



**Morven Park Sponsorship Opportunities:  
International Equestrian Center**

**MORVEN**  
*Park*

# About Morven Park

Considered the “**Central Park**” of **Northern Virginia**, Morven Park attracts nearly **250,000 visitors** each year. The acclaimed historic estate and equestrian park are set among **1,000 acres** of rolling landscapes:

- Iconic mansion, museums & historic boxwood gardens
- International Equestrian Center, site of over 60 events annually
  - Horse Trials, Dressage & Hunter Jumper Shows
  - Carriage Driving
  - Arena Polo
  - Point-to-Point Steeplechase racing (returning soon)
  - Pleasure riding and trails
- Athletic Fields Complex
- Green space and hiking trails
- K-12 programs and outreach
- Wedding and corporate events



# Morven Park Mission

Our mission is built around **four core values**:

- **Conservation**
  - 1,000 acres of park land, open space, historic trails and riding facilities
- **Preservation**
  - Stewardship of the iconic Davis Mansion, art and collections
  - Our world-renowned International Equestrian Center
- **Education**
  - Educational programs serving 7,000 Loudoun County Students
  - Art and collections forums
  - Cultural heritage and slavery research database
  - Equestrian community symposiums
- **Building for the future**
  - New opportunities and sustainable revenue sources:
    - Athletic Field Complex – 75,000+ attendees and growing
    - International Equestrian Center Revitalization
    - Arena Polo and Racing
    - Weddings, rentals and events
    - Developing new private/public partnerships





# Partnering with Morven Park

We are committed to creating **win-win collaborations** to help our partners realize their goals while helping us maintain our park and continue hosting events that make Loudoun a special place to live.

- **Why invest in a sponsorship with us?**
  - **Reach** a wealthy audience with disposable income
  - **Build** brand awareness and loyalty
  - **Acquire** new leads and customers
  - **Align** your brand with Virginia horse country



# Our 2017 Sponsors



In Memoriam  
PET SERVICES



FARM CREDIT



LIGHTFOOT  
RESTAURANT



# Equestrian Center Sponsorships

- Over **100,000 equestrians** visit Morven Park across 60+ events annually
- Equestrian Center sponsorships have been redesigned to reach competitors and spectators across all events and riding disciplines, such as:
  - Horse Trials
  - Hunter / Jumper
  - Dressage
  - Polo
  - Carriage driving



# 2018 Horse Trials

- **Spring Horse Trials**

- Spring Horse Trials take place March 30<sup>th</sup> – April 1<sup>st</sup>
- **700+ riders and attendees anticipated**

- **Fall Horse Trials**

- Morven Park is proud to be the site of the USEA Area II Championships
- Set to take place October 5<sup>th</sup> – 7<sup>th</sup>
- **900+ riders and attendees anticipated**





2018 Equestrian Center Sponsorship Packages	Supporting Sponsor \$1,000	Event Sponsor \$2,500	Blue Ribbon Sponsor \$5,000
Sign placement at a cross-country jump at Spring and Fall Horse Trials	●	●	●
Space in program booklet for all equestrian events hosted by Morven Park (reaches 10,000+ attendees)	● (half page)	● (full page)	● (full page)
Sponsor Logo + URL Link on Morven Park Equestrian Center Website	●	●	●
PA recognition at Spring and Fall Horse Trials		●	●
Social media recognition (~10,000 followers)		●	●
Mention in e-newsletter in the month following sign-up (~3,000 subscribers)		●	●
Recognition in all Horse Trials email blasts		●	●
Banner placement on Equestrian Center entrance fence through Dec 31, 2018			●
Sponsor brochure / swag placed in Horse Trial competitor and volunteer packets (900+)			●
Banner placement on fence of a prominent outdoor riding arena			●

Additional options	
Vendor Village Space – 20’ x 20’ space	\$100/day
Space in program booklet for all equestrian events hosted by Morven Park (reaches 10,000+ attendees)	\$800 / \$550 (full/half page)
Banner placement (1) on main entrance fence (through Dec 31, 2018)	\$2,500
Polo sponsorships	See <a href="http://morvenparkpolo.org">morvenparkpolo.org</a>
*Sponsor is responsible for providing any promotional materials, jerseys, and camera-ready artwork. Materials must meet Morven Park guidelines. All assets, premium positions, and category exclusives are subject to availability.	







**Thank You!**

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