



# MARS GREAT MEADOW INTERNATIONAL

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Erin Gilmore  
for shannon brinkman photo



## Platinum Level \$20,000 - \$45,000

Exclusive high-profile sponsorships such as Title, Livestream, Hospitality, Meadow Market, Automotive, and FEI Division sponsorships. All platinum opportunities include the top end VIP experience, premier amenities, and maximum brand exposure, including:

- Named VIP front row tailgate including a 15x15' tent, personal livestream viewing monitor, tables and chairs, florals, and picnics for 8 for weekend
- VIP parking spot at the tailgate, and 7 VIP parking passes
- Branding on show jump (show jump provided by sponsor)
- Branded promotional item for distribution to VIPs, riders, etc. (provided by sponsor)
- Branding on signature cross country complex (branding provided by sponsor)
- Two full-page advertisements in event program, one in the first third of the program
- Ability to have commercials embedded in the livestream 5 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Recognition on GMI website with hyperlink to sponsor website
- Recognition in social media
- Announcements during event





## Gold Level - \$10,000

Top tier high-exposure sponsorships such as Tractor and Drag, Stabling/Bedding, Alcohol, and Lodging provider. All gold opportunities include high level VIP experiences and amenities, including:

- Named VIP second row tailgate, including 10x10' tent, tables and chairs, and picnics for 4 for weekend
- VIP parking spot at the tailgate, and 3 VIP parking passes
- Branding on signature cross country complex (branding provided by sponsor)
- One full-page advertisement in event program
- Ability to have commercials embedded in the livestream 5 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Recognition on GMI website with hyperlink to sponsor website
- Recognition in social media
- Announcements during event





## Silver Level - \$5,000

Intimate high access sponsorships such as Cross Country Start Box, Riders Lounge in stabling, Volunteer lunches, and swag bag providers. Silver opportunities are an affordable option for access to VIP experiences and amenities, including:

- Named Piedmont front row tailgate including a 10x10' tent, tables, and chairs for 6 for weekend
- VIP parking spot at the tailgate, and 2 overflow parking passes
- One half-page advertisement in event program
- Ability to have commercials embedded in the livestream 3 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Recognition on GMI website with hyperlink to sponsor website
- Recognition in social media





## Bronze Level - \$2,500

Sponsorship opportunities include sponsoring the Fan Zone, Beer Garden, Bareback Puissance, Media Tent, Volunteers, Single Show Jump, and Golf Carts. Bronze level opportunities get you where you want to be without a huge commitment:

- Fleming Farm tailgate located above the drop outside the ropes for a party of 6
- VIP parking spot by tent, overflow parking passes for 2
- Cross country jump sponsorship (signage provided by sponsor)
- Ability to have commercials embedded in the livestream up to 2 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media







## Red Level - \$1,500

Sponsorship opportunities include show jump and multi- level cross country jump sponsorships, Start Box, Finish Flags, and Live Score Sponsor. Red level opportunities are targeted for just what you want and include:

- GMI tailgate second row on Fleming Farm side of the arena inside the ropes
- Bring a party of 4 in your vehicle
- Ability to have commercial embedded in the livestream 1 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media



## White Level- \$1,000

Sponsorship opportunities include cross country jump combinations and branded features on the livestream. White level opportunities are affordable and include:

- GMI tailgate at the top of Fleming Farm racecourse outside the ropes
- Bring a party of 4 in your vehicle
- Logo in the livestream sponsor logo roll (media/logo provided by sponsor)
- Promotion on GMI Website with hyperlink to sponsor website

## Blue Level- \$500

Sponsorship opportunities include single cross country jumps, competitors prizes and GMI Social Media Celebrity Rider Takeover, and TikTok Challenge. Blue level opportunities are targeted for just what you want and include:

- Logo in the livestream sponsor logo roll (media/logo provided by sponsor)
- Promotion on GMI Website with hyperlink to sponsor website

## Entry Level- \$250

Sponsorship opportunities include full-page advertisements in the event program and targeted signage. Entry level opportunities include:

- Promotion on GMI Website with hyperlink to sponsor website





# 2021 Division Sponsorships:

- Naming sponsor of chosen division
- Competition photo and prize ceremony photo with winning rider  
Interview opportunity with the winning rider
- Access to video highlights piece from the event for their use and promotion
- Inclusion of 2 banner placements on site
- Inclusion in the live stream (with provided media and via commentators) up to 3 x day
- Fleming Farm Tailgate Package
- Inclusion of corporate logo on livestream sponsor roll
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media
- Announcements during event

## Available Divisions:

- Young Rider / U25 division - \$1500
- CIC 1\*-S \$2,000
- CIC 2\*- S \$2,500
- CIC 3\*- S \$3,500
- CCI 3\*- L \$4,000
- CIC 4\*- S \$5,500



Shannon Brin



# Show Jump Sponsor\*

**\$1,500**

- Branding on show jump (provided by sponsor)
- Inclusion in competition photography/promotional imagery
- Ability to have commercials embedded in the livestream up to 2 x per day
- Fleming Farm Tailgate Package
- Inclusion of corporate logo on livestream sponsor roll
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media
- Announcements during event

**\*Limited Availability**



**Shannon Brinkman Photo**



# Cross Country Jump Sponsor\*

Multi-Level or XC Complex \$1,500  
Single Jump \$500

- Branding on cross country jump (sponsor provided)
- Inclusion in competition photography/promotional imagery
- Fleming Farm Tailgate Package
- Inclusion of corporate logo on livestream sponsor roll
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media
- A minimum of 2 PA announcements during Cross Country day

\* Limited Availability





# In-Broadcast & On-Site Presence

## \$1,200 Ride of the Day

- Video re-cap of the most outstanding performance of the day, as selected by the MarsGMI officials
- Also featured on media partners' digital channels, and made available to media outlets
- Note: 2019's Ride of the Day was viewed over 25,000 times

## \$1,000 Level

- 1:00+ In-broadcast and on-site promotional video (sponsor-provided)
- Shown 3 to 5 x day, Friday - Sunday
- Logo inclusion in the event sponsors' video loop (sponsor-provided)

## \$750 Level

- :30 – 1:00 In-broadcast and on-site promotional video (sponsor-provided)
- Shown 3 to 5 x day, Friday - Sunday
- Logo inclusion in the event sponsors' video loop (sponsor-provided)

## \$500 Level

- :15 in-broadcast and on-site promotional video (sponsor-provided)
- Shown 3 x day, Friday - Sunday
- Logo inclusion in the event sponsors' video loop (sponsor-provided)





# Official Show Photographer

Shannon Brinkman

\$2,500

- Named Sponsor and tagged on all official show photos that are posted
- Top 10 photos from each day will be posted on GMI and Shannon Brinkman's social media outlets (4 days of competition)
- Access to video highlights piece from the event for their use and promotion
- Inclusion of 2 banner placements on site
- Inclusion in the live stream (with provided media and via commentators) up to 2 x day
- Fleming Farm Tailgate Package
- Inclusion of corporate logo on livestream sponsor roll
- Promotion on GMI Website with hyperlink to sponsor website
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**More Opportunities Are  
Available**

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