

Middleburg Classic

SPONSORSHIP

September 20-24 2023





Dear Friends,

We are pleased to announce the dates for The 30th Anniversary of The Middleburg Classic, **September 20th-24th, 2023.**

Shows like these are important to both our local community and broader equestrian community. It provides significant business for restaurants, hotels, vets, trainers, farriers, farm supply companies, and the considerable team that helps put on events like this. But many of us come off putting on Upperville and Loudoun and we can attest to the dramatic increase in costs and difficulty finding people to work these jobs. We can literally say that these business models are not long-term viable without the support of sponsors. Even given this challenging environment, we continue to respond to equestrian community's request that we improve the shows.

Middleburg Classic was created over thirty years ago to honor and support the significant number of local horsemen who were dying of AIDS. Middleburg Classic continues to support **Food and Friends** which has expanded beyond providing meals to AIDS patients to now providing medically tailored meals and medical nutrition therapy to the seriously ill in the DC area.

Your financial support insures that as much of the dollars generated can flow to these worthy causes while at the same time putting on great shows for our local community and horsemen. This can be done with all levels of sponsorships and even individual donations, and you can focus those dollars specific to the show or the cause that interests you.

A new selection of Sponsorships for 2023 is attached. We very much appreciate your consideration and hope you will help us in this unique year. We had a sold-out event last year and would feel privileged to keep the Virginia horse showing tradition alive and competitive.

Sincerely,

Virginia Fout

Lauren Peterson

Scott Williamson

Shelby Bonnie

~ MIDDLEBURG CLASSIC ~ PO BOX 601 ~ UPPERVILLE, VA 20185 ~ 540-486-5658 ~
~ MIDDLEBURGCLASSIC.COM ~ OFFICE@MIDDLEBURGCLASSIC.COM ~
MIDDLEBURG CLASSIC HORSE SHOW IS A 501.C.3 ORGANIZATION



Middleburg Classic

We are excited to host the 30th annual Middleburg Classic Horse Show once again at the Salem Farm Showgrounds in Upperville, VA. The Middleburg Classic will be held September 20th to 24th, 2023. We continue to build on our history of putting on a nice horse show for the Virginia equestrian community. The support of our exhibitors and the community is greatly needed and appreciated in helping us continue to create and grow this special event. We have plenty of opportunities available for sponsorships and hospitality levels for you to be involved in this year.

HIGHLIGHTS OF THIS YEAR'S SHOW INCLUDE THE FOLLOWING:

- \$10,000 USHJA International Hunter Derby
- \$5,000 Middleburg Hunter & Go Derby

ABOUT

Middleburg Classic Horse Show

The Middleburg Classic Horse Show was created by a small group of friends hoping to make an impact on the AIDS epidemic which had dramatically affected the horse show industry.

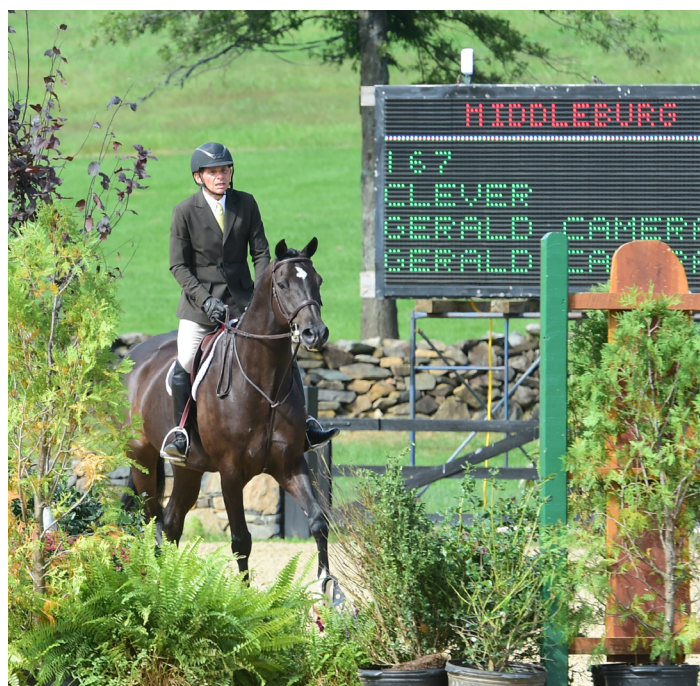
In 2022, the show celebrates its 29th anniversary, at the Salem Farm Showgrounds in Upperville, VA. The Middleburg Classic will be held September 20th to 24th, 2023.

The show's beneficiary remains Food & Friends. Based in Washington, DC, Food & Friends serves adults and children living with HIV/AIDS, cancer, and other serious illnesses and has provided wholesome meals for over 30 years.

Unique, single week horse shows like Middleburg are important and vital to the Virginia equestrian and local community.

It takes a tremendous amount of time, effort and financial support necessary to make this a reality and to continue hosting these successful events. We appreciate the support of past and present sponsors and our strong volunteer base and are happy to share the Sponsorship & Hospitality opportunities available throughout the week which include the sponsorship of social events, divisions, awards, and title sponsorships for our featured classes and events.

