



DEVON
FALL CLASSIC
SEPTEMBER 12-15, 2024

SPONSORSHIP OPPORTUNITIES



ABOUT

The Devon Fall Classic, an exciting all-jumper show, will be celebrating its 11th year in September 2024. Featuring the \$25,000 Devon Fall Classic, the Open Speed Stake, the Show Jumping Hall of Fame Classic and the TAKE2 Thoroughbred Jumpers. In addition to the exciting equestrian event, the Devon Fall Classic offers live music, great food, wonderful shopping and a Midway for the kids.

The Fall Classic presents a unique opportunity for businesses to market to not only local customers, but to the growing equestrian community as well. Sponsorships are available at all levels. We will create a package customized to your sponsorship needs.

All proceeds go to the benefit of the Devon Horse Show Foundation, a nonprofit 501(c)3 organization, which relies on your support to make the improvements necessary to ensure its position as one of the premier equestrian event facilities in the country and maintain the classic charm of the Country Fair.





OUR MEDIA

Devon media reached nearly 2 millions viewers on social media this year and generated tens of thousands of unique link clicks for our sponsors in the beloved “Devon Daily”.

Total reach:

Facebook 46.9k (Devon & Fall Classic)

Instagram 32k (Devon & Fall Classic)

Emailing list: 37.5k contacts

Website: 13+ Million hits in the last year





SUPPORTING LEVEL SPONSOR

\$750 - \$1,500



The Supporting Sponsor Level is an introductory level that is designed for new businesses looking to introduce themselves at the Devon Fall Classic. Sponsors at this level have the opportunity to choose from the areas:

- Print, Digital, and Social Media Advertising
- Event Signage
- Class Sponsorship
- Public Address Announcements



BLUE RIBBON LEVEL SPONSOR \$2,000 - \$5,000

The Blue Ribbon package is the ideal way to further introduce your brand at The Devon Fall Classic. Sponsoring at this level earns you a bespoke package incorporating any of the below areas.

- Print, Digital, and Social Media Advertising
- Event Signage
- Class Sponsorship
- Public Address Announcements
- Event Ticket and Parking Pass options





MAIN LINE LEVEL SPONSOR \$5,000 - \$10,000

The Main Line package provides a more comprehensive way for you to build brand visibility, acquire new customers and encourage others to interact with your business. We will work with you to customize a program to meet your goals.

- Print, Digital, and Social Media Advertising
- Event Signage
- Class Sponsorship
- Event Ticket and Parking Pass options
- Public Address Announcements
- Sponsored Jump in the Ring





WHEELER LEVEL SPONSOR \$10,000+



The Wheeler package positions you as a prominent partner of the Devon Fall Classic, offering robust marketing and advertising for significant brand exposure. Sponsors at the Wheeler level play a pivotal role in shaping the essence of The Devon Fall Classic.

- Print, Digital and Social Media Advertising
- Sponsored Jump in the Ring
- Increased Event Signage
- Class/Division Sponsorship + Award Presentation
- Event Tickets and Parking Passes
- Public Address Announcements
- Jumbotron and Livestream Commercials
- Increased Email Marketing Opportunities
- Vendor Space Opportunity
- Box Seating



DIXON LEVEL SPONSOR

\$25,000+

Our Dixon partners are the cornerstone of Devon's historic and world-renowned status. At this premier sponsorship level, you gain access to the highest caliber of marketing and advertising. Dixon Sponsors enjoy the full spectrum of the Devon Fall Classic's offerings, including visibility in top-tier competitions, entertainment, advertising, and more!

- Print, Digital and Social Media Advertising
- Sponsored Jump in the Ring
- Increased Premier Event Signage
- Premier Class/Division Sponsorship + Award Presentation
- Event Tickets and Parking Passes
- Public Address Announcements
- Jumbotron and Livestream Commercials
- Custom Sponsorship Activations
- Social Media and Email Marketing
- All customer marketing opportunities
- Vendor Display Opportunity
- Show Activity Host
- VIP Committee Stand Seating w/ Cocktails & Hors d'oeuvres





CONTACT US

Harriette Overend

Sponsorship Director

(610) 964-0550 x 219

(610) 772-5086 (Cell)

harriette@devonhorseshow.com