

20 24 kelowna riding club

Sponsorship Prospectus



sponsorship@kelownaridingclub.ca
www.kelownaridingclub.ca

Welcome to the Kelowna Riding Club

The Kelowna Riding Club is a non-profit organization that has been a part of the community since 1958. The riding club is situated on 10-acres in the heart of the Okanagan. The KRC is best known as a gathering place for equestrian riding, sports, and events. Riders use the facility's four rings to train throughout the seasons. We welcome coaches in to provide lessons and clinics onsite. We welcome all new members from a variety of disciplines and experience levels. If you just love horses and aren't a rider, we offer non-riding memberships for anyone who wants to be involved. We hope you will consider becoming an important part of this equestrian institution. The club is officially in its 50's but has been in existence since the early part of last century – perhaps as early as 1898!



Target Demographic Audience

the krc customer
a highly sought after demographic

average net
income
\$128,800.00



\$887,988.00
average net
worth



87%

female



they own **3**
vehicles



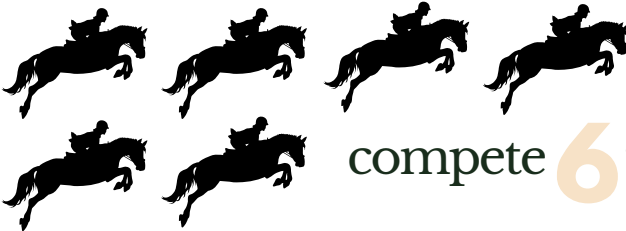
53% own a pick-up
truck



22%



own 2 or more
homes



compete **6** times a year

94% 
own a pet
besides a
horse

spend **30**
nights in a
hotel



58%

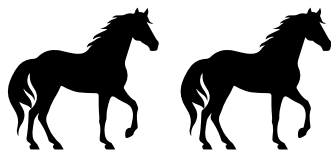


have a college
degree

55.8%



are
married
or living
common law



own **2** or more horses



average home
worth

\$1,206,500.00

kelowna riding club 

krc by the numbers

4 rings



80 stalls



374 entries

181 members



2.4k followers



54% email open rate



6000 website views

krc digital footprint

Social Media Reach:

Our @kelownaridingclub social channels include Facebook, Instagram, and soon to come Tik Tok. We are committed to growing and expanding our social reach in 2024. As a sponsor of KRC you will be featured in all our social media channels as per your sponsorship package.

Website Presence:

In 2024 the KRC will be launching a new website with upscale branding and increased functionality. We will have a dedicated Sponsor page where your logo will be featured. We are committed to our email marketing efforts to our over 500 plus email list.

Our 2024 Events



Leahona Rowland Eventing Clinic
APRIL 20, 2024



Hunter Jumper IDC Circuit Show
MAY 3-5, 2024 & OCT 4-6, 2024



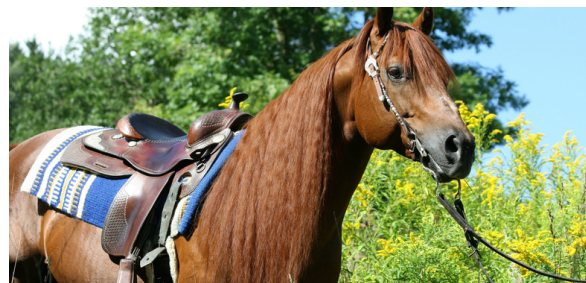
Kelowna Dressage Festival
JUNE 8 & 9, 2024



Working Equitation Clinic
JUNE 15 & 16, 2024



Mission Creek Derby
JULY 13-15, 2024



S.C.Q.H.A Wine Country Horse Show
AUG 24 & 25, 2024

Plus many more...

Our horse shows regularly host 80-120 horses and are well attended by equestrians, spectators, and vendors from all over the Okanagan, BC and Alberta. In addition to all of the shows put on by the KRC, our grounds are full of buzz and excitement from other events that are booked throughout the year in a variety of disciplines. Our events are heavily promoted on social media events pages. We expect to have 300-500 people on the grounds each day for our title horse shows.

