Important Update for 2023

• All contributions will now be received by a 501(c)3 entity and may be tax deductible.

• Please check with your financial advisor.
Platinum Level
$20,000 - $65,000

Exclusive high-profile sponsorships such as Title, Livestream, Meadow Market, Presenting, Hospitality, and Lodging sponsorships. All platinum opportunities include the top end VIP experience, premier amenities, and maximum brand exposure, including (depending on level in range):

- Named VIP front row tailgate including a 15x15’ tent, personal livestream viewing monitor, tables and chairs, linens and florals, and picnics for 8 for weekend
- VIP parking spot at the tailgate and 7 VIP parking passes
- Branding on show jump (show jump provided by sponsor)
- Branded promotional item for distribution to VIPs, riders, etc. (provided by sponsor)
- Branding on signature cross country complex (branding provided by sponsor)
- Two full-page advertisements in the event program, one in the first third of the program
- Ability to have commercials embedded in the livestream 5 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Recognition on GMI website with hyperlink to sponsor website
- Recognition in social media
- Announcements during event
Gold Level - $12,500-$15,000

Top tier high-exposure sponsorships such as Start and Finish boxes, Stabling/Bedding, Division, and Competition Staff hospitality provider. All gold opportunities include high level VIP experiences and amenities, including (depending on level in range):

- Named VIP front row tailgate including a 10x10’ tent, personal livestream viewing monitor, tables and chairs, linens and florals, and picnics for 4 for weekend
- One VIP parking pass directly next to your tent and 2 individual parking passes in the VIP parking area.
- One half-page advertisement in event program
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Recognition on GMI website with hyperlink to sponsor website
- Recognition in social media
- Announcements during event
Silver Level - $7,500 - $10,000

Intimate high access sponsorships such as Volunteer t-shirts, lunches, and swag bag providers, Show Office, Parkers at all Entrances, and Riders Lounge Main Arena (if not included in Gold package). Silver opportunities are an affordable option for access to VIP experiences and amenities, including (depending on level in range):

- Named Piedmont front row tailgate on the Fleming Hill side of the arena, including a 10x10’ tent for 6 for weekend
- VIP parking spot at the tailgate, and 2 overflow parking passes
- One half-page advertisement in event program
- Ability to have commercials embedded in the livestream 3 x per day
- Inclusion of corporate logo on livestream sponsor roll (media/logo provided by sponsor)
- Recognition on GMI website with hyperlink to sponsor website
- Recognition in social media
- Announcements at event
Bronze Level - $2,500 - $5000

Sponsorship opportunities include sponsoring the Media Tent, Golf Cart Hospitality runners, multiple prize and prize money sponsors, and Riders’ lounge in the stabling area. Bronze level opportunities get you where you want to be without a huge commitment:

- Two Options: Fleming Farm tailgate located above the drop outside the ropes or Arundel Row tailgate located on the other side of Fleming Hill with views of the arena and MOC Splash for a party of 6. Includes a 10 x10 tent for 6 for weekend
- VIP parking spot by tent and general admission tickets for 5
- Includes additional VIP overflow parking pass
- Cross country jump sponsorship (Sponsor to provide signage)
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media
Red Level - $2000

Sponsorship opportunities include show jump and multi-level cross country jump sponsorships, and generous level competitor prices. Red level opportunities are targeted for just what you want and include:

- One VIP parking pass
- Three General Admission Weekend Passes
- Recognition on GMI Website with hyperlink to sponsor website
- Recognition in GMI social media
White Level - $1,500
Sponsorship opportunities include cross country jump combinations and branded features on the livestream. White level opportunities are affordable and include:

- Space in Meadow market, tent provided by sponsor (see restrictions on vendor page on website)
- General admission passes for 4
- Promotion on GMI Website with hyperlink to sponsor website

Blue Level - $750
Sponsorship opportunities include single cross country jumps and competitor prizes. Blue level opportunities are targeted for just what you want and include:

- General admission passes for 2
- Promotion on GMI Website with hyperlink to sponsor website

Entry Level - $300
Sponsorship opportunities include full-page advertisements in the event program and targeted signage. Entry level opportunities include:

- Promotion on GMI Website with hyperlink to sponsor website
- Banner in strategic location
- Advertisement in event program (online)
Show Jump Sponsor*
$1,500

- Branding on show jump (provided by sponsor)
- Inclusion in competition photography/promotional imagery
- Ability to have commercials embedded in the livestream up to 2 x per day
- Promotion on GMI Website with hyperlink to sponsor website
- Recognition in social media
- Announcements on show jump day

*Limited Availability
Cross Country Jump Sponsor*

Multi-Level or XC Complex $1,500
Single Jump $500

• Branding on cross country jump (sponsor provided)
• Inclusion in competition photography/promotional imagery
• Inclusion of corporate logo on livestream sponsor roll
• Promotion on GMI Website with hyperlink to sponsor website
• Recognition in social media
• Announcements during Cross Country day

* Limited Availability
In-Broadcast & On-Site Presence

$1,200 Ride of the Day
• Video re-cap of the most outstanding performance of the day, as selected by the MarsGMI officials
• Also featured on media partners’ digital channels, and made available to media outlets
• Note: 2019’s Ride of the Day was viewed over 25,000 times

$1,000 Level
• 1:00+ In-broadcast and on-site promotional video (sponsor-provided)
• Shown 3 to 5 x day, Friday - Sunday
• Logo inclusion in the event sponsors’ video loop (sponsor-provided)

$750 Level
• :30 – 1:00 In-broadcast and on-site promotional video (sponsor-provided)
• Shown 3 to 5 x day, Friday - Sunday
• Logo inclusion in the event sponsors’ video loop (sponsor-provided)

$500 Level
• :15 in-broadcast and on-site promotional video (sponsor-provided)
• Shown 3 x day, Friday - Sunday
• Logo inclusion in the event sponsors’ video loop (sponsor-provided)
More Opportunities Are Available

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