



SPONSORSHIP BROCHURE



TRYON
INTERNATIONAL EQUESTRIAN CENTER



Welcome

Thank you for your interest in becoming a sponsor at the Tryon International Equestrian Center (TIEC). The TIEC opened in the fall of 2014 and has become one of the premier equestrian facilities in the world, hosting hunter/jumper, dressage, and eventing competitions for equestrians of all levels, throughout the calendar year. The rapid growth and success is due to the strong leadership team of the Tryon Equestrian Partners (TEP) and from support from our sponsors. Our goal is to lead the equestrian industry with unique experiences for spectators, competitors, and sponsors, while exposing a larger audience to equestrian sport. We accomplish this by custom tailoring each sponsor activation to suit specific needs and target their preferred audience, using a variety of communication channels. As the TIEC continues to grow, we will continue to push the boundaries on innovation and creativity that will elevate the sport and your business' ROI. The team at TEP is committed to developing a partnership that will last many years to come.

Sincerely,

SPONSORSHIP TEAM





Equestrian: The New Spectator Sport

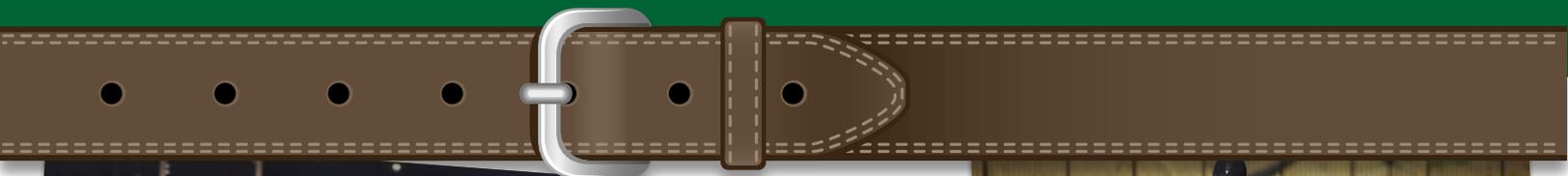
When the TEP built the Tryon International Equestrian Center they had a vision to create a premier equestrian training and competition facility for all disciplines that would cater to the equestrian athlete and horse, while also being a place anyone can come and enjoy the equestrian sport. By doing this, the TEP are hoping to attract a larger audience to participate in equestrian events, whether it is a carousel ride, competing in an internationally recognized event, or coming to the Tryon International Equestrian Center to watch the horses and enjoy the various amenities. One of the ways this goal has been achieved is by creating special events, such as, "Saturday Night Lights" and "Derby Days" which center around watching top horses and riders compete on Saturday Night in the George Morris Arena, or on Sunday afternoon on the state of the art Grass Complex. These events are always free to the public and include additional entertainment such as, live music, magicians, bouncy house, pony rides and more, so the entire family can have fun. These events attract new fans, as well as other professional and amateur riders that compete during the week. If an equestrian fan is unable to come to the venue, they are still able to enjoy the action by live streaming through the Chronicle of the Horse TV.

