



WINTER EQUESTRIAN FESTIVAL

**2027 WINTER EQUESTRIAN FESTIVAL
SPONSORSHIP OPPORTUNITIES**

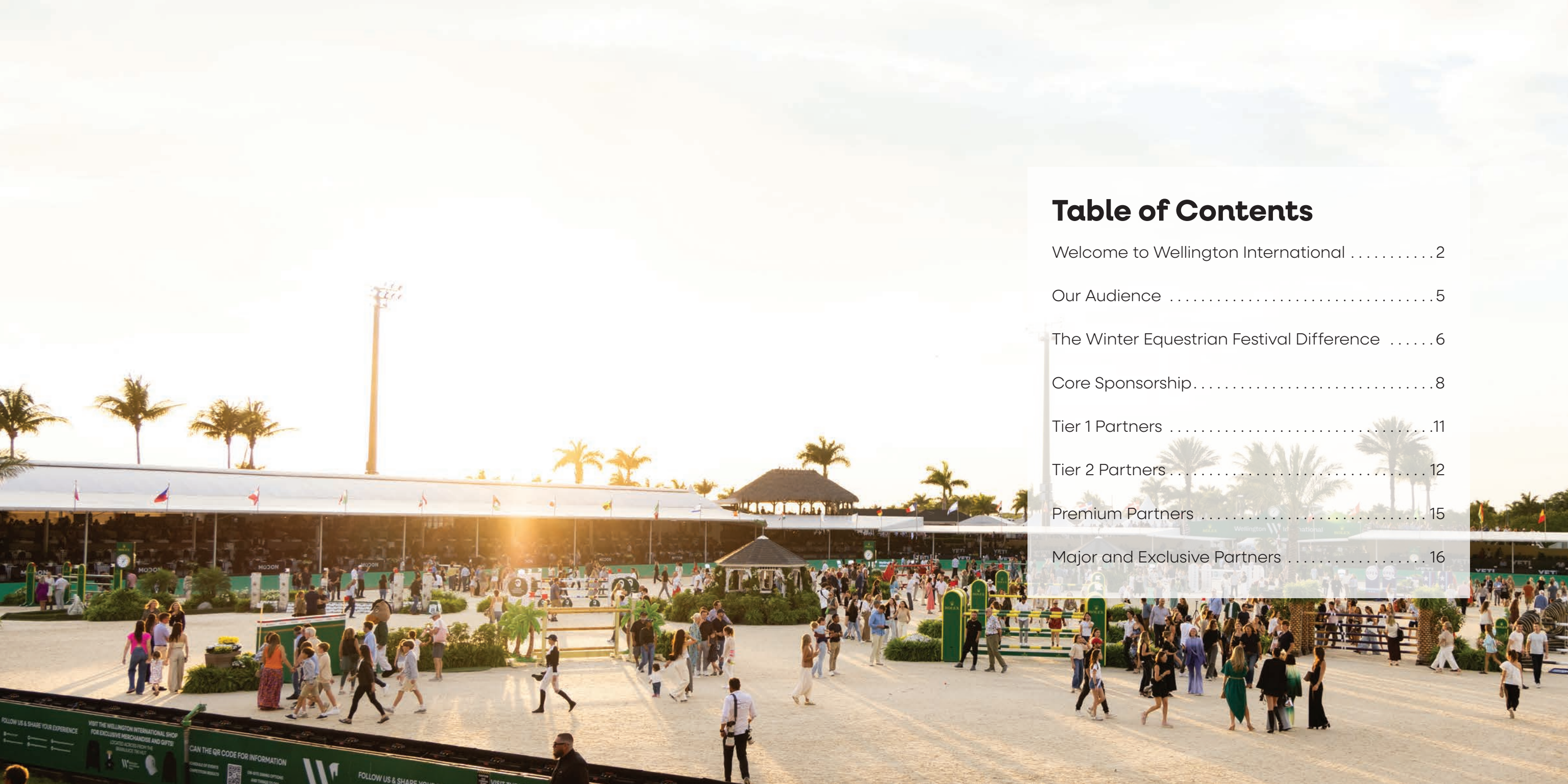


Table of Contents

Welcome to Wellington International2

Our Audience5

The Winter Equestrian Festival Difference6

Core Sponsorship.....8

Tier 1 Partners11

Tier 2 Partners 12

Premium Partners 15

Major and Exclusive Partners 16

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 55 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 several VIP hospitality experiences, private event spaces, and world-class shopping opportunities that make it a place where you can easily work, play, ride, and network with equestrians from around the world.





