

THE 79TH *Pin Oak*

CHARITY HORSE SHOW
SPONSORSHIP BROCHURE

MARCH 26-APRIL 13, 2025





Pin Oak Charity Horse Show History

Texas Children's
Hospital®

FOR THE LOVE OF HORSES & CHILDREN

JAMES SMITHER ABERCROMBIE was a man of great passion and love. He adored his only daughter, Josephine, who shared his love for horses and equestrian pursuits. Mr. Jim, as he was affectionately known, also had a strong desire to help sick and critically ill children. These two passions led to the creation of the Pin Oak Charity Horse Show and the founding of Texas Children's Hospital in Houston, Texas.

Determined to make his vision a reality, Mr. Abercrombie used his social and business connections to build Houston's first pediatric hospital. In 1951, he and his wife Lillie donated \$1 million to start the construction of Texas Children's Hospital. Today, the hospital is recognized as a leader in pediatric care by U.S. News & World Report.

Before the hospital, the Abercrombie's established the Pin Oak Stables, a world-class venue for Josephine to care for and showcase her horses. The first Pin Oak show, held on May 26, 1945, quickly became a major social event in Houston and one of the top horse competitions in the United States. Houston's elite attended in their finest attire, filling the coveted box seats to watch the best American Saddlebreds, hunters, jumpers, and ponies from around the world compete for top prizes.

The Pin Oak Charity Horse Show became more than just a prestigious equestrian event; it grew into a symbol of community spirit and generosity. Proceeds from the event have continually supported Texas Children's Hospital, funding vital medical care and research for young patients.

Today, the Pin Oak Charity Horse Show remains a cherished tradition, combining world-class equestrian competition with a noble cause. It stands as a testament to James Smither Abercrombie's love for his daughter and his commitment to helping children in need. Each year, the show continues to captivate spectators and competitors alike, blending the excitement of equestrian sport with the heartwarming mission of giving back to the community.

Pin Oak has donated over \$7 million to support the healing of sick children and is committed to supporting the growth of Texas Children's Hospital.





2025 SPONSORSHIP LEVELS



\$75,000 - Diamond Jubilee

- Naming rights as a presenting sponsor of the Pin Oak Charity Horse Show
- 90 second commercial on the Main Arena video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 3 full page advertisements in the Prize List and Program
- Premium Digital Marketing Package
- Logo on Pin Oak Charity Horse Show signage
- Logo on all back numbers (limited availability)
- Premier logo placement in publications and website
- Highly visible logo on scoreboard side panels and scoreboard displays
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 12 Banners total: (4) 4' x 8' banners in the Main Ring - (4) 4' x 8' banners in the Tellepsen Arena - (4) 4' x 8' banners in the Wheless Arena (commissioned by sponsor, cost for twelve banners \$1,650)
- VIP Stall and (6) VIP RV placement
- 24 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$1,800.**

\$60,000 - Diamond Plus

- Naming rights as a presenting sponsor of the Pin Oak Charity Horse Show
- 75 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 3 full page advertisements in the Prize List and Program
- Premium Digital Marketing Package
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 8 Banners total: (4) 4' x 8' banners in the Main Ring - (2) 4' x 8' banners in the Tellepsen Arena - (2) 4' x 8' banners in the Wheless Arena (commissioned by sponsor, cost for eight banners \$1200)
- Premier logo placement in publications and website
- Highly visible logo on scoreboard side panels and scoreboard displays
- Logo on Pin Oak Charity Horse Show signage
- Logo on all back numbers (limited availability)
- VIP Stall and (4) VIP RV upgrades
- 24 Tickets to the Sponsor Club Experience daily

***All banners, jump and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$1,350.**

\$50,000- Diamond

- Naming rights to a premier hunter or jumper event, with option to present awards
- 45 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 3 full page advertisements in the Prize List and Program
- Premium Digital Marketing Package
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 8 Banners total: (4) 4' x 8' banners in the Main Ring - (2) 4' x 8' banners in the Tellepsen Arena - (2) 4' x 8' banners in the Wheless Arena (commissioned by sponsor, cost for eight banners \$1,200)
- Premier logo placement in publications and website
- Logo on Pin Oak Charity Horse Show signage
- Logo on all back numbers (limited availability)
- VIP Stall and (3) VIP RV upgrades
- 18 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$1,350.**



2025 SPONSORSHIP LEVELS



\$40,000- Platinum Plus

- Naming rights to a premier hunter or jumper event, with option to present awards
- 45 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 1 full page advertisement in the Prize List and Program
- Premium Digital Marketing Package
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 6 Banners total: (2) 4' x 8' banners in the Main Ring - (2) 4' x 8' banners in the Tellesen Arena - (2) 4' x 8' banners in the Wheelless Arena (commissioned by sponsor, cost for eight banners \$900)
- Premier logo placement in publications and website
- Logo on Pin Oak Charity Horse Show signage
- Logo on all back numbers (limited availability)
- VIP Stall and (2) VIP RV upgrades
- 18 Tickets to the Sponsor Club Experience daily

*All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$1.050.

