

A black and white photograph capturing a moment of intense action during an equestrian event. A rider, wearing a dark helmet and a light-colored jacket, is leaning forward on a dark horse as it clears a jump. The horse's front legs are tucked, and its body is arched over the obstacle. The background shows the structural elements of an arena, including beams and lights, with a blurred crowd of spectators. A dark purple horizontal bar is superimposed over the center of the image, containing the text "AN EXPERIENCE LIKE NO OTHER" in white, all-caps, sans-serif font.

AN EXPERIENCE LIKE NO OTHER

A HISTORIC FIRST ON THE WEST COAST

LONGINES | FEI™ JUMPING NATIONS CUP™

MAY 14, 2023 | MOTHER'S DAY
SAN JUAN CAPISTRANO, CALIFORNIA

A WEEKLONG INTERNATIONAL COMPETITION MAY 10-14TH

A 3-DAY VIP SOCIAL EVENT MAY 12-14TH



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A PRESTIGIOUS GLOBAL TEAM CHALLENGE



LONGINES FEI JUMPING NATIONS CUP™

Equestrian sport's oldest and most prestigious team challenge, the Longines FEI Jumping Nations Cup™ Series features national teams from around the globe competing for one of the most coveted prizes in this Olympic discipline. The series aims to unite nations and foster lifelong enthusiasm for the world of horses.

AN OLYMPIC QUALIFIER COMPETITION

The Longines FEI Jumping Nations Cup™ is a ten-event series, with the final competition held only once a year in a given country. Its global format means that more countries can host qualifiers at world-class venues and aim to win the Longines FEI Jumping Nations Cup™ title by acquiring qualifying points according to their placings.

A WEEKLONG CELEBRATION | May 10-14, 2023

The Longines FEI Jumping Nations Cup™ USA, held at the Rancho Mission Viejo Riding Park is the third qualifying leg in the ten-event series, with the final competition held in Barcelona, Spain in late September 2023.

The weeklong competition culminates on Mother's Day, May 14, with the Longines FEI Jumping Nations Cup™ USA 2023 Grand Prix Event and a beautiful VIP Sunday Brunch overlooking the Oaks