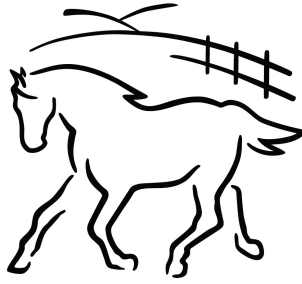


HEADWATERS  
*Horses in the Hills*

**Corporate Sponsorship  
Opportunities  
2008**

**Be a part of the excitement and spirit  
of equine sport in the inaugural  
Hills of Headwaters Stable Tour**



HEADWATERS  
**Horses in the Hills**

**Headwaters Stable Tour**  
September 13th & 14th, 2008

**The inaugural Hills of Headwaters Stable Tour will showcase the excitement and spirit of equine sport in the Hills of Headwaters region, to residents and visitors, to the province of Ontario, and beyond!**

**This inaugural tour will provide a unique behind-the-scenes opportunity to meet the heroes (2 and 4-legged) of various equine disciplines.**

**Showcasing some of the finest stables in southern Ontario's horse country -- the Town of Caledon, the Town of Erin and the County of Dufferin.**

**Enjoy exclusive tours behind the gates of some of the region's finest farms and stables.**

# Demographic Profile of Ontario Horse Industry

- Larger than average proportion of female participation
- Median age 30 - 49 years
- Well-educated (71% with post-secondary education)
- Have been riding/driving horses for over 10 years
- Animal lovers - 79% own multiple pets
- Computer literate - 82% use internet & email regularly -- significantly above the national average
- In Ontario there are approximately 44,000 Association regulated owners in the equine industry & over 252,000 non-owning riders who regularly participate in this activity.
- It is reported that there are over 83,000 horses on farms in Ontario.
- The median economic impact of each horse in Ontario is estimated to be \$1,781.
- The average capital investment per horse in Ontario is \$3,491.
- The average annual expenditure per horse in Ontario is estimated as follows:
  - Non-forage feed \$243
  - Tack & equipment \$79
  - Vet services & prescription drugs \$221
  - Grooming & health products \$83
- The Hills of Headwaters region has one of the most significant concentrations of equine operations (of various disciplines) in the province of Ontario.

# 2008 Headwaters Stable Tour Advertising Program

- 85,000 pieces - Headwaters Stable Tour Guide - distributed via Globe & Mail into Greater Toronto Area
- 15,000 pieces - Headwaters Stable Tour Postcards - distributed directly at Royal Winter Fair (2007), various 2008 equestrian events & shows throughout Ontario, and through Hills of Headwaters Tourism brochure distribution program
- 15,000 pieces - Headwaters Stable Tour Bookmarks - distributed directly at various 2008 equestrian events and shows throughout Ontario, through Hills of Headwaters Tourism brochure distribution program, and at various regional tourism partners and destinations.
- [www.horsesinthehills.ca](http://www.horsesinthehills.ca) - dedicated sub-site on the Hills of Headwaters Tourism Association website (annual web traffic 190,000 unique visitors in 2007)
- Electronic newsletter marketing - profiled on four occasions in "News from the Hills" - database of over 5,000 subscribers/occasion
- Ontario Tourism marketing partnerships - featured on 2 occasions in Ontario Tourism's electronic newsletter - database of over 100,000 subscribers/occasion
- Hills of Headwaters Visitor's Guide - feature 4-page article, 100,000 piece distribution (via Globe & Mail and local area distribution)
- Hills of Headwaters Regional Guide Map - event promotion, 150,000 pieces distributed into Greater Toronto Area and through tourism distribution channels throughout Ontario
- In the Hills Magazine - lifestyle magazine, high-end demographic, 42,000 pieces distributed through Headwaters region
- Equine industry consumer publications - print ads in selected equine industry publications (TBD)

# 2008 Headwaters Stable Tour PRESENTING SPONSOR

## **BENEFITS include:**

- Positioning as Presenting Sponsor of the 2008 Headwaters Stable Tour
- Industry exclusivity
- Corporate Name or Logo:
  - In all event advertising (print, radio, outdoor & TV), promotion and public relations activity, where possible.
- Full page panel in Headwaters Stable Tour Guide (85,000 pieces)
- Logo recognition on home page of [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website.
- Sub-page within [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website, to include 100-word profile, photograph & logo, as well as link to your corporate website.
- Opportunity to display corporate signage at all event locations.
- Opportunity to utilize display/demonstration space at all event locations.
- Opportunity to provide sample product/literature in all event visitor packages.