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 \$323.9 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

55 Countries represented

\$16 million
in Prize Money

1.4 million
Total Livestream Views

7 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

24 million
Social Media Impressions
(+90.5% over the last year)

6.4 million+
Website Advertising Impressions
(+45.5% over last year)

143 Press & Media Members Attended

89 TV Segments

18 Print Features

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 competition for every level of athlete from Olympians to children who are just learning to ride. Over 4,000 families, 8,000 horses, and 300,000 visitors attended WEF in 2026 and make up our special community. WEF is frequently cited in major publications like Forbes, Vanity Fair, and The Wall Street Journal and hosts over 140 members of the press during the circuit. The event is the largest sporting event in South Florida, and our attendees contribute over \$536.2 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.



Core Sponsorship

\$35,000 – \$45,000

The Core Sponsorship package is the perfect way to introduce your brand or business 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
- Season-long division naming rights
- Prize List ad
- Email ad in competition press release or weekly e-newsletter
- Logo and URL on Wellington International website
- Logo on arena scoreboards
- Trainer Bag Gifting Opportunity
- VIP parking pass
- Invitation to sponsor dinner





Tier 1 Partners

\$50,000 – \$95,000

The Tier 1 package unlocks new ways to advertise your brand to the Wellington International audience. Through our effective digital advertising channels, Tier 1 sponsors are provided with meaningful insights about their sponsorship. The following options can be scaled based on the goals of the business or individual.

- Event signage
- Season-long division naming rights
- Prize List ad
- Weekly Wire advertising opportunities
- Digital ad opportunities
- Email ad in competition press release or weekly e-newsletter
- Logo and URL on Wellington International website
- Logo on arena scoreboards
- Jump included in secondary competition arenas
- Commercial to play on International Arena jumbotron and livestream
- VIP parking pass
- Trainer gifting opportunities
- Invitation to sponsor dinner

Tier 2 Partners

\$100,000 – \$200,000

The Tier 2 package is the perfect platform to cultivate recognition, loyalty, and creativity through sponsorship. These packages include the following opportunities and can be scaled based on the level of branding that you desire and your target market.

- Logo Inclusion in the International Arena and increased event signage
- Season-long division or special class naming rights
- 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 primary and secondary competition arenas
- Digital ad opportunities
- Full page ad in souvenir program and prize list
- Weekly Wire advertising opportunities
- Public address announcements
- Logo on arena scoreboards and website
- Livestream and in-arena commercials
- VIP parking pass
- Trainer gifting
- VIP gifting opportunities
- Invitation to sponsor dinner





Premium Partner \$200,000 – \$350,000

The Premium Partner package ensures that you will be one of the most prominent partners at the Winter Equestrian Festival. Premium Partners can count on high-impact activations as well as the ability to interact with our VIP guests, exhibitors and spectators. Premium sponsors help us provide the highest level of competition and entertainment.

- Naming Right opportunities
- Logo Inclusion in the International Arena and 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 advertising opportunities
- Dedicated eBlast
- Public address announcement
- Logo on scoreboards, website
- 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 and Exclusive Partners

\$350,000 – \$500,000++

Our Major and Exclusive partners are moving equestrian sport forward to an international audience! This premier level of sponsorship will present our most coveted events, exclusive naming rights, and secure the highest level of branding and marketing available on-site and across our digital properties. Major and Exclusive partners can enjoy the very best we have to offer from sport, hospitality, entertainment, advertising and much more with our events all year long.

- Category Exclusivity
- Naming Right opportunities
- Logo Inclusion in the International Arena and increased event signage
- Grand Prix competition
- VIP Hospitality
- Circuit Division naming rights
- Jump included in primary arenas
- Arena naming rights
- 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)
- Paid social media ads (3 months)
- Dedicated eblasts during WEF and annual series
- Public address announcement
- Logo on arena scoreboards
- Livestream and in-arena commercials
- Discounts on special event planning
- Elevated trainer gifting / elevated VIP gifting opportunities
- Custom sponsorship activation
- Custom Video Production Elements
- VIP parking passes
- Invitation to sponsor dinner



Wellington International North



Wellington International South



Destination Wellington



**Thank you for
your consideration.**

Lenore Brown
Director of Sponsorship
(717) 608-4654
lbrown@wellingtoninternational.com

Whitney Stahl
Winter Equestrian Festival Sponsorship Manager
(561) 784-1104
wstahl@wellingtoninternational.com