

Annual Series
SPONSORSHIP
OPPORTUNITIES
2025





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Welcome to Wellington International

Wellington International is considered the most recognizable equestrian sporting venue in North America. Often called the ‘Winter Equestrian Capital of the World,’ Wellington International is nestled in the heart of an almost 8,000-acre equestrian paradise, Wellington, Florida. While Wellington International is most famous for hosting the Winter Equestrian Festival, the venue also plays a crucial role in the South Florida equestrian community and hosts horse shows all year long. Founded and managed by lifelong horsemen, Wellington International understands the value of making sure that quality, safe, and competitive events are available year-round.

Wellington International and Equestrian Village encompass a total of 500 acres; competition rings alone cover over 80 acres and are easily accessed from three international airports and several major metropolitan hubs. Wellington International has two core facilities, the Main Grounds and Equestrian Village, which collectively contain over 18 competition arenas, a derby field and one of the largest covered arenas in the world. Both show grounds operate 42 weeks of United States Equestrian Federation (USEF)-rated competition from August through June, including a five-week Spring series, an eight-week Summer series, a seven-week Fall series, and a seven-week Holiday series.

Our team is dedicated to incorporating your brand to garner the most effective engagement and results, and meet your company’s goals. We look forward to your partnership and appreciate your shared enthusiasm as we continue to target the hundreds of millions of people around the world who love horses, too.





Our Audience

The equestrian audience is unique to all other sporting audiences in the world because it represents many nationalities that have one common interest: horses. Equestrians are incredibly loyal consumers and support brands that support the sport they love. Wellington International has a captive audience for more than four months out of the year. Based on a 2024 economic impact report, direct Wellington International visitor expenditures amounted to \$57.1 million or \$32,367 per visiting party.

Whether you are focused on brand recognition, social media and digital activations, VIP hospitality, or supporting specific competitions, we have opportunities that will help you reach your goals.

Wellington International by the Numbers

25 Weeks
of Elite competition
annually

Nearly
5,500
competing horses in 2024

10 of the Top 30
World's Best Show Jumpers

66,000+
Facebook followers
(+3% over the last year)

\$3+ million
in Prize Money
(+\$1 million over the last year)

105,000+
Instagram followers
(+7% over the last year)

Get To Know the Annual Series

The Wellington International Annual Series continues to grow, encompassing the “Pre and Post Circuit” to the Winter Equestrian Festival (WEF). This series is one of the most valuable local equestrian events in the United States, drawing riders, trainers and owners in preparation for WEF, and providing a gateway of opportunities and exposure to sponsors at introductory rates. The Annual Series offers levels of competition for all levels of competitors, from professionals to young children. The series are so popular that many of the South Florida equestrian championships are held during its events. With the recently released 5-year strategic plan of capital improvements, powered by Global Equestrian Group, Wellington International is poised to be a one-of-a-kind facility, unrivaled anywhere in the world.

Why Sponsor with Us?

- Exciting brand visibility opportunities
- Unique content creation with a professional production team
- Targeted marketing to a captive audience
- Positive consumer perception
- Exceptional lead generation opportunities
- Networking opportunities





Did You Know...?

WINTER EQUESTRIAN FESTIVAL LOCAL IMPACT

Details from the 2024 Economic Impact Report conducted by Palm Beach County Sports Commission



Average length
of WEF
exhibitors stay



Total expenditures
by visitors
to WEF 2024



GDP increase to
Palm Beach County
by visitor spending

The 2024 WEF produced an increase in the GDP of Palm Beach County of **\$395 million**, resulting in the creation of **3,746 jobs** throughout the economy and labor earnings of **\$116 million**. About 75 percent of the impact was due to horse expenditures and 25 percent was due to visitor expenditures.

An independent market research report of the Winter Equestrian Festival found that the spectators at WEF have a very positive attitude towards sports sponsorships and more than 76% would prefer products from sponsors rather than substitutes.

Signature Sponsor

\$5,000

The Signature sponsorship package is designed to help you unlock unique marketing opportunities at our venues during the Annual Series. Strategic event-based marketing can help businesses capitalize on brand recognition, create loyalty among equestrians, and creativity around your brand. These packages include the following opportunities and can be scaled based on the level of branding that you desire and your target markets.

- Division or Special Class Sponsorship
- Jump included in arenas
- Event signage
- Prize list advertising
- Public address announcements and commercials
- Sponsor logo on Wellington International website with link
- Invitation to sponsor networking opportunities
- Email marketing opportunities
- Opportunity for special awards





Elite Sponsor

\$7,500 – \$10,000

The Elite Sponsorship package is designed to cultivate recognition, loyalty, and creativity around your brand. These packages include the following opportunities and can be scaled based on the level of branding desired.

- Division or Special Class Sponsorship
- Jumps in competition arenas for all of circuit
- Increased event signage
- VIP hospitality levels included
- Full page ads in the prize list
- Public Address announcements and commercials
- Invitation to sponsor networking opportunities
- Increased opportunities for email marketing and social media marketing
- VIP marketing opportunities
- Custom sponsorship activations, developed with horse show leadership

Premier Partner

\$15,000 – \$25,000

The Premier Sponsorship package ensures that you will be one of the most prominent partners at Wellington International during the Annual Series. Premier Sponsors can count on high-level activations at the marketing and branding level, as well as be able to interact with our exhibitors and spectators.

- Division or Special Class Sponsorship
- Jumps included in all arenas for all of circuit
- Increased event signage
- VIP hospitality levels included
- Full page ads in the prize list
- Public address announcements and commercials
- Invitation to sponsor networking opportunities
- Increased email marketing and social media marketing opportunities
- Custom sponsorship activations, developed with horse show leadership





Title Sponsor

\$30,000+

Our Title Sponsorship package is as good as it gets! This level of sponsorship will present our most popular events, as well as have the highest level of branding and marketing available on-site. Our Title Sponsors enjoy the very best we have to offer from sport, hospitality, entertainment, advertising and more!

- Grand Prix competition
- Division or Special Class Sponsorship
- Jumps included in all arenas for all of circuit
- Increased event signage
- VIP hospitality included
- Full page ads in the prize list
- Public Address announcements and commercials
- Invitation to sponsor networking opportunities
- Discounts on special event planning
- WEF email marketing opportunities
- Seasonal social media available
- VIP marketing opportunities
- Custom sponsorship activations, developed with horse show leadership

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