



2026 Winter Equestrian Festival
SPONSORSHIP OPPORTUNITIES

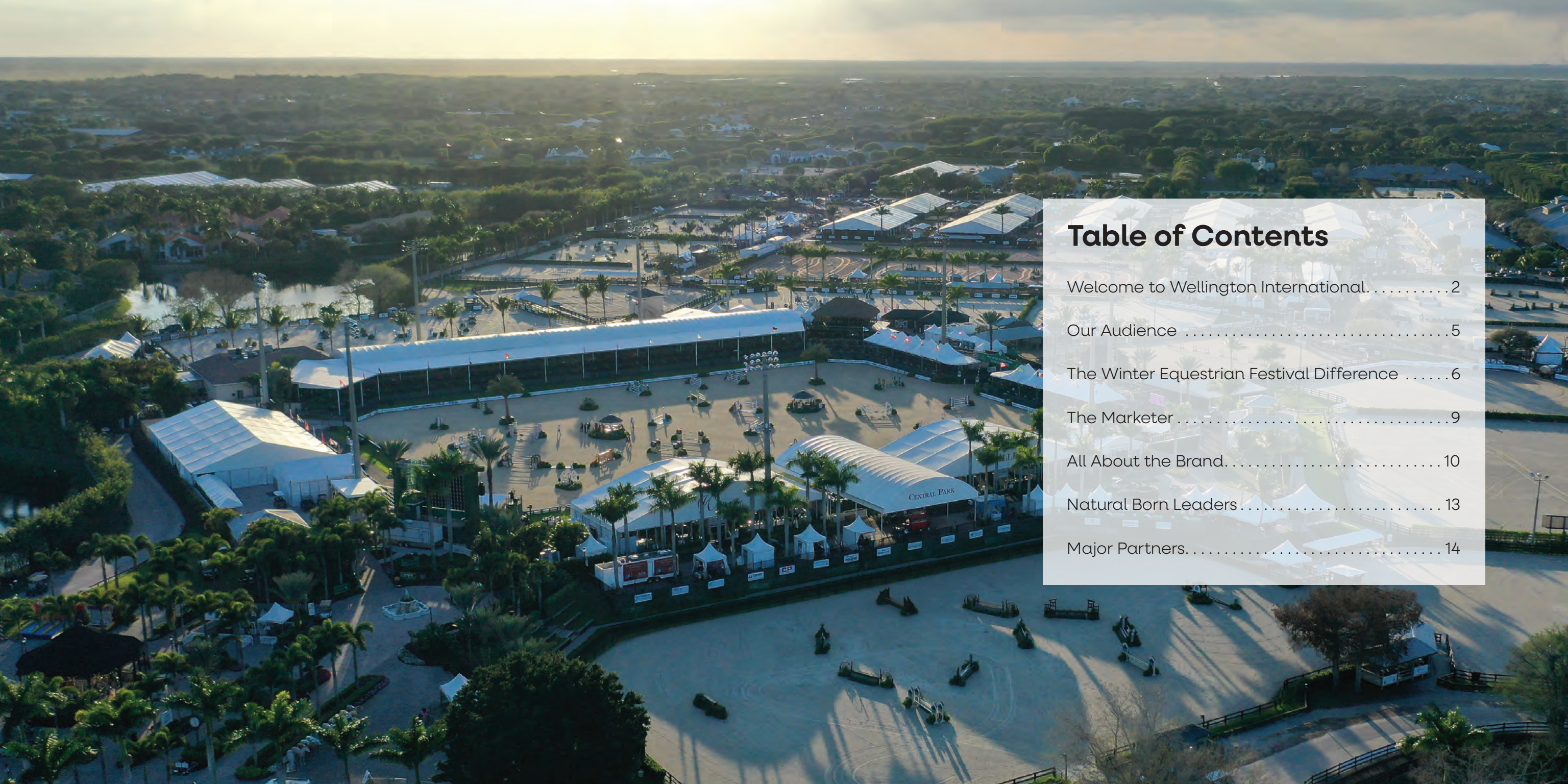


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Welcome to Wellington International

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 home to the world-renowned Winter Equestrian Festival (WEF). Nestled in the heart of an almost 8,000-acre equestrian paradise, Wellington, Florida, WEF hosts the best horse-and-rider combinations from around the world every January through April. Our community is comprised of over 50 nationalities and offers unparalleled opportunities to leverage international exposure to a captivated and motivated audience.

Wellington International is located just west of Palm Beach, Florida and is easily accessed from three international airports and several major South Florida metropolitan hubs. Professional and amateur competitions take place 5 days a week and are free and open to the public.

The Winter Equestrian Festival also features VIP hospitality, multiple private event spaces, and world-class shopping opportunities that make it a place where you can easily work, play, ride, and network with like-minded peers.





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. The Winter Equestrian Festival gives your business the opportunity to communicate with a captive audience for more than four months out of the year. Based on a 2024 independent economic impact report, Wellington International visitor expenditures amounted to \$242.2 million for the Palm Beach County economy.

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

Winter Equestrian Festival by the Numbers

275,000 Website visitors	44% Email Open Rate	12,500+ TikTok Followers (+19% over the last year)
50 Countries represented	6 of the World's Top 10-Ranked Riders showed at WEF in 2025, including both the 2024 Paris Olympic Champion and #1 Ranked Rider in the World	5,000+ YouTube Followers (+150% over the last year)
\$15 million in Prize Money	68,000+ Facebook Followers (+4% over the last year)	3,600+ LinkedIn Followers (+50% over the last year)
62 million+ Total Webpage Views (+25% over last year)	111,000+ Instagram Followers (+11% over the last year)	12.6 million Social Media Impressions (+26% over the last year)
1.4 million Total Livestream Views (+61% over last year)		

The Winter Equestrian Festival Difference

The Winter Equestrian Festival is unlike any other horse show in the world. For 13 weeks out of the year, we offer classes for every level of competitor from Olympic athletes to children who are just learning to ride. Over 4,000 families, 8,000 horses, and 300,000 visitors attended WEF in 2025 and make up our special community. WEF is frequently cited in major publications like Forbes, Vogue, and The Wall Street Journal and hosts over 150 members of the press during the circuit. The event is one of the largest sporting events in South Florida, and our attendees contribute over \$242.2 million to the Palm Beach County economy.

Why Sponsor with Us?

- Exciting brand visibility
- Positive brand association with equestrian sports
- Effective digital marketing opportunities
- Targeted marketing to a captive audience
- Measurable consumer perception
- Unparalleled networking opportunities



Did You Know?

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



The Marketer

\$31,500 – \$58,000

The Marketer package is the perfect way to introduce your brand to the Wellington International audience at an affordable price. These packages include the following opportunities and can be scaled based on the goals of the business or individual.

- Event signage
- Division naming rights
- Prize list ad
- Weekly Wire ad
- Email ad in competition press release or weekly newsletter eBlast
- Logo and URL on Wellington International website
- Medium rectangle ad on website (editorial articles and press releases for 1 month)
- Logo on arena scoreboards
- Commercial to play on International Arena jumbotron and livestream
- VIP parking pass
- Trainer gifting/VIP gifting opportunities
- Invitation to sponsor dinner

All About The Brand

\$59,000 – \$115,000

The Brand package is the perfect platform 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 that you desire and your target market.

- Increased event signage
- Division or special class naming rights
- Website skyscraper ad in editorial articles and press releases (1-month term)
- Paid social media ad (1-month term)
- Dedicated eBlast to the Winter Equestrian Festival email list
- Email ad in a weekly newsletter
- Jump included in secondary competition arenas
- Full page ad in souvenir program and prize list
- Weekly Wire ad
- Public address announcements
- Logo on arena scoreboards
- Livestream and in-arena commercials
- VIP parking pass
- Trainer gifting / VIP gifting opportunities
- Invitation to sponsor dinner





Natural Born Leaders

\$116,000 – \$249,000

The Leadership package ensures that you will be one of the most prominent partners at the Winter Equestrian Festival. Our leaders can count on high-impact activations as well as the ability to interact with our exhibitors and spectators. Leaders are our sport's backbone and help us provide the highest level of competition and entertainment.

- Increased event signage
- FEI Division or Grand Prix Competition
- Jump included in primary and secondary arenas
- Full page ad in the souvenir program & prize list
- Advertorial in souvenir program or on website
- ROS leaderboard and mid-scroll website advertising
- Weekly Wire ads
- Dedicated eBlast
- Public address announcement
- Logo on jumbotron
- Livestream and in-arena commercials
- Paid Facebook ad (3 months)
- Discounts on special event planning
- Trainer gifting /VIP gifting opportunities
- Custom sponsorship activation
- VIP hospitality opportunities
- Invitation to sponsor dinner

Major Partners

\$250,000++

Our Major Partners are what make our world go round! This premier level of sponsorship will present our coveted CSI5* events, as well as have the highest level of branding and marketing available on-site and across our digital properties. Our Major Partners can enjoy the very best we have to offer from sport, hospitality, entertainment, advertising and much more with our events all year long.

- Increased event signage
- Grand Prix competition
- Circuit Division naming rights
- Annual Series Division or Grand Prix naming rights
- Jump included in primary arenas
- Two-page spread in souvenir program and prize list
- Advertorial in souvenir program and on website
- ROS leaderboard and top scroll website advertising
- Weekly Wire ad (3 months)
- Dedicated eblasts during WEF and annual series
- Public address announcement
- Logo on arena scoreboards
- Livestream and in-arena commercials
- Paid social media ads (3 months)
- Discounts on special event planning
- Elevated trainer gifting / elevated VIP gifting opportunities
- Custom sponsorship activation
- Custom Video Production Elements
- VIP hospitality
- VIP parking passes
- Invitation to sponsor dinner



Thank you for
your consideration.

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Destination Wellington

