



# Sponsor Opportunities for Two World Class Weeks of Jumping



501(c)(3)  
Nonprofit  
Certified

*Silver Oak Jumper Tournament: 8/14-8/19 • Summer Showcase: 8/21-8/26*





# Two Great Weeks

Silver Oak Jumper Tournament: 8/14-8/19 • Summer Showcase: 8/21-8/26

## Why Become a Sponsor

We have numerous sponsors from equestrian companies such as EquiFit, Farm Vet and Platinum horse supplements. We have every major saddle manufacturer, to top Corporate sponsors like Agero, the country's leading telematics and road side assistance company, or Lumber Liquidators, or Sam Adams Beer to Herb Chambers New England's leading vehicle dealer.

Check our track record as our sponsors return every year as we work diligently to ensure our sponsors receive the best value. As one of the only televised Show Jumping events filmed and produced by NESN (New England Sports Network), we reach more than five million homes with our outstanding TV coverage. We also feature thousands of spectators and VIPs who enjoy a white-linen gourmet luncheon served ringside in the VIP tent on Sunday August 19th, this year. It's a spectacular client entertainment experience.

We are one of a very few top sporting events that is itself a recognized 501c3 Charity supporting dog and horse rescue programs such as Danny & Ron's Dog Rescue and The Omega Horse rescue fund. So, your sponsorship contributions are entirely tax deductible.

## Top Reasons to let us promote your Company and Brand

1. Demographics, 42% of Equestrians have a net worth far in excess of \$500,000.00, 22% own multiple homes, 94% own multiple dogs and pets beyond their horses, and on average Show Jumper's spend more than fifty nights in hotels.
2. The Silver Oak Jumper Tournament is rated consistently as one of the top sporting events in North America attracting a massive TV audience, thousands of spectators and a highly affluent group of VIPs'.
3. Our 501c3 status makes your contribution entirely tax deductible and you promote your organization knowing your helping dogs and horses who desperately need our help.
4. Our attention to detail, quality, hospitality, facilities, and top sport attract the world's top riders and horses every year ensuring World Class Competition, media coverage, and a thrilling client entertainment experience like no other. Horses and athletes, including many Olympians arrive each year from all over North America, Europe and South America.
5. Located just 28 miles South of Boston Fieldstone Show Park, our permanent home affords viewing with spectacular comfort, tenting, award winning catering and wholesome family entertainment.



Presented by the Fieldstone Show Park

**Week I**  
August 15-19

**Week II**  
August 21-26





# Presented by Fieldstone Show Park

## We make your participation affordable and rewarding

We have numerous sponsorship levels with services including:

- Press Releases, (we have a database of some 28,000 affluent equestrians) and much of the National Equestrian media as well as the major Boston sources from radio to TV and print.
- Fence line banners and flags, adorn the completion fence lines ensuring maximum brand amplification. All sponsors present awards for classes competed for with naming rights applied to their sponsored class and we send high quality digital photography to commemorate those presentations.
- Our social media platforms and website reach many thousands of active enthusiasts every month. It's not a single week effort but a year long carefully managed program.
- Custom Jumps can be built ensuring your TV and spectator visibility in unique and creative ways.
- VIP Hospitality, entertain your clients, executives, staffs ringside with a world class meal complete with white linen service, wine, beer, and extraordinary food prepared by the world class chefs at Alden Park. Your table of ten guests is elevated on a four-foot berm and covered by a 350-foot-long high peaked tent ensuring everyone's comfort and optimal viewing. You will literally feel the ground shake as these world class equine athletes navigate Olympic level courses before your very eyes.
- A massive digital scoreboard complete with HD video replay capability some twenty feet by 15 feet elevated is there to play camera ready artwork, TV ready commercials and artwork ensuring your brands visibility for thousands to witness live and millions to catch a glimpse of due to the TV coverage.
- Numerous public-address announcements will go out property wide over a two-week period of time, in fact multiple times daily. Your voice overs are narrated by top broad cast professionals with decades of experience and the voices to make them special.

