

Devon Fall Classic 2026 Sponsor Opportunities



Table of Contents

1. Introduction to the Fall Classic
2. Our Audience
3. Sponsorship Levels
4. Other Ways to Get Involved
5. Contact Information



What is the Fall Classic?

The Devon Horse Show and Country Fair Hosts its 13th Annual Devon Fall Classic, September 10th - 13th, 2026.

The All-Jumper Equestrian Event features Live Music, Boutique Shopping, Dining, Amusement Rides, and more.

Show highlights include the \$25,000 Devon Fall Classic, the \$10,000 Open Speed Stake, the Show Jumping Hall of Fame Classic, and the TAKE2 Thoroughbred Jumpers.



What Distinguishes Our Event

The Fall Classic highlights both our local business' looking for exposure, as well as equine centered brands. The Fall Classic is a great introduction for those who want a “trial run” of Sponsorship at Devon before the Spring, as well as those who are looking for increased localized business / an overall growth in customer base.



What's the Impact?

All proceeds benefit the Devon Horse Show Foundation, a nonprofit 501(c)3 organization.

Through your support, the Foundation can make necessary improvements to the grounds to ensure our position as one of the premier equestrian event facilities in the country, while maintaining the classic charm of the Country Fair.



*as a 501(c)(3), any donation is tax deductible to the extent permitted by law



Our Influence



50.1K Facebook Followers (The Devon Horse Show & Devon Fall Classic)



37.9K Instagram Followers (The Devon Horse Show & Devon Fall Classic)



76,000+ Subscriber Email List



2.35+ Million Views Across Platforms in 2026



Our Audience



200+ Competitors



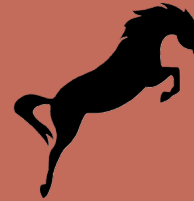
900+ Attendees



\$85,000+ in Prize Money



30.5% of households (1.6 million)
in PA have horse lovers!



300+ Horses



20+ On Site Vendors



Supporting Level Sponsor

The Supporting Level is built for introductory sponsors, smaller businesses, or those who just want to start on a smaller scale. Sponsors at this level have the option to choose from the following packages (packages can be tailored if desired by sponsor.)

\$750

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site

\$1,250

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner



Blue Ribbon Sponsor

The Blue-Ribbon Package is an ideal mix of brand exposure and event experience. Sponsors at this level have the option to choose from the following packages (packages can be tailored if desired by sponsor.)

\$1,500

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner
- ☐ PA Announcements

\$2,500+

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner
- ☐ PA Announcements
- ☐ Class Sponsorship

\$5,000+

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner
- ☐ PA Announcements
- ☐ Class Sponsorship(s) & Trophy Presentation
- ☐ Dedicated Social Media Post
- ☐ Parking Passes
- ☐ Event Ticket Bundles / Comp Tix



Main Line Sponsor

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. Sponsors at this level have the option to choose from the following benefits, to then create a customized package at an appropriate cost *(\$7,500 - \$10,000+.)*

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner
- ☐ PA Announcements
- ☐ Class Sponsorship(s) & Trophy Presentation
- ☐ Parking Passes
- ☐ Event Ticket Bundles w/ Comp Tix
- ☐ Fall Guidebook Advertisement
- ☐ Dedicated Social Media Post
- ☐ Inclusion in our Devon Email - Blast
- ☐ Premiere Box for the duration of the show (limited availability)



Wheeler Level Sponsor

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. Sponsors at this level have the option to choose from the following benefits, to then create a customized package at an appropriate cost *(\$10,000 - \$15,000+.)*

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner
- ☐ PA Announcements
- ☐ Class OR Division Sponsorship w/ Trophy Presentation
- ☐ Parking Passes
- ☐ Event Ticket Bundles / Comp Tix
- ☐ Fall Guidebook Advertisement
- ☐ Dedicated Social Media Post
- ☐ Inclusion in our Devon Email - Blast
- ☐ Custom Jump in Ring
- ☐ Vendor Space Availability
- ☐ Premiere Box for the duration of the show (limited availability)



Dixon Level Sponsor

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! Sponsors at this level have the option to choose from the following benefits, to then create a customized package at an appropriate cost (\$17,000+.)

- ☐ Logo on the Scoreboard
- ☐ Logo on the DHS site
- ☐ Banner
- ☐ PA Announcements
- ☐ Parking Passes
- ☐ Event Ticket Bundles / Comp Tix
- ☐ Fall Guidebook Advertisement
- ☐ Dedicated Social Media Post
- ☐ Class OR Division Sponsorship(s) w/ Trophy Presentation
- ☐ Inclusion in our Devon Email - Blast
- ☐ Custom Jump in Ring
- ☐ Vendor Space Availability
- ☐ Playing of Commercials on the Scoreboard
- ☐ Premiere Box for the duration of the show (limited availability)



Other Ways to Get Involved; The Devon Legacy Initiative

Preserving Tradition. Building Devon's Future.

This Initiative is a 5-year effort designed to preserve the legacy of the DHSCF through the continuous efforts to improve the grounds. Offers include the option to bundle sponsorship of our kickoff event with your Fall Classic Package, as well as purchasing individual tickets for \$250. VIP Tables available as requested, Contact Evan Brazunas for more information; evan@devonhorseshow.com

610-964-0550 x 234



Preserving Tradition.
Building Devon's Future.

5 Years
Million Dollars



PRESERVE & PROGRESS THE DEVON CAMPAIGN

HONORING DEVON'S PAST. BUILDING DEVON'S FUTURE.

A \$5,000,000 INVESTMENT IN DEVON'S LEGACY

For over 130 years, Devon has stood as a symbol of tradition, excellence, and community. Today, we invite you to help shape its future.



JOIN US AT TRIPLE CROWN
593 E LANCASTER AVE, ST DAVIDS, PA 19087
FOR THE DEVON HORSE SHOW AND
COUNTRY FAIR FOUNDATION, A 501C(3) ENTITY

October 9th, 2026

6:00 - 9:00 pm

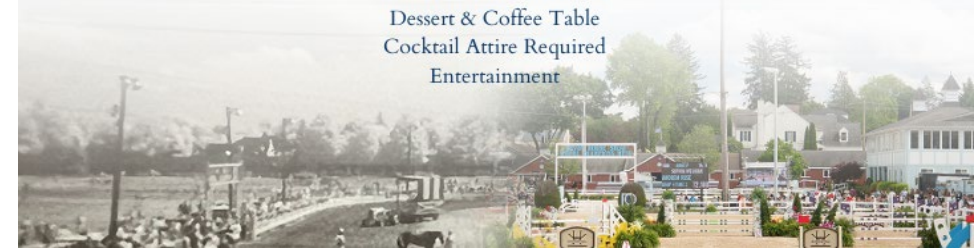
Catering, Cocktails, Wine, & Soft Drinks

Stationed Hors d'oeuvres

Dessert & Coffee Table

Cocktail Attire Required

Entertainment



Other Ways to Get Involved

Fall Classic Guidebook Advertisements

Advertising in our Guidebook is one of the top forms of Print Marketing we offer! Spots are limited, so please see contract here [Blank DFC Guide Contract.pdf](#)



Thank You Sponsors



Other Ways to Get Involved

In Kind Product Donation

Those who can't support with cash are welcome to donate product! We can use product for class prizes, swag bags, etc. This is a great way to create buzz without monetary involvement.





Contact Us!

Zoe Purser

Sponsorship Director

zoe@devonhorseshow.com

(610)- 964- 0550 x219