**Sponsorship package price \$10,00.00**

# 2008 Headwaters Stable Tour PLATINUM SPONSOR

## **BENEFITS include:**

- 1/2 page panel in Headwaters Stable Tour Guide (85,000 pieces)
- Logo recognition on home page of [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website.
- Positioning on [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website, to include 50-word profile, corporate logo, as well as link to your corporate website.
- Opportunity to display corporate signage at all event locations.
- Opportunity to utilize display/demonstration space at all event locations.
- Opportunity to provide sample product/literature in all event visitor packages.

**Sponsorship package price \$2500.00**

# **2008 Headwaters Stable Tour GOLD SPONSOR**

## **BENEFITS include:**

- Business card size ad in Headwaters Stable Tour Guide (85,000 pieces)
- Logo recognition on home page of [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website.
- Positioning on [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website, to include 25-word profile, corporate logo, as well as link to your corporate website.
- Opportunity to provide sample product/literature in all event visitor packages.

**Sponsorship package price \$1500.00**

## **2008 Headwaters Stable Tour SILVER SPONSOR**

### **BENEFITS include:**

- Logo recognition in Headwaters Stable Tour Guide (85,000 pieces)
- Logo recognition on [www.horsesinthehills.ca](http://www.horsesinthehills.ca) website, including a link to your corporate website
- Opportunity to provide sample product/literature in all event visitor packages.

**Sponsorship package price \$500.00**

## **2008 Headwaters Stable Tour Friends of the Stable Tour**

The Headwaters Stable Tour welcomes the support of equine enthusiasts from every walk of life. Friends of the Stable Tour will be recognized with a listing of their name in our Headwaters Stable Tour Guide.

**Support levels: \$99 to \$499**

## **2008 Headwaters Stable Tour SPONSORSHIP OPPORTUNITIES**

<b>PRESENTING SPONSOR:</b>	<b>\$10,000</b>
<b>PLATINUM SPONSOR:</b>	<b>\$ 2,500</b>
<b>GOLD SPONSOR:</b>	<b>\$ 1,500</b>
<b>SILVER SPONSOR:</b>	<b>\$ 500</b>
<b>FRIENDS OF THE STABLE TOUR:</b>	<b>\$99-\$499</b>

Additional sponsorship opportunities also available for:

- Official product suppliers
- On-site demonstration sponsorships
- Media sponsorships

For further information, please contact:

Stacey Coupland - Event Sponsorship Co-Chair - 519-941-3311 ([staceycoupland@bestwesternorangeville.com](mailto:staceycoupland@bestwesternorangeville.com))

Julie Lockyer - Event Sponsorship Co-Chair - 519-939-7295 ([julielockyer@rogers.com](mailto:julielockyer@rogers.com))

# 2008 Headwaters Stable Tour SPONSORSHIP COMMITMENT

Please complete this form and return it to your Headwaters Stable Tour contact or directly to the Hills of Headwaters Tourism Association (fax: 519-942-4066; [info@thehillsofheadwaters.com](mailto:info@thehillsofheadwaters.com)).

BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

## SPONSORSHIP COMMITMENT:

Presenting Sponsor - \$10,000 \$ \_\_\_\_\_

Platinum Sponsor - \$2,500 \$ \_\_\_\_\_

Gold Sponsor - \$1,500 \$ \_\_\_\_\_

Silver Sponsor - \$500 \$ \_\_\_\_\_

Friends of the Stable Tour - \$99-\$499 \$ \_\_\_\_\_

Are you interested in display space at one of our site venues:

Yes \_\_\_\_\_

No \_\_\_\_\_

The Headwaters Stable Tour is an undertaking of the Hills of Headwaters Tourism Association.

All cheques should be made payable to the Hills of Headwaters Tourism Association.