**Contact us to begin exploring the unique ways we can promote your company, product, and brand.**

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“ I couldn't be happier. What an incredible show! This was exactly the market we want to reach and the Silver Oak Jumper Tournament gave us a chance to meet those folks up close and personal, in a beautiful setting in Halifax, MA. From a marketing perspective, I can't think of a better venue to showcase our different lines of fine automobiles. Will we be back next year? You bet we will. ”

**Jeff Davis**

General Manager  
The Herb Chambers Companies  
Official Automobile and Truck Sponsor



“ Wow! What a great production! We were delighted with the marketing value we received. With banners all across the show grounds, numerous public address announcements and a fabulous champagne luncheon for our top clients on the day of the event, I don't think we could have found a better promotion value anywhere. ”

**Dave Ferrick**

President and CEO of Agero Cor



“ It's great. It's amazing. There are not many places like this in the entire world. It's my favorite horse show in North America. ”

**Olaf Petersen Jr.**

World Renowned Course Designer



“ It's great, I wish there were more shows in America like this one. They have spectators and they have fabulous footing. You know, we don't get to jump on grass very much anymore. It's really just a pleasure to be here. I wish they had more weeks at this facility. I attend both weeks every year.

It's beautiful. It's really an amazing venue, We're really lucky to be here we have been all five years and I have never seen sponsors cared for and promoted so prominently as here, and I've shown all over the world to include the Olympics. Silver Oak does right by their sponsors. ”

**Kevin Babington**

Irish Olympian



“ Silver Oak is my favorite horse show, the quality, the awards spectacle, the hospitality, the very best course designers, the pure love of the sport motive that makes itself visible in everything they do for us. Top all that off with the TV coverage and the charitable contributions and how can you not love this organization. Beyond that I love the way they care for their sponsors and the mutual effort made by those sponsoring organizations that make it possible. ”

**Candice King**

Grand Prix and World Cup Athlete



# A word from our sponsors...



“ Silver Oak has such grace, hospitality, heart and such world class competition. There isn't another event like it. I have been the presenting sponsor from the beginning. I know how hard Jeff works to ensure we get value. The TV Coverage is amazing the production is a spectacle. Most importantly their charitable focus has done so much for horses and dogs who so desperately need our help. ”

**Victoria McCullough**  
Owner Chesapeake Petroleum



“ Nobody and I mean nobody works so hard to promote our Brand and we sponsor events all across North America but Jeff and Fieldstone Show Park simply give you more for your dollar than any event anywhere in the world. ”

**Cynthia Brewster Keating**  
VP Sales GGT Footing



“ I am so proud of our association with both events. The charitable benefit just warms my heart. That said the production value for us is like nothing else we have ever seen. Silver Oak helps us meet our sales and client objectives it's that simple. ”

**Carol Coleman**  
President Stud Tree



“ I protect the Equifit brand in everything we do. We only associate our company with the highest quality partners. The SOJT is one of those 1st tier companies we are proud to sponsor. Further it's our clientele, it's the best and the most dedicated athletes in our sport participating. As a competitor myself it's my favorite show. I highly recommend this event as a highest quality, highest visibility event, there are precious few like it. ”

**Alexandra Cherubini**  
President & CEO  
Equifit



“ Simply a quality effort from beginning to end, highly visible, big crowds, TV coverage, more impressive yet it's done for the love of the sport and help badly needed for so many animals their charity benefits. ”

**Nona Garson**  
Olympian



“ The Summer Showcase and Silver Oak are unique products. Fieldstone is a special place, gracious in a way few shows manage. They work very hard for their sponsors and as a top athlete I know how I value mine and I admire the job Silver Oak does for their sponsors it's a big part of what makes this a show at the very top of our sport. I love the TV coverage the enormous crowds, and I love that it's a legitimate charity with all the from the heart motives that entails. ”

**Schuyler Riley**  
Grand Prix Athlete