

Annual Series

SPONSORSHIP  
OPPORTUNITIES

2026



Wellington  
International



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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 and the Global Dressage 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.

We sincerely appreciate your consideration of supporting our event through sponsorship. 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.

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

**26 Weeks**  
of Elite competition  
annually

**15 of the Top 30**  
World's Best Show Jumpers

**\$3+ million**  
in Prize Money

Nearly  
**13,500**  
competing horses in 2025  
(+136% over the last year)

**70,000+**  
Facebook followers  
(+8% over the last year)

**115,000+**  
Instagram followers  
(+14% 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.

### 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



# Testimonials

"Sponsoring the Annual Series in recent years has proven to be a highly effective platform for brand visibility and engagement. Participation continues to grow, significantly enhancing overall exposure. The sponsorship team has been excellent to work with - responsive, collaborative, and committed to delivering on all objectives. Overall, it has been an exceptional sponsorship experience."

**- Missy Sullivan, Flagler Insurance**



"I want to thank the entire staff at the Wellington International Horse Show for an incredible 2025 Annual Series Sponsorship."

My law firm, Greenberg Traurig, PA sponsored the 1.30m Annual Series division.

As a horse owner for over 35 years, it was a thrill for me to give out the awards each week and take photos with the winners. The staff at the Horse Show made the sponsorship a pleasure for me. They worked tirelessly on scheduling, social media and all the little things that made me feel right at home and part of the Wellington International family. I'm looking forward to the 2026 Annual Series and sponsoring the 1.30m division once again."

**- Mike Nicodema, Greenberg Traurig**

"Working with Wellington International throughout the annual series has been nothing short of exceptional. Their impeccable standards, white-glove support, and commitment to showcasing the sport at its highest level create a partnership that feels both effortless and world-class."

**- Liz Hancox, Arthramid**





## Signature Sponsor

\$6,000 – \$8,000

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

**\$8,000 – \$15,000**

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
- 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

# Wellington



# International



## 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



# ARTHRAMID



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