the hosts.
- Company logo is hot linked on the Eventing Radio Show website & the Eventing Radio Show page of Facebook
- Advertisers will also be pushed on PRO's social media while promoting weekly episodes.

### PERFORMANCE

/// April 2013 set a show record for most unique listeners with 15,989

/// 20% increase in listeners since Q1 of 2012

/// International listeners from 27 countries

#### /// PACKAGE B - Presenting Sponsor of the Guest Host Serial Show • \$1,200

- Exclusive rights to be the Presenting Sponsor of the Guest Host serial show throughout the year.
- The Guest Host Show will run once per month for a total of 12 episodes.
- 30 second audio "commercial" - taped by phone by Horse Radio Network and inserted in each show OR
- 1-2 minute interview on "product of the week".
- Presenting Sponsors are given a 10-15 minute guest spot on one show - interviewed by the hosts.
- Company logo is hot linked/banner ad on the Eventing Radio Show website & the Eventing Radio Show page of Facebook
- Advertisers will also be pushed on PRO's social media while promoting weekly episodes.

#### /// PACKAGE D - Presenting Sponsor of Training Tips • \$1,800

- Exclusive rights to be the Presenting Sponsor of weekly Training Tips.
- Training Tips will be an educational segment 3 to 5 minutes in length geared toward riders of all levels. Top professionals will offer training and horsemanship tips in a Q & A format.
- 30 second audio "commercial" - taped by phone by Horse Radio Network and inserted in each show OR
- 1-2 minute interview on "product of the week".
- Presenting Sponsors are given a 10-15 minute guest spot on one show - interviewed by the hosts.
- Company logo is hot linked on the Eventing Radio Show website & the Eventing Radio Show page of Facebook
- Advertisers will also be pushed on PRO's social media while promoting weekly episodes.

EVENTING RADIO SHOW



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## FACES OF EVENTING...

is a developing video series published once a month on the PRO blog, website, and social media. It aims to promote the sport and community by highlighting notable stories and characters from all aspects including riders, owners, grooms, vets, farriers, volunteers, officials, judges, land owners, event organizers, sponsors, governance individuals, and more.

Each piece will broadcast on the web in high definition with average run-times of 3 to 5 minutes.

## FEATURED PERSONALITIES...

- /// Jennie Brannigan  
*International Level Rider*
- /// Lillian Heard  
*International Level Rider*
- /// Lindsey Taylor  
*Professional Groom*
- /// Rowdie Adams  
*International Level Rider*
- /// Andy Griffiths  
*Official*
- /// Caitlin Silliman  
*International Level Rider*

## PACKAGES...

- /// PRESENTING SPONSOR
- /// CUSTOM INTERVIEWS
- /// POST-ROLL ADS

## More info...

We are ready to work with you to create the advertising or sponsorship package that will best suit your needs so give us a call or email for more information!

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