



# US EQUESTRIAN DIGITAL ADVERTISING AND SPONSOR KIT



# AN OVERVIEW

US Equestrian's vision is to bring the joy of horse sports to as many people as possible. We are achieving this daily across all of US Equestrian's digital platforms, each one delivering original content for the membership and fans.

- **USEF NETWORK**  
IS THE #1 MEMBERSHIP DRIVER
- **1.3MM TOTAL PLAYS**  
ON USEF NETWORK
- **201K VIEWERS PER YEAR**
- **USEF SOCIAL MEDIA PLATFORMS**  
HAVE 170MM IMPRESSIONS AND  
5,000+ POSTS
- **80+** LEARNING CENTER VIDEOS
- **223,000+** MINUTES VIEWED
- **MORE THAN 320,000+** LEARNING  
CENTER VIDEO VIEWS ON SOCIAL MEDIA
- **4.2+ MILLION REACH**
- **977,000+ VIDEO VIEWS**



# MEET OUR MEMBERS

- 85% Female
- 82% own a horse or pony
- Own an average of four horses
- Compete at least six times per year
- 66% have a college degree
- 40% own a farm; 66% of those are 10 acres or more
- Average net worth of \$955,000
- 86% are more likely to buy products/services from companies who sponsor or advertise equestrian events



# PACKAGES THAT DELIVER VALUE

We are pleased to offer a range of digital packages designed to reach US Equestrian's unique equestrian demographic and drive business for your brand.

## **PREMIUM USEF NATIONAL CHAMPIONSHIPS DIGITAL PACKAGE – \$12,000**

*The all-in package, this opportunity provides significant digital reach and exposure during USEF National Championships. To learn more about which USEF National Championships are available for this package, please contact Layson Griffin [lgriffin@usef.org](mailto:lgriffin@usef.org) and Kim Russell [krussell@usef.org](mailto:krussell@usef.org).*

### **BRANDING & PROMOTIONS PACKAGE**

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#### **USEF NETWORK LIVE STREAM PRESENTED BY [INSERT COMPANY NAME]**

- Company logo used as a watermark on the live stream
- One (1) 940x90 pixel banner ad on the live stream
- Hyperlink from USEF Network live stream player
- 2,000 pre-roll plays (15 or 30 second commercials) provided by company

#### **BRANDING INCLUDED IN USEF NETWORK PROMOTIONS LEADING UP TO THE CHAMPIONSHIP:**

- USEF Network e-blasts
- Listing on the upcoming shows calendar on USEF Network webpage
- USEF Network social media promotions

#### **COMPETITION SOCIAL MEDIA COVERAGE BROUGHT TO BY [INSERT COMPANY NAME]**

- Opening graphic and graphic overlays incorporated into USEF Network Instagram Story coverage
- One (1) 15 second commercial used in a "swipe up" on USEF Instagram Story
- Daily photo galleries brought to you by [insert company name]

#### **COMPANY NAME INCORPORATED INTO WINNING RIDES AS "BROUGHT TO YOU BY [INSERT COMPANY NAME]"**

- Winning Rides are shared on USEF social media during the championships
- Tagged in the Winning Ride social media posts

# SOCIAL MEDIA OPPORTUNITIES

Increase your brand's awareness and connect with equestrian fans through one of the USEF social media platforms! USEF operates a total of 24 pages across Facebook, Twitter, Instagram, TikTok and YouTube. 8 pages are discipline specific and offer the opportunity to reach a target audience.

## USEF NATIONAL CHAMPIONSHIP SOCIAL MEDIA COVERAGE

**\$5,000 PER EVENT** This unique brand integration opportunity will provide your company with valuable exposure on USEF social media platforms during competitions.

### BRANDING PACKAGE

- Social media coverage brought to you by [insert company name]
- Daily photo galleries brought to you by [insert company name]
- Opening graphic and graphic overlay used in USEF Instagram Story
- One (1) 15 second commercial incorporated as a "swipe up" on USEF Instagram Story
- Tagged in posts to promote the coverage leading up the competition

## USEF SOCIAL MEDIA WINNING RIDES

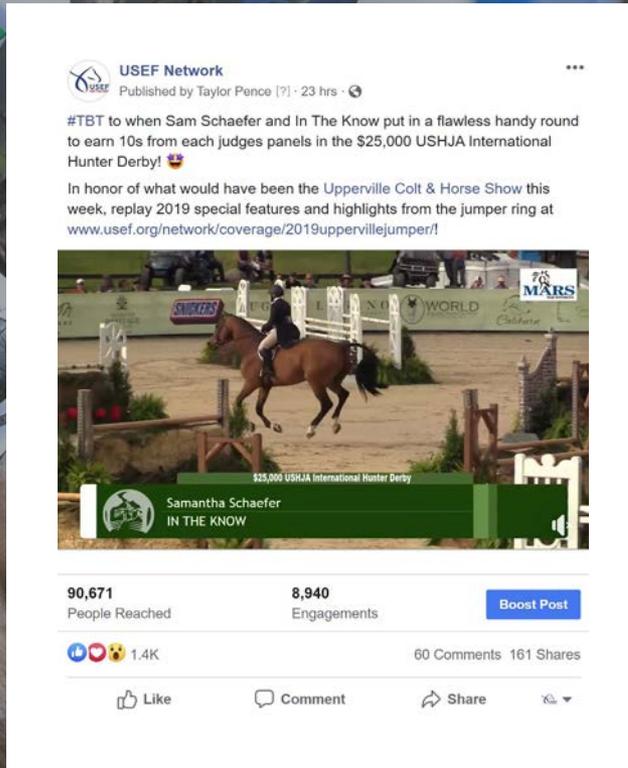
**\$500 PER RIDE** USEF's Winning Rides are featured across USEF social media channels and highlight the winning rounds from USEF National Championships and key competitions. USEF operates 24 social media pages, each one offering an exceptional opportunity to connect with equestrians and fans.

