



2020

Livestream & Media Sponsorship Options





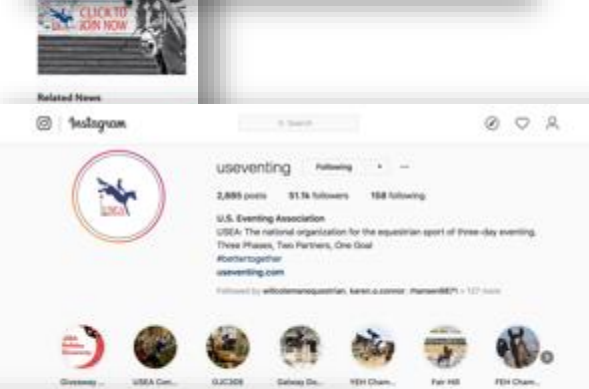
Pre-Event Opportunities

Highlight your sponsorship, create buzz for the weekend, and improve brand awareness across our media partners' digital platforms, reaching more than 436,000+ followers.

- Horse &Country TV: 277,000+
- USEA Website: 91,000 FB + 51,000 IG
- GMI Facebook Page: 7,600 FB + 827+ IG
- Middleburg Life: 3,600 FB + 5,680 IG
- GMI Website: Dynamic and Engaging



EQSportsNet to Live Stream the Mars Great Meadow International





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)





2019 Live Stream Statistics

Social Views:

222,400: Minutes watched on EQSN's Facebook

150,000 Total Reach on EQSN's Facebook

25,000: Views of Top Video of the Week, CCI-4*S Winners, Lynn Symansky & Under Suspicion

Online Views:

26,141: Video Plays during GMI Week

42,237: Page Views during GMI Week

13 Minutes: Average viewing session duration





Post Event Wrap-Up

Social Media:

Inclusion in 10 social posts based on content captured throughout the weekend.

Promotional Materials:

Access to packaged images and language for use on Sponsor social networks.





About our Livestream Partner: Horse & Country TV

Horse & Country TV is the leading equestrian sports and lifestyle network reaching over 40 million households through its network of pay-TV and digital channels in the UK, Ireland, The Netherlands, Sweden and Australia, and is available worldwide on a variety of streaming platforms including Apple TV, Android TV, Roku, Fire TV and Amazon Prime Video.

Horse & Country TV provides more than 100 days of live and on-demand coverage annually from some of the top competitions in North America and Europe, including the USHJA International Hunter Derby Championship, the Pennsylvania National Horse Show, the Great Meadow International Three-Day Event, and the National Collegiate Equestrian Association Championships.





Contact Information

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Or go to our website: <https://www.greatmeadowinternational.com/advertise-on-the-livestream>