\$30,000 - Platinum

- Naming rights to a premier hunter or jumper event, with option to present awards
- 30 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 1 full page advertisement in the Prize List and Program
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 6 Banners total: (2) 4' x 8' banners in the Main Ring - (2) 4' x 8' banners in the Tellesen Arena - (2) 4' x 8' banners in the Wheelless Arena (commissioned by sponsor, cost for six banners \$900)
- Logo placement in publications and website
- Premium Digital Marketing Package
- VIP Stall and (2) VIP RV upgrades
- 16 Tickets to the Sponsor Club Experience daily

*All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$1.050.





2025 SPONSORSHIP LEVELS



\$25,000- Rose Gold

- Naming rights to a premier hunter or jumper event, with option to present awards
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 30 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 1 full page advertisement in the Prize List and Program
- Premium Digital Marketing Package
- 6 Banners total: (2) 4' x 8' banners in the Main Ring - (2) 4' x 8' banners in the Tellepsen Arena (2) 4' x 8' banners in the Wheless Arena (commissioned by sponsor, cost for six banners \$900)
- Logo placement in publications and website
- VIP Stall and (2) VIP RV upgrades
- 12 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$1,050.**

\$20,000- Gold Plus

- Naming rights to a premier hunter or jumper event, with option to present awards
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 15 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- 1 full page advertisement in the Prize List and Program
- Premium Digital Marketing Package
- 4 Banners total: (2) 4' x 8' banners in the Main Ring - (1) 4' x 8' banners in the Tellepsen Arena (1) 4' x 8' banners in the Wheless Arena (commissioned by sponsor, cost for four banners \$600)
- Logo placement in publications and website
- VIP Stall and (2) VIP RV placement upgrades
- 12 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$750.**

\$15,000- Gold

- Naming rights to a Grand Prix Dinner or class/division with options to present awards
- Jump in the jumper or hunter rings (commissioned by sponsor), with option to present awards
- 15 second commercial on the Main Ring video wall
- (1) 3'x3' Main Corridor Flag (commissioned by sponsor, flag cost \$150)
- (2) 4' x 8' banners in the Main Ring (commissioned by sponsor, cost for two banners \$300)
- 1 full page advertisement in the Prize List and Program
- Premium Digital Marketing Package
- Logo placement in publications and website
- VIP Stall and (1) VIP RV upgrade
- 10 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$450.**



2025 SPONSORSHIP LEVELS



\$12,500- Silver Plus

- Naming rights to a Grand Prix Dinner or class/division with options to present awards
- 10 second commercial on the Main Ring video wall
- 1 full page advertisement in the Prize List and Program
- 2 Banners: (1) 4' x 8' banners in the Main Ring - (1) 4' x 8' banners in the Tellepsen Arena (commissioned by sponsor, commissioned by sponsor, cost for two banners \$300)
- Logo placement in publications and website
- VIP RV Upgrade
- 6 Tickets to the Sponsor Club Experience daily
- Digital Marketing Package

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$300.**

\$10,000- Silver

- Naming rights to a class or division with option to present awards
- 1 full page advertisement in the Prize List and Program
- 1 or 2 Banners: (1) 4' x 8' banners in the Main Ring or (2) 4' x 8' banners in the Tellepsen Arena (commissioned by sponsor, cost for one banner \$150, two banners \$300)
- Digital Marketing Package
- Logo placement in publications and website
- 1 VIP RV placement
- 6 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$150-\$300.**

\$6,500- Bronze Plus

- Naming rights to a class or division with option to present awards
- Half page advertisement in the Program
- Digital Marketing Package
- (1) 4' x 8' banners in the Tellepsen Arena/Wheless Ring (commissioned by sponsor, cost for one banner \$150)
- Logo placement in publications and website
- 4 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$150.**

\$3,500- Bronze

- Naming rights to a class or division with option to present awards
- Quarter page advertisement in the Program
- (1) 4' x 8' banners in the Tellepsen Arena/Wheless Ring (commissioned by sponsor, cost for one banner \$150)
- Logo placement in publications and website
- 2 Tickets to the Sponsor Club Experience daily

***All banners, jumps and flags are provided by the Sponsor. Full banner and flag print marketing concierge service available for \$150.**



2025 SPONSORSHIP LEVELS



\$1,500- Friend of Pin Oak

- Naming rights to a class or division with option to present awards
- Logo placement in publications and website
- 2 Gala tickets

\$750- Hunter Jumper Supporter

- Naming rights to a hunter class or division with option to present awards
- Logo placement in publications and website
- 1 Gala ticket

\$500- Pin Oak Supporter

- Naming rights to a class or division with option to present awards
- Logo placement in publications and website

Ring Side Gala Ticket(s)

- Single Ticket, \$400
- Table of Four, \$1,600
- Table of Six, \$2,400

Sponsor Club Experience

- 1 week of the Sponsor Club Experience (Access to Sponsor Club & Tent)
- Table of Two, \$1,600
- Table of Four, \$3,200
- Table of Six, \$5,500



2025 SPECIALTY SPONSORS



INCREASE YOUR BRAND RECOGNITION AND COMMUNITY ENGAGEMENT!

