



GEORGIA INTERNATIONAL

HORSE PARK™



Connecting To Your Market

WITH SPONSORSHIP MARKETING

# The Georgia International Horse Park



## GROOMED FOR GREATNESS

The Georgia International Horse Park has been groomed for greatness from the beginning. Since opening its gates in September of 1995, the GIHP has already served as the equestrian venue for the largest sporting event in the world: The 1996 Centennial Olympic Games. The park was the setting for all equestrian events, first ever mountain biking event, as well as the final two events of the modern pentathlon.

Today, the tradition continues as the GIHP plays host to a remarkable variety of special events: equestrian competitions, festivals, concerts, wedding receptions, family reunions and sports competitions, as well as corporate events. The park's sprawling 1,400 acres can accommodate events of all shapes and sizes. An estimated 500,000 people visit the Horse Park annually.

# The Venue



The Grand Prix Stadium and Plaza  
Charles C. Walker Covered Arena  
Auxiliary Arenas  
The Stable Complex  
The Glen  
Steeplechase  
Bald Rock Meadows  
The Carriage Room  
The Legacy Room  
The Tack Room  
Picnic Pavilion  
Exhibition Center  
The Courtyard

The Georgia International Horse Park works closely with the Conyers Convention and Visitors Bureau to promote the facility and events. Partner marketing programs from both entities are professionally managed and include print media, personal promotions, social media and digital communications and programs.

# Events & Attractions



## Recreation Facilities

Mountain Bike Trails  
Horse Back Riding Trails  
Big Haynes Creek Nature Center  
Cherokee Run Golf Club  
Arboretum

## Equestrian Events

Hunter/Jumper Shows  
Breed Shows  
Local Horse Shows  
Interscholastic Competition  
Dressage and Combined Training  
Schooling Shows  
Rodeos

## Other Events

Festivals  
Concerts  
Trade Shows  
Dog Shows  
Alpaca Shows  
Cross Country and 5K Races  
Obstacle Course Races and Ultra Marathons

# Annual Event



The Georgia International Horse Park hosts the Conyers Cherry Blossom Festival each Spring, now in its 40<sup>th</sup> year. This is an award-winning festival, attracting an average of 20,000 in attendance annually.

The Conyers Cherry Blossom Festival originated as a way to encourage cultural understanding and friendship through international music, dance, games, food and crafts. The festival offers multiple stages for continuous entertainment, over 300 booths consisting of art and craft vendors, various children's activities and civic and nonprofit organizations.

The Georgia International Horse Park is located at 1996 Centennial Olympic Parkway, Conyers, Georgia. It is conveniently situated in the central region of the state, just 25 miles east of Atlanta.



# Reach & Connectivity

Reach a variety of audiences through multiple avenues as the Georgia International Horse Park welcomes visitors and participants throughout the year. Connect with your target market through various marketing outlets including:

- Website Banners and Links
- Social Media Mentions and Posts
- Exposure on Digital Marquee
- Venue Signage
- E Newsletter Promotion

The Georgia International Horse Park can customize your sponsorship marketing campaign to meet your budget and goals.

# Gold Sponsorship

## GOLD SPONSORSHIP

\$25,000 per year

- Exclusive Endorsement in product category
- Gold Sponsor Award Naming Rights for Building, Arena or Pavilion
- Signage displayed on structure
- Banner ad and link on website 240 X 240 pixel
- Banner ad and link on Facebook
- Press Release announcing sponsorship
- 4 (3' X 8') banners on site for events (provided by sponsor)
- Logo and link on Facebook
- Logo Presentation on Entrance Marquis
- Social Media promotions 12 X per year
- E Newsletter Banner Ad
- E newsletter Sponsor Logo & Link
- E Newsletter Advertorial 2 X per year
- Sponsor logo inclusion on Sponsor Page
- Appreciation Plaque presented to Sponsor by Mayor and Director
- Appreciation Plaque displayed in Administrative Office



# Silver Sponsorship

## SILVER SPONSORSHIP

\$15,000 per year

- Banner Ad and link on Website 240 x 240 pixel
- Banner Ad and link on Facebook
- E-Newsletter logo & link
- E-Newsletter Advertorial 1 x per year
- Listing on Website as Sponsor
- Logo inclusion with link in E-Newsletters
- Press Announcements on Sponsorship
- Sponsor Logo inclusion on Sponsor Page
- Naming Rights to one of the following: Outer Arenas, Pavilions or Meeting Rooms
- Signage displayed on Named Structure
- References to Named Structure inclusive of Sponsor Name (e.g. Land Rover Arena)
- Social media promotions 4 x per year
- Two banners on site for events (3'x8') (provided by sponsor)
- Listing on Appreciation Plaque



# Bronze Sponsorship

## BRONZE SPONSORSHIP

\$5,000 per year

- Logo and link on website 240 x 240 pixel for one year
- Logo and link on Facebook
- Logo inclusion and link in sponsor section of Quarterly E-Newsletter
- Listing on website as Sponsor
- Social Media Promotion 1x per year
- Logo and link in E-newsletter
- Press Announcement on Sponsorship
- Listing on Group Banner on site for events (3'x6')



# Medalist Sponsorship

## MEDALIST SPONSORSHIP

\$2,500 per year

- Logo and link on website as Medalist Sponsor
- Logo and link in Quarterly E-Newsletters as Medalist Sponsor
- Press Announcement of Sponsorship
- Listing on Group Banner for events (3' x 6')



# Supporting Community Partner

## Supporting Community Partner

\$500 per year

- Website listing as Supporting Community Partner
- Social Media listing as a Supporting Community Partner
- Group Press Announcement of Community Partnership Participation





GEORGIA INTERNATIONAL

**HORSE PARK™**

Thank you for your interest in the Georgia International Horse Park. Please contact us today to discuss the variety of sponsorship opportunities. Our unique setting provides you with the ability to align your company with sporting events, equestrian competitions, festivals, concerts, trade shows, corporate events and more. We look forward to discussing your brand partnership.

**Contact:**

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