



ATHLETIC EQUESTRIAN LEAGUE

# 2024 Nationals Sponsorship & Vendor Opportunities

PRACTICAL HORSEMANSHIP FOR  
THE EQUESTRIAN ATHLETE



# Who we are

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The Athletic Equestrian League invites you to be a sponsor of the 2024 AEL National Championships. The Athletic Equestrian League is an organization of 1st-12th grade and adult equestrian athletes who compete in practical horsemanship.

Dana Hall School in South Wellesley, MA will be the host location for the AEL Nationals, which will bring in athletes, coaches and parents to MA for a two-day competition on May 11 - 12th, 2024.



*Sally Batton*

Founder & President



## Organization Numbers:

- 400 athletes ranging from 1st grade to adults
- 30 coaches
- 22 teams throughout the Northeast & VA
- 1k+ followers on Facebook
- 1k+ followers on Instagram
- 1500 email list

# Sponsorship Levels



## Bronze Medal

- 1/2 page ad in Nationals program
- Promotional materials distributed in competitor packets

*\$250*

## Class Sponsor

- Sponsor name listed in program with class
- Sponsor may present medals/trophies to class winners at Nationals

*\$75*

## Silver Medal

- Full page ad in Nationals program
- Promotional materials distributed in competitor packets
- Sponsor announcements throughout event
- Promotional posts on Instagram and Facebook leading up to the event

*\$500*

## Gold Medal

- Full page ad in Nationals program
- Banner displayed in competition arena
- Sponsor name and logo on jump in arena
- Promotional materials distributed in competitor packets
- Sponsor announcements throughout event
- Sponsor present Grand Champion awards at end of event
- Promotional posts on Instagram and Facebook leading up to the event

*\$1000*

Donation of an item(s) of similar value that we could give away as a door prize, winner's prize, etc, are accepted as well.

# Vendor Information



## Pony Level

- Table in the vendor area
- Announcer mentions throughout the two day competition
- 1 social media post leading up to the event
- Name will be listed with other universities, colleges & businesses

**\$150**

## Horse Level

- Table in the vendor area
- Announcer mentions throughout the two day competition
- 4 weeks of podcast ads in Athletic Equestrian: Riding In College Podcast (\$260 value!)
- 2 social media posts leading up the event
- Full page program ad

**\$400**

Donation of an item(s) of similar value that we could give away as a door prize, winner's prize, etc, are accepted as well.



## Specifications

Follow us on social media!  
@Athletic Equestrian



- The program page size is 8-1/2 X 11
- All ads for program must be sent in PDF file as well as a copy with the check via mail.
- If you would like us to create the ad it will be an additional \$50. Send the pictures and information you would like and we will send a final copy back to you before publishing.
- Payment ( online payment in our store or venmo) & ads need to be received by **May 1, 2024.**

**Please email ad copy to:**

Jenna Boillotat-Upson  
Director of Marketing & Membership  
jenna@athleticequestrian.com

**WWW.ATHLETICEQUESTRIAN.COM**