Sponsor Credentials - \$1,500

- Logo will appear on sponsor credentials
- Marketing materials at Sponsor Club table

Sponsor Tent - \$1,500

- Naming rights to Sponsor Tent
- Marketing materials present in hospitality tent
- 1 Banner: Sponsor Tent presented by "YOUR NAME HERE" (commissioned by sponsor, cost \$150)
- Logo on event map and website

Kid Zone - \$1,500

- Naming rights to Kid Zone area
- Logo and marketing materials displayed within Kid Zone
- 1 Banner: Kid Zone presented by "YOUR NAME HERE" (commissioned by sponsor, cost for one banner \$150)
- Logo on event map and website
- Option to bring activity

Club Lounge - \$1,500

- Naming rights to Club Lounge
- 1 Banner: Club Lounge presented by "YOUR NAME HERE" (commissioned by sponsor, cost for one banner \$150)
- Logo on event map and website

Riders Lounge Tent - \$1,500

- Naming rights to the Riders Lounge Tent
- 1 Banner: Riders Lounge presented by "YOUR NAME HERE" (commissioned by sponsor, cost for one banner \$150)
- Logo on event map and website

Photo Booth - \$1,000

- Logo on all pictures taken at our photo booth for **one week**.
- Branded table cloth for props table with marketing materials (provided by sponsor)
- Standing banner next to photo booth (provided by sponsor)



2025 SPECIALTY SPONSORS



INCREASE YOUR BRAND RECOGNITION AND COMMUNITY ENGAGEMENT!

Snack Sponsor - \$1,000

- Snacks will be distributed each Saturday and Sunday during Pin Oak (cotton candy, popcorn, ice cream, etc)
- Logo stickers on all snacks
- Marketing tent next to snack distribution
- Logo featured on event schedule and map

Face Painting Sponsor - \$1,000

- 1 Banner: Entertainment presented by "YOUR NAME HERE" (commissioned by sponsor, cost for one banner \$150)
- Face painting will be set up each Saturday during Pin Oak
- Logo featured on event schedule and map

Texas Children's Day Activity - \$100

- Logo on Texas Children's Day banner
- Set up a tent to display marketing materials with an engaging kid friendly activity (provided by sponsor)
- Logo featured on event schedule and map

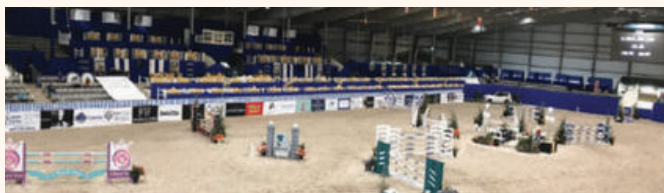


PRINT MARKETING

PROGRAM & PRIZE LIST ADS

Ad Size	Program	Prize List
Spread (2 Full Pages)	\$1,900	\$1,400
1 Full Page	\$1,250	\$1,000
Half Page	\$900	\$800
Quarter Page	\$650	\$400
Eighth Page	\$400	\$250

4'x 8' BANNERS: \$500



HIGHLY VISIBLE BANNER IN THE MAIN OR TELLESPAN ARENA

- Sponsor banners are displayed inside of the rings and are highly visible.
- Banners will be displayed for the entire 3 week Pin Oak Charity Horse Show.
- Banner dimensions are 4'X8' and should be printed on Coreplast.

DOUBLE SIDED LAWN SIGNS \$200



- Have your logo at the entrance into the outdoor rings or viewing pavilions on two 2x2 signs.
- Location reservations are first come basis and signage is provided by Pin Oak.

Artwork and payment are due by March 1, 2025.

Specs: 24" x 24" with .025 bleed



DIGITAL MARKETING PACKAGES

We deeply appreciate your support for The Pin Oak Charity Horse Show and Texas Children's Hospital. Your contributions help us continue our mission, with Pin Oak having donated nearly \$7 million to support the healing of sick children and the growth of Texas Children's Hospital.

To further enhance your sponsorship experience, we would love to leverage our social media platforms and email campaigns, along with our partnership with The Plaid Horse, to market your business.

