

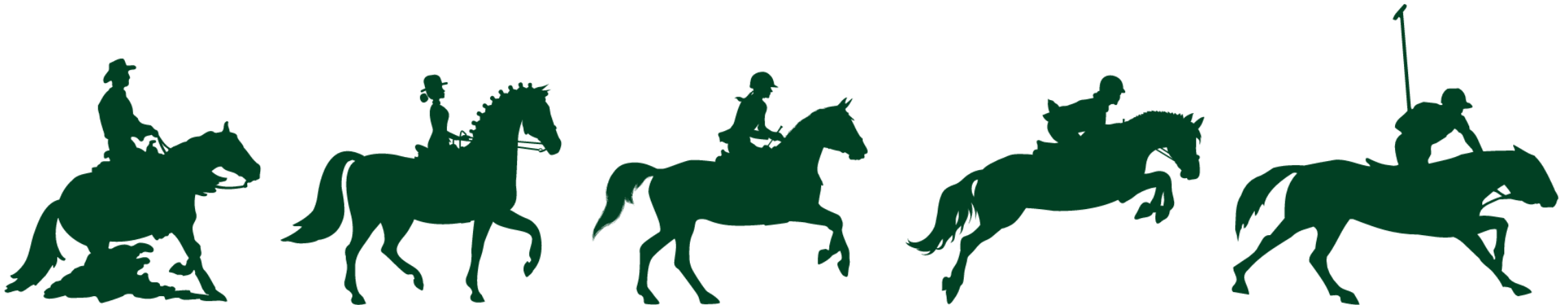
SPONSORSHIP OPPORTUNITIES

Los Angeles
EQUESTRIAN CENTER

GRIFFITH PARK



You're going to love it here!



A large, leafy tree in a grassy field at sunset. The sun is low on the horizon, casting a warm, golden glow through the branches of the tree. The sky is a mix of soft pinks, purples, and blues. The grass is a vibrant green, and the overall scene is peaceful and serene.

ABOUT US

Los Angeles
EQUESTRIAN CENTER





The Los Angeles Equestrian Center, managed by ASM Global, is an iconic venue nestled in the heart of Griffith Park that serves the diverse community of Greater Los Angeles with pride and dedication. From a variety of horse shows and an on-site riding school to our specialty trainers and exciting special events, you can come to experience a taste of the equestrian lifestyle at any level.

Our facility is a 75-acre world-class equestrian complex featuring:

- Multi-discipline top rated equestrian events & clinics each year
- 120 Equestrian Event Days each year
- 460 Show Stalls
- 3500 Seat Equidome Arena
- 16 riding arenas
- 500 boarding stalls
- Large onsite equestrian boarder community
- 20 English/Western Horse Trainers
- 13 private event spaces
- 2 Grass Fields and multiple film shoot locations
- Full-service catering & banquet facilities

★★★★★ ★★★★★

GRIFFITH PARK

The Greek Theatre

6 Arenas

The Equidome

Main Entrance

Cricket Field

Riverside Dr.

MISSION

Los Angeles Equestrian Center

Mission & Vision:

To serve the people, the City of Los Angeles, and those visiting us from around the world by providing the highest-level public facility, fostering a vibrant equestrian community, delivering exceptional services and live events, and creating unforgettable experiences.

As we look to the future, our vision for the Los Angeles Equestrian Center is to stand as a symbol of excellence, welcoming and serving not only the local community but also visitors from around the world. We aspire to be the epitome of a world-class public facility where the equestrian spirit thrives, and exceptional services are the norm. Through our commitment to hosting vibrant live events, fostering a sense of community among horse enthusiasts, and creating unforgettable experiences, we aim to be a cornerstone destination in Los Angeles.

ASM is proud to serve our client: Los Angeles City Recreation and Parks.





BENEFITS

HIGHLIGHTS

Unique Visibility

As a sponsor of the Los Angeles Equestrian Center your brand will enjoy unique visibility within one of the country's most iconic equestrian venues. From prominent signage and branding opportunities to media coverage and digital exposure, we ensure that your message reaches our highly engaged audience.

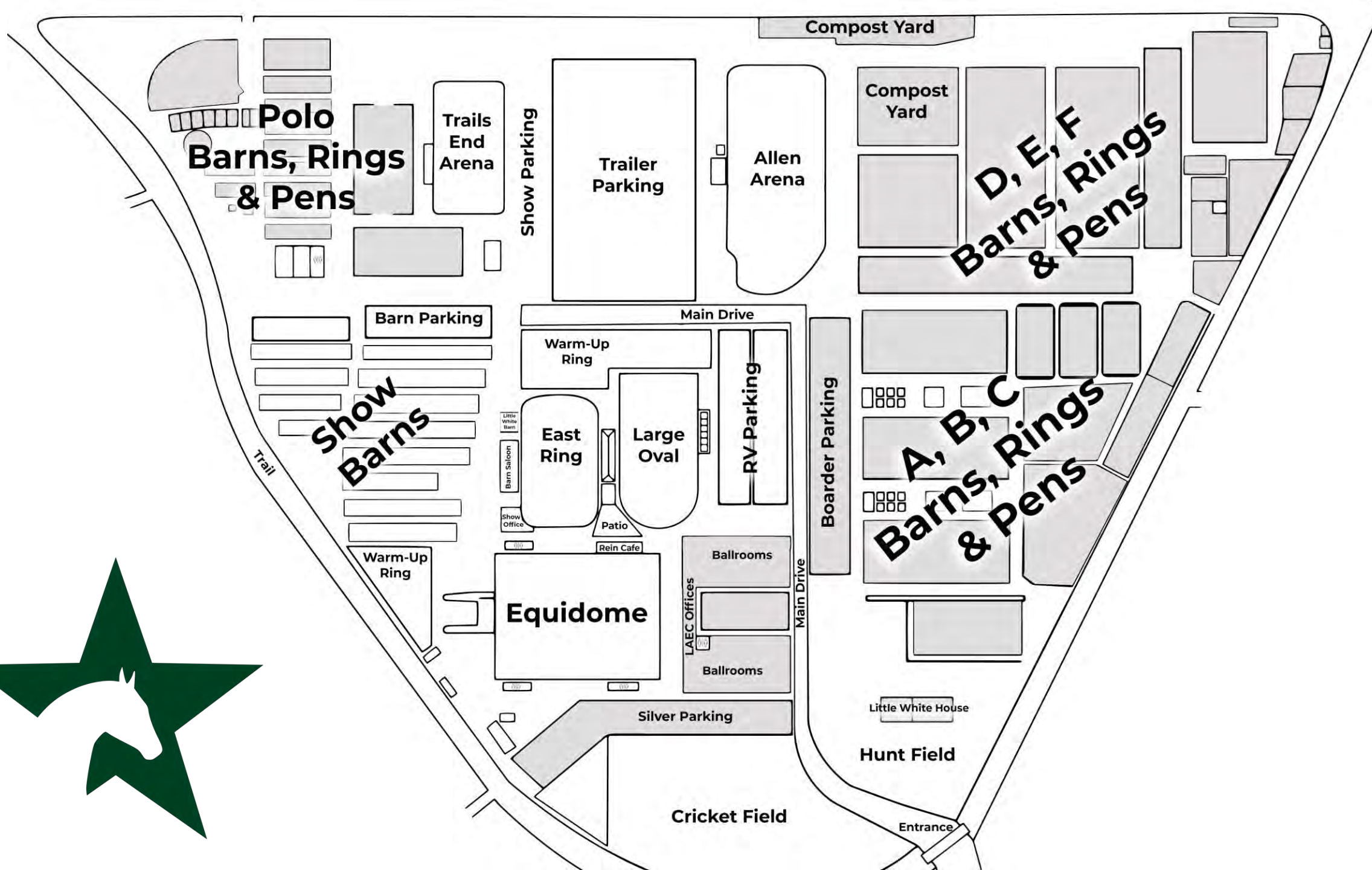
Exclusive Access

Our sponsors aren't just supporters; they're esteemed members of the Los Angeles Equestrian Center community. With VIP access to events, networking opportunities, and hospitality packages, we roll out the red carpet to show our appreciation for your partnership.

Meaningful Impact

When you partner with the Los Angeles Equestrian Center, you're not just making a sponsorship investment; you're making a meaningful impact on the future of equestrian sports and the communities we serve. Your support allows us to continue our mission of excellence, inclusion, and empowerment.







View of site from Northeast

SITE FACTS

The Center

300,000 annual visitors and growing

We are centered in The Rancho Community in the heart of the Media and Entertainment Districts that have 2.5 million visitors each year

The LA 2028 Summer Olympics are coming to our region with many opportunities for international equestrian press, VIP social events, and exhibitions

Horse Shows & Boarding Onsite

30+ horse shows each year with over 150 event days

Equestrian Events & Exhibitions

Annual Championships

Engaged local and onsite community that use your products and services

Private Events & Site Programming

50 Private Events annually including Concerts, Meetings, Trade Shows, Weddings, Wellness Retreats, Film Shoots, Movies Under the Stars, and more

Quarterly Seasonal Fairs and Community events





View of site A, B, C Barns from Southwest

THE NUMBERS

The equestrian community is a significant contributor to the U.S. economy, generating \$50 billion annually. This includes \$38 billion in direct wages, salaries, and benefits, supporting nearly one million jobs. California, home to approximately 534,500 horses, plays a pivotal role in this industry, driving substantial economic activity and employment.

The Los Angeles Equestrian Center pulls in not only a local audience, but regional, national, and global as well. The specific demographics of the Greater Los Angeles Area are unique and can lead incredible opportunities for your brand.

\$50B
Annual
Impact

Supports
1M Jobs

534K+
Horses
in CA

EQUESTRIAN LIFESTYLES: MORE THAN JUST A PASSION FOR HORSES

77%

Of Equestrians are Women

Zippla.com Statistics

70%

Go out to dinner often

USEF Survey y Data 2 017

74%

Volunteer in their community

89%

Donate to non-profit organizations

72%

Visit museums and/or galleries

70%

Go to the movies

66%

Enjoy DIY projects

76%

Have a Dog or Cat at home

Census Reporter & World Population Review

\$91.4k

The median household income in Southern California

\$1.5m

The typical U.S. equestrian average net worth

58%

Equestrians in Southern California with a college degree or higher



OUR DIGITAL REACH

15.7k Followers across our social media channels (Facebook, Instagram, LinkedIn)

46.8k Average monthly reach across our channels

1.4k Average monthly engagement across our channels

6.1k Average monthly visitors to www.TheLAEC.com



SPONSOR PACKAGES

Equidome Sponsor

Arena Sponsor

Iconic Space Sponsor

Branding Partner

In-Kind Sponsor

Digital Marquee Sponsor

Digital Advertiser

Event Sponsor

Community Partner

Beverage Partner

A breakdown of sponsor benefits can be found in the addendum.



The Equidome Arena



The Equidome Exterior



The Little White House



The Little White Barn



The Saloon



The Rein Cafe



Hap Hansen Arena



The East Ring



JOIN US IN WRITING THE NEXT CHAPTER

As we embark on this exciting journey forward, we invite you to join us in writing the next chapter of the Los Angeles Equestrian Center's storied legacy. Whether you're a seasoned equestrian enthusiast, a passionate advocate for community engagement, or a visionary brand looking to make a difference, there's a sponsorship package for you. Together, let's harness the power of partnership to uphold our shared values, celebrate our shared passions, and build a brighter future for generations of equestrians to come.



Jennie Nevin

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& Communications

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Los Angeles
**EQUESTRIAN
CENTER**



GRIFFITH PARK

Los Angeles

EQUESTRIAN CENTER

Welcome to LAEC

Managed by ASM Global, Los Angeles Equestrian Center is an iconic venue nestled in the heart of Griffith Park that serves the diverse community of Greater Los Angeles with pride and dedication. From a variety of horse shows and an on-site riding school to our specialty trainers and exciting special events, you can come to experience a taste of the equestrian lifestyle at any level.

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- Full-service catering & banquet facilities

We offer sponsorship packages of all shapes and sizes. From major arena naming rights to in-kind trades.

Contact us for more information:

Jennie Nevin

Executive Director, Business Development & Communications

JNevin@equestrianla.com

818.840.9063



Los Angeles EQUESTRIAN CENTER

Package Benefits Equidome Sponsor

Naming rights for our iconic covered equestrian and events arena.

- Equidome naming rights with logo on 2 Main Equidome Entrances
- VIP box seats for up to 12 guests at all horse show events & 2 VIP seats for special events when available.
- Arena pillars with logo-wrapped placements
- Sponsor recognition in portable digital marquee slide show*
- Logo displayed on AV booth of the Equidome Arena
- Sponsor recognition on website and Equidome events email marketing and social media
- Opportunity to host exclusive events at the center
- Annual Spotlight in LAEC newsletter

**When Marquee is available, possibly 2025*



Los Angeles EQUESTRIAN CENTER

Package Benefits Arena Sponsor

- Show areas: Hap Hansen, East Ring, Allen East/West, Polo Arena
- 4 Logo placements outside front facing show arena wall
- Logo on judge's booth at designated arena
- Logo and sponsor recognition on digital marquee slide show*
- Logo on sponsor page on website
- Access to exclusive sponsor networking events

**When Marquee is available, possibly 2025*

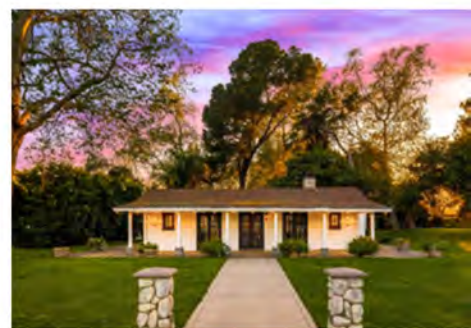
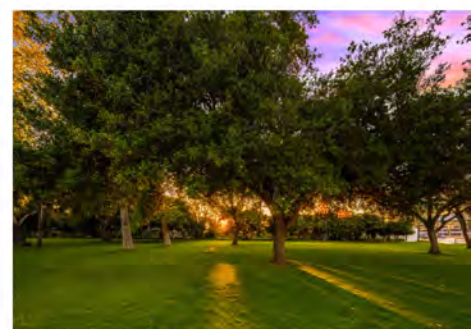


Los Angeles EQUESTRIAN CENTER

Package Benefits Iconic Space Sponsor

- 4 available locations: The Little White House, Cricket Field, Hunt Field, and the Vet Station
- Logo inclusion on website and promotional iconic location materials
- Logo on wall of location or lawn sign where applicable
- Logo and sponsor recognition on digital marquee*
- Logo on sponsor page on website

**When Marquee is available, possibly 2025*



Los Angeles EQUESTRIAN CENTER

Package Benefits Branding Sponsor

- Logo on one specific wall on site
- Logo on sponsor page on website



Los Angeles EQUESTRIAN CENTER

Package Benefits In-Kind Sponsor

- Sponsor of a product or service at the Los Angeles Equestrian Center
- Examples: Footing supplier, Landscaping partner, feed & shavings supplier, equipment supplier, safety equipment supplier...
- Recognition as an in-kind sponsor on website
- Logo placement in or around area product is used
- Sponsor recognition on digital marquees slide show*
- Opportunity to showcase products/services
- Complimentary vendor space at horse show events

**When Marquee is available, possibly 2025*



Los Angeles EQUESTRIAN CENTER

Package Benefits Digital Sponsor

- Exclusive sponsor of the portable, digital marquee and trailer*
- Multiple logo placements on physical sign and recognition through digital ads*
- Annual Spotlight in LAEC Newsletter

**When Marquee is available, possibly 2025*



Los Angeles EQUESTRIAN CENTER

Package Benefits LAEC Event Sponsor

- Possible event types: festivals, community events, seasonal/holiday events, fairs, farmers markets
- Booth Space
- Logo placement on event promotional and marketing materials
- Signage and branding opportunities at the event venue
- Logo on website event page
- Logo or mention in social media post
- Additional level of event sponsorship available

**When Marquee is available, possibly 2025*



Los Angeles EQUESTRIAN CENTER

Package Benefits Community Partner

- Special deal for our community members and businesses to advertise within the equestrian center
- Choose One:
 - Digital Marquee Advertisement*
 - An advertisement on site
 - Digital presence on www.thelaec.com
 - Booth space at LAEC produced event

**When Marquee is available, possibly 2025*



Los Angeles

EQUESTRIAN CENTER

Package Benefits Beverage Partner

Brand product exclusivity. Soft drinks, beer, wine, or liquor within LAEC Saloon, Rein Cafe, or a VIP section of the Equidome Arena

- Brand's beverages exclusively featured in Saloon or Rein Café, or a VIP section of Equidome arena
- Logo placement on LAEC website sponsor page and additional pages for locations
- Featured signage and branded items in sponsored space provided by sponsor
- Sponsor recognition in applicable email marketing and social media
- Opportunity to host one special event annually in the sponsored space
 - Examples: tasting event, product launch, or any other promotional activity aligning with brand
- Annual Spotlight in LAEC Newsletter