### BRANDING PACKAGE

- Winning ride brought to by [insert your company name]
- Company logo incorporated into video in top right corner
- Company logo incorporated into the closing graphic
- Tagged in social media post



# VIDEO OPPORTUNITIES



**USEF Network**  
Published by Taylor Pence [?] · 23 hrs · 🌐

#TBT to when Sam Schaefer and In The Know put in a flawless handy round to earn 10s from each judges panels in the \$25,000 USHJA International Hunter Derby! 🏆

In honor of what would have been the Upperville Colt & Horse Show this week, replay 2019 special features and highlights from the jumper ring at [www.usef.org/network/coverage/2019uppervillejumper/](http://www.usef.org/network/coverage/2019uppervillejumper/)



90,671 People Reached      8,940 Engagements      Boost Post

👍 🗨️ 🗨️ 1.4K      60 Comments 161 Shares

Like      Comment      Share

## RIDE REVIEWS – \$1,500 PER RIDE

USEF will work with a variety of competitors from across all recognized USEF disciplines and breed affiliates to review and commentate on a successful ride at a top competition. Ride Reviews are available for viewers as on-demand content on USEF Network and promoted on USEF Network social platforms.

## BRANDING & PROMOTIONS PACKAGE

- Company name incorporated into the Ride Review promotions. For example: “Boyd Martin’s Ride Review from LRK3DE presented by SmartPak”
- Company logo incorporated into video in top right corner
- Company logo incorporated into the closing graphic
- Ride Reviews are utilized as promotions leading up to an event, as a #TBT or stand-alone posts
- Posted on the USEF Network Facebook and Instagram pages

## USEF NATIONAL CHAMPIONSHIP WRAP VIDEOS

**\$1,500-\$4,000** (PRICE VARIES BASED ON DAILY VIDEOS VS. OVERALL COMPETITION VIDEO)

Following select USEF National Championships, the USEF Network Team will produce a “Competition Wrap Video” or “Daily Wrap Videos” to highlight the best and most memorable moments from the competition. Competitions include USEF Pony Finals presented by Collecting Gaits Farm, USEF Festival of Champions and more

## BRANDING PACKAGE

- Daily Wrap video brought to you [insert company name]
- Company logo incorporated as a watermark throughout the video
- Company logo incorporated on the closing graphic
- Company tagged in social media post



# VIDEO OPPORTUNITIES, CON'T

## NEW USEF LEARNING CENTER VIDEO SERIES “PRO TIPS FROM GROOMS” – \$2,500 PER VIDEO

NEW to the USEF Learning Center, USEF is developing a series of short form content videos called “Pro Tips from Grooms”. This series will feature different top grooms from across all breeds and disciplines sharing their tips and tricks. The full series will be featured on the Learning Center webpage and promoted on USEF social media.

### BRANDING PACKAGE

- Video branded as: Pro Tip with [insert groom's name] brought to you by [company name]
- Company name incorporated as text into opening graphic
- Company logo incorporated in the closing graphic
- Company name and hyperlink included on the Learning Center webpage for video
- Tagged in social media promotional post

IN ADDITION TO USEF'S DIGITAL PACKAGES, OPTIONS TO PURCHASE INDIVIDUAL ITEMS ARE AVAILABLE.

### PRE-ROLL PLAYS ON USEF NETWORK

10,000 Plays	\$5,000
20,000 Plays	\$7,500

### BANNER ADS ON USEF NETWORK

Per Event	\$500
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BANNER AD  
940x90 pixels

YOUR AD HERE

Hope Hobday Glynn

Fly and Insect Management

Posted: August 2018

Length: 09:57

VIDEO PLAYER

Pre Roll 15-sec or  
30-sec Spot

# US EQUESTRIAN DIGITAL ADVERTISING

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To further discuss these premium digital opportunities, please contact:

## LAYSON GRIFFIN

Director of Sponsorship & Sales

859.225.6942

[lgriffin@usef.org](mailto:lgriffin@usef.org)

## KIM RUSSELL

Director of Advertising

859.225.6938

[krussell@usef.org](mailto:krussell@usef.org)