As a valued sponsor, you will receive exclusive promotional opportunities, ensuring your brand reaches a wide and engaged audience including:

Premium Digital Marketing Package

*Sponsors are required to create their own content.

- 6 Ads in E-mail campaign with Plaid Horse (100,000+ email subscribers)
- Hyperlinked logo in all Pin Oak email distributions
- 6 Collaborator posts with Plaid Horse via IG (audience of 82.4K)
- 6 Facebook shares or stories (audience of 10K) from Pin Oak Charity Horse Show

Digital Marketing Package

*Sponsors are required to create their own content.

- 3 Ads in e-mail campaign with Plaid Horse (100,000+ email subscribers)
- Hyperlinked logo in all Pin Oak email distributions
- 3 Collaborator posts with Plaid Horse via IG (audience of 82.4K)
- 3 Facebook shares or stories (audience of 10K) from Pin Oak Charity Horse Show

Pin Oak & Plaid Horse Facebook	82,000+ followers
Pin Oak & Plaid Horse Instagram	88,000+ followers
Pin Oak & Plaid Horse Email	102,000+ subscribers



IN-KIND SPONSORSHIPS

ALL IN KIND SPONSORSHIPS ARE WELCOMED AND VALUED. WE WILL DONATE
30% OF THE VALUE TO OUR TEXAS CHILDREN'S HOSPITAL DONATION

Trade	Value
Naming Rights to a class/Division with options to present awards.	\$2,500
Jump in the Jumper or Hunter Rings (Commissioned by Sponsor)	\$2,500
Premier Digital Marketing Package	\$5,000
Digital Marketing Package	\$2,500
Ad in Program/Prize List	\$250-\$1900
(1) 4'X8' Banner in Main Ring, Tellepsen or Wheless Arena	\$500
(1) Week of Sponsor Club Experience for 4	\$3,200
(1) Week of Kids Day Activity Booth	\$100
(1) Vendor Booth for 3 weeks of PIN OAK	\$665-\$1,805

WE WOULD LOVE TO BUILD A CUSTOM IN-KIND SPONSORSHIP PACKAGE THAT
MEETS THE NEEDS OF YOUR BUSINESS.

REACH OUT TO:
NICOLE MARTIN
832-459-5044
NMARTIN@PINOAK.ORG



EVENTS & ENTERTAINMENT

In addition to the action-packed horse shows, we offer a wide range of activities for participants, spectators, and sponsors, ensuring fun for all ages.

Examples of Daily Activities

- Photo Opportunities & Booths
- Family Friendly Games
- Face Painting
- Kid Friendly Concessions
- Balloon Artists
- Family Crafts
- Caricature Artists

Texas Children's Day

Every Saturday during Pin Oak, we host Texas Children's Day, a special event dedicated to celebrating and supporting Texas Children's Hospital. This day features a variety of engaging and entertaining activities for families, making it a must-attend event!

Exciting Evening Events

Pin Oak also offers thrilling evening activities such as themed parties, networking events, and galas. These events provide the perfect opportunity to unwind, socialize, and enjoy the vibrant atmosphere of the Pin Oak Charity Horse Show.





SPONSOR CLUB EXPERIENCE

The Sponsor Club at the Pin Oak Charity Horse Show is a premier experience designed to offer sponsors and VIP guests an exclusive and luxurious environment to enjoy the event. Below are some key features of the Sponsor Club:

- **Premium Dining** - Enjoy delicious catered meals and premium beverages for breakfast, lunch, dinner and snacks throughout the day.
- **Prime Viewing** - The Sponsor Club offers the best seats in the house, providing a close-up view of the competition in a comfortable and elegant setting.
- **Events & Entertainment** - Enjoy weekly cocktail parties, dinners, networking opportunities, Gala's, kick off parties and more!
- **Gifts**- Sponsors enjoy branded Pin Oak Charity Horse Show gifts and elevated swag.
- **Sponsor Club Tent**- Enjoy access to the Sponsor Club Tent near the outside arenas with snacks, drinks and up close viewing.





Demographics: Pin Oak Charity Horse Show

Pin Oak Competitors:

Approx: 4,000 competitors

Typical competitor demographics:

- Annual income: 685K-1.5M
- 85% women, 15% men
- 40% own a farm, 66% of those are 10 acres or more
- Average 3 vehicles, 55% purchased in the last year
- 22% own 2 or more homes
- Number of horses owned, 5
- 79% are from Texas
- 43% travel on airlines 16 or more days per year
- 30 nights stayed in a hotel each year
- 2 dogs per household

Pin Oak Spectators:

Approx: 60-75,000 spectators

Typical spectator demographics:

- Annual Income: 450K
- Average of 3 vehicles owned
- 55% are family groups
- 10-20 nights stayed in a hotel each year
- 80% of households have 1+ pet



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