***Fast Facts about Equestrian Sport**

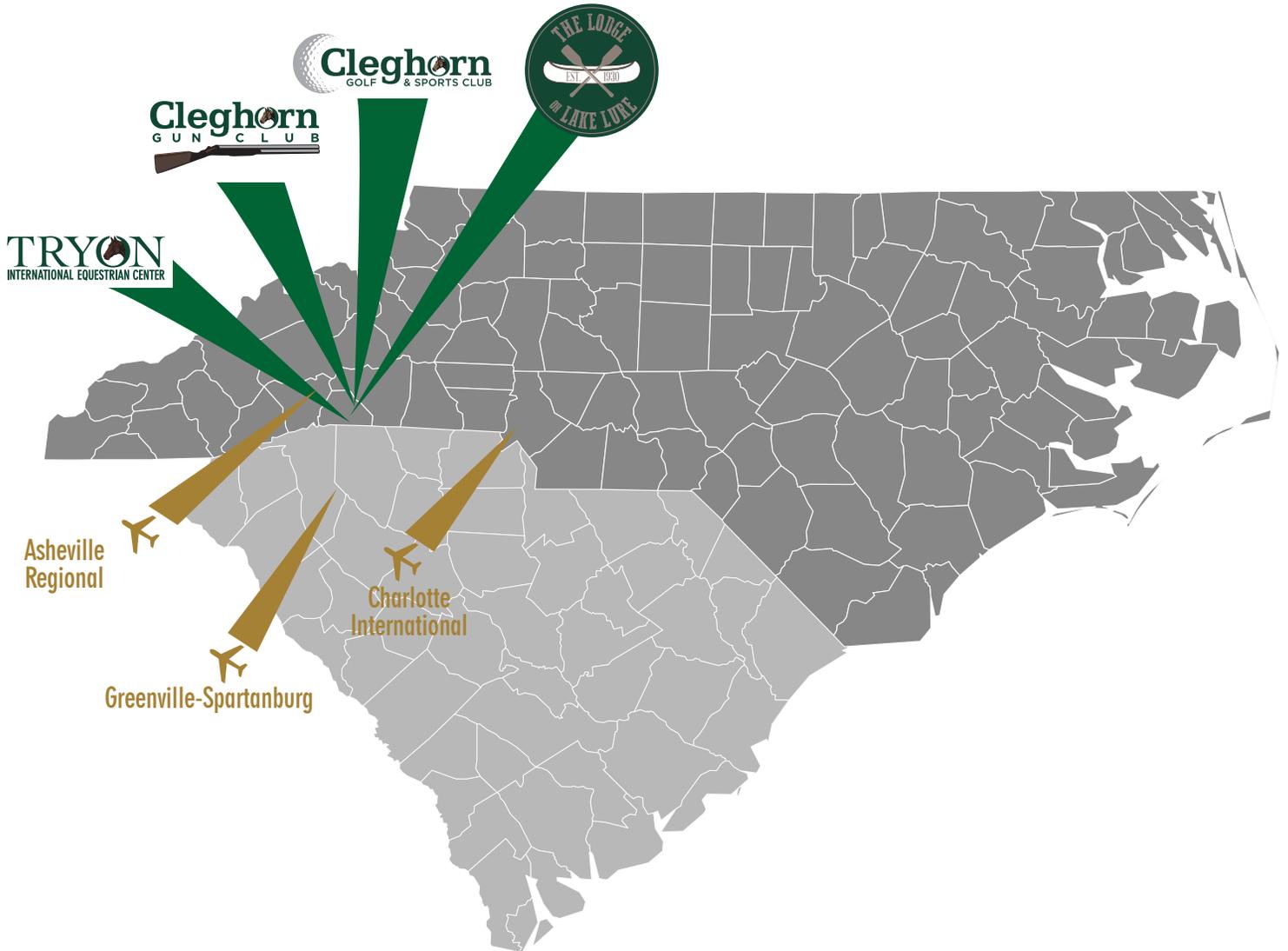
1. Over 27 Million people ride a horse once a year
 - a. 25 million people will play golf
 - b. 23 million people play tennis
2. 8,000-10,000 people attend Saturday Night Lights
3. Competitors from 40 states
4. 23 different countries represented in competition

About the Tryon International Equestrian Center

The Tryon International Equestrian Center is located in the foothills of North Carolina on over 1400 acres. The facility has 10 competition rings, 1200 permanent stalls, onsite lodging, 7000-meter cross country course, covered arena, and state of the art Grass Complex. Accompanying the competition areas are, 10 onsite restaurants, The General Store, 20 onsite vendors, and fitness and recreational facility. Within a five-minute drive the Tryon International Equestrian Center is the Cleghorn Gun Club and Cleghorn Golf and Sports club, all owned and operated by the Tryon Equestrian Partners. With a large variety of attractions, the Tryon Equestrian Partners have created a one of a kind equestrian destination that they plan to expand in years to come. The Tryon International Equestrian Center is a one of a kind facility and there is none other like in the United States.



Foothills of North Carolina



The Tryon International Equestrian Center is at the center of several amenities and is an easy drive to three major airports in North Carolina and South Carolina.

Equestrian: The New Spectator Sport

Saturday Night Lights: Equestrian sport takes center stage under the lights at the TIEC. The carousel, on-site dining and shopping, live band, pony rides, face painting and more provide fun for spectators of all ages. All of the activities and parking are free to the public to encourage new fans to discover the equestrian sport.

Between 10-15 thousand people come out to the TIEC on Saturday Night.



By The Numbers



42

Annual Sanctioned
Equestrian Events



\$5 Million

In prize money awarded
during the year



400

Million Media Impressions
generated during the year



500,000

Annual attendance
at TIEC

Digital Reach



38,000 Likes



1400 Followers



14,000 Followers

400,000 Unique Website Visitors. Average time spent on website 5:45 minutes

TIEC Demographics



25%

Male

75%

Female

Age:

45-64

Come to the equestrian center 6 times a year



55%

identify as an equestrian fan

20%

own 3-5 horses

49%

of competitors under 18



75%

have higher education

90%

own their own home

\$250,000

Average HHI

Equestrian Demographics



27

Million Participants annually



10.25

million horses in the united states



43%

travel by airplane 16 times a year

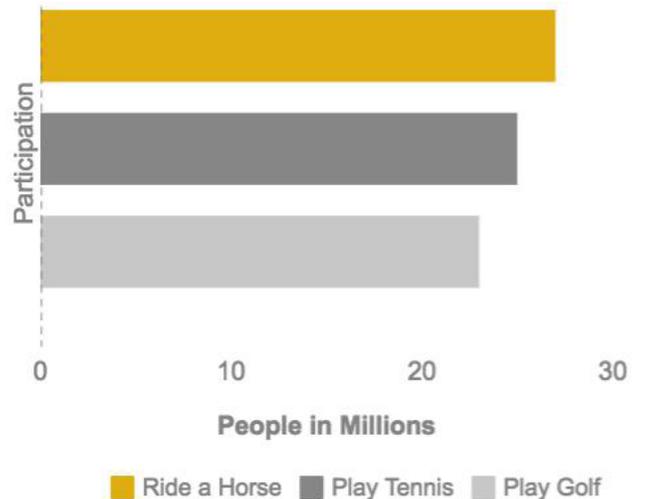
5%

increase in participation a year

350

million people watched Equestrian broadcasts in 2016

Competitors from 24 Countries and 50 states





Competitive Disciplines



Jumpers - Jumpers combine the speed of Horse racing with the precision of Tennis. In jumpers competitions, hundredths of a second and inches determine the winner. Horse and riders compete over jumps that can reach heights up to 5'3" tall and 7' wide. The goal is to leave all of the jumps up while going faster than all of the others in the class. If a rider is off by only an inch, the rail will come down and they will lose their shot at victory.



Hunters - One of the subjective disciplines that focuses on the horses overall elegance, grace and style. The riders job in the hunter ring to is make the horse look as good as it can while navigating the horse over natural looking obstacles ranging from 3'6" to 4'. The modern hunter discipline comes from the old English fox hunting tradition.



Equitation - Popularized in the United States, Equitation is used to help build the skills of young riders so they can go on to be successful in the upper level jumpers. Open to riders under the age of 18, the classes are judged on how effortlessly the rider can navigate a set of jumps set in close proximity to one another, with tight turns in between. The United States has four National Equitation Championships that riders must qualify for. Many of America's Olympic Gold Medalists got their start in the equitation ring.



Eventing - Eventing is an equestrian event where horse and rider compete in three different disciplines; dressage, cross-country and show jumping. This requires a mastery of several types of riding. It is considered the triathlon of equestrian competitions.



Dressage - Often referred to as "Dancing with a Horse", horse and rider train and compete in 9 progressive levels with each level having a series of predetermined movements that they are judged on. Each test has a different variation of patterns and horse and rider are scored on a scale of 0 being not performed at all to 10 being excellently performed per each movement in the given test.



Beyond Equestrian Events

Sky Deck - The Sky Deck is located above the legends club and is perfect for an outdoor party. With beautiful views over looking the Blue Ridge mountains and the the George Morris Arena, the Sky Deck will guarantee a unique experience for all guests. People are able to purchase tickets for special events hosted on the Sky Deck, or the area can be rented out for a private party.

Lodge on Lake Lure - Overlooking Lake Lure, where dirty dancing was filmed, enjoy southern Blue Mountain hospitality with impeccable views of the lake and mountains. The Lodge on Lake Lure creates the perfect venue for one's next corporate retreat, special party, or wedding.

Legends Club - A VIP members only club that is open during all competition weeks at the Tryon International Equestrian Center overlooking the George Morris Arena. The Legends Club seats 500 guests and serves breakfast and lunch, Wednesday through Sunday, as well as dinner on Saturday Nights. The club has an open bar and televisions that can play sponsor commercials during breaks in competition. Sponsors are also given the opportunity to leave a logoed gift on every members table once throughout the season.

The Grand Room at Legends Club - Centered around a large fireplace, decorated with a rustic mountain feel, the Legends Club Lobby is perfect for one's next cocktail party or special celebration. The intimate space is perfect for parties up to 60 people. Complete with a piano, one can top of their special evening with live music.



Traditional Activations

PA Announcements



Commercial



Branded Jumps



Banners



Branded Locations



Prizes



Digital and Social Media Activations



Print Advertising

Traditional ads that can be placed in our Prize List. We print over 5,000 prize lists and publish it online



Custom Displays



Digital and Social Media Activations

Digital Advertising on the Tryon website

- Over 500,000 impressions throughout the year
 - Average time spent on website 5:45 min per session
 - Over 25,000 New Users in 2016
-

Facebook: Like us: Tryon International Equestrian Center



Instagram: Follow us @TryonResort



Snap Chat: Add us @TryonResort



To learn more about becoming a sponsor at the
Tryon International Equestrian Center please contact us at:

Sponsorship@tryon.com
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Mill Spring, NC 28756

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