Sponsorship Packages



Riding Ring Title Sponsor \$5000

This sponsorship is offered on a first come first served basis. Monthly social media posts with tags and vendor logos. Logo and links to the sponsors website included in our newsletters and on our website. Full page advertising in all our prize lists. Signage on entrance gate and throughout venue, large vendor sign prominently placed on the ring. Product placement in premium locations during KRC run events. Advertising and flyers in welcome bags, announcements thanking sponsor throughout events

Custom Sponsorship & Show Packages

We are excited to provide our sponsors with the opportunity to sponsor special events and divisions that take place throughout our shows. Some of these include: · Welcome Party / BBQs / Socials / Hospitality · Division Sponsorship—Hunter / Jumper / Dressage · Hunter or Jumper Derbies · Mini Prix or Medals · Clinics These events can be customized to best suit your vision of promoting your business. Options can include music, wine, food, entertainment, prizes, trophies and more. We look forward to working together to create the perfect special event for your sponsorship!

Jump Sponsor - \$2000

This sponsorship is offered on a first come first served basis. Monthly social media posts with tags and vendor logos. Logo and links to the sponsors website included in our newsletters and on our website. Full page advertising in all our prize lists. Signage on entrance gate and throughout venue, large vendor sign prominently placed on the ring. Product placement in premium locations during KRC run events. Advertising and flyers in welcome bags, announcements thanking sponsor throughout events

Judges Booth Sponsor - \$750

1/3 page ad in the KRC prize lists as a sponsor, signage placement on one of our judges booths, monthly social media posts and tags. Logo and link to sponsors website listed on our website.

Tractor Sponsor \$3000

Have your signage prominently displayed on our Club Tractor that is used regularly during Shows and Events to harrow the rings. \$3000.00 to be the Title Tractor Sponsor of the year. \$1500.00 to sponsor both Hunter Jumper Shows. \$500.00 to sponsor any other event or show.



In-Kind Sponsor \$1500

This sponsorship level is designed specifically for vendors who wish to contribute in-kind donations to the club. For your contributions you will receive:

- Your logo on our sponsorship sign beside the collecting ring in a heavily trafficked.
- Your logo placed on our website home page and footer of all pages and on our email signature.
- Your business will be featured in all printed and electronic horse show programs.
- Space to set up a vendor tent at our horse shows and clinics.
- Your products/ services featured on our social media up to 6 times per year. We will work with you to develop content and preferred timing.

Club Sponsor \$750

Your logo on our sponsorship sign in a heavily trafficked area at collecting ring.

- Your products/ services featured on our social media up to 4 times per year. We will work with you to develop content and preferred timing.
- Entrance for two at the sponsor tent for our signature Hunter Derby event with complimentary wine and appetizers.

Social Event Sponsor \$500

KRC hosts many social events during the year. If you are interested in sponsoring a pancake breakfast, ice cream social, barbeque, or the hunter derby, or if you have an event in mind please let us know. We welcome new ideas!

- Your name in the prize list.
- Your logo on signage at the event.
- Announcements over the PA system when your event is running
- Social media post before and after event.

Show Sponsor \$1000

Name the show after your company or group and would be featured on all advertising for the show, which would include:

- Your name on the cover of the prize list
- Daily Repeated announcements over the PA system
- Recognition on our social media & website

Specialty Class Sponsor \$750

A specialty class would be a Hunters or Medals Derby.

- Your name in the prize list.
- Announcements over the PA system when your class or division is running.
- Representative from your organization to present the awards

Specialty Class Sponsor \$250

Your name in the prize list

- Announcements over the PA system when your class or division is running.
- Representative from your organization to present the awards.



Mission Statement

Welcoming a diverse equestrian community by fostering an environment of enjoyment, development, and competition.



Our Vision

Education. Recreation. Inspiration.

Get In Touch



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