We ask that you join us and choose something that works for you and for the historic Middleburg Horse Show in Upperville, Virginia! A lot has happened since 1951 for our sport and we want to make the 72nd year just as wonderful as the good ole days.



SPONSORSHIP OPPORTUNITIES

MIDDLEBURG CLASSIC PRESENTING SPONSOR – \$ 35,000

BENEFITS:

- Reserved Hospitality Table (seats 8)
- Special ribbons and awards presentation
 - Naming Event “Presented by.....”
- Custom 4’ x 8’ signage ~*** & VIP Parking
- Sponsor jump in Main Jumper Ring (Sponsor provided)
- Full-page AD & Sponsor Recognition in show program***
- PA announcements and scoreboard display & VIP Parking
- Included in Press Releases and a Link button on our web site

GOLD SPONSOR \$10,000 AND ABOVE

BENEFITS:

- Reserved Hospitality Table (seats 8)
- Half-page AD in show program***
 - Sponsor recognition in prize list
- PA announcements and scoreboard display
- Included in Press Releases and a Link button on our web site





\$10,000 USHJA INTERNATIONAL HUNTER DERBY

BENEFITS:

- Special ribbons and awards presentation
 - Naming of Derby "Presented by....."
 - Custom 4' x 8' signage *** & VIP Parking
 - Full-page AD in show program ***
 - Sponsor recognition in prize list
 - PA announcements and scoreboard display
 - Included in Press Releases and a Link button on our web site
-

\$5,000 MIDDLEBURG HUNT & GO DERBY

BENEFITS:

- Special ribbons and awards presentation
 - Naming of Derby "Presented by....."
 - Custom 4' x 8' signage *** & VIP Parking
 - Half-page AD in show program ***
 - Sponsor recognition in prize list
 - PA announcements and scoreboard display
 - Included in Press Releases and a Link button on our web site
-

\$2,500 ARENA DECORATION SPONSORSHIP

Sponsorship to help curate the foliage in the arenas

BENEFACTOR

\$2,500 - \$9,999

- Awards presentation (Classic option)
 - Half-page AD in show program* * *
 - Sponsor recognition in show program
 - PA announcements and scoreboard display
-

PATRON

\$1,000 - \$2,499

- Awards presentation (division sponsorship option)
 - Banner displayed (sponsor provided)
 - Quarter-page AD in show program* * *
 - Sponsor recognition in prize list
 - PA announcements and scoreboard display
-

FRIEND

\$500 - \$999

- Banner displayed (sponsor provided)
 - Sponsor recognition in prize list & PA announcements
-

TABLE PURCHASE MAIN TENT

(Limited Availability)

\$2,500

- Reserved Hospitality Table (seats 8)
OR Individual seat purchase \$350
-

AWARDS COOLERETTE

\$250

- Award presentation
- Sponsor recognition in prize list & PA announcements

ALL ARTWORK MUST BE SUBMITTED BY SEPTEMBER 8th



SOCIAL EVENT OPPORTUNITIES

HUNT BREAKFAST

\$3,500

- Traditional Hunt Breakfast before the USHJA 10,000 Derby
 - Sponsor recognition in prize list & PA announcements

COCKTAIL PARTY

\$2,500

- Sponsor during \$5,000 Middleburg Derby -Saturday
 - PA announcements & Signage here applicable

ICE CREAM TRUCK SATURDAY

\$1,000

- 4 Hour Ice Cream Truck Patrons
- PA announcements & Signage here applicable

GENERAL DONATIONS

General contributions are always greatly appreciated as they help us maintain and improve our show and facility. The Middleburg Classic Show Foundation is recognized as a 501(c)3 organization and a portion or all of your contribution may be tax deductible.

ENTRY BLANK DONATION OPPORTUNITY

There will be the opportunity to donate on participants entry banks in the horse show office both weeks.

THE MIDDLEBURG CLASSIC DONATIONS

Donations benefit Food and Friends- the only community-based organization in the D.C. region providing home-delivered medically tailored meals and medical nutrition therapy to our neighbors living with cancer, HIV/AIDS, and other serious illnesses and a longtime partner of The Middleburg Classic.



MIDDLEBURG CLASSIC SPONSORSHIP

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Please indicate exactly how you wish your published name to appear

Please select one of the following sponsorship options:

- Presenting Sponsor – \$35,000
- Gold Sponsor – \$10,000+
- USHJA International Hunter Derby Sponsor – \$10,000
- Middleburg Hunt & Go Derby Sponsor – \$5,000
- Benefactor – \$2,500-\$9,999
- Patron – \$1,000-\$2,499
- Friend – \$500-\$999
- Table Purchase Main Event - \$2,500
- Awards Cooler – \$250
- Hunt Breakfast Sponsor – \$ 3,500 (Sat AM)
- Cocktail Party – \$2,500
- Arena Decoration Sponsor – \$2,500
- 4 Hour Ice Cream Truck Patron – \$1,000
- General Donation – \$_____

*Please mail a Check payable to **Middleburg Classic** to: P.O. Box 601 Upperville, VA 20185*

Credit card for your amount + 3% fee will be added for processing.

CREDIT CARD# _____

Exp Date _____ Security Code: _____ (Visa, MasterCard, Discover, AMEX)

Billing Address _____ Zip Code _____

Signature _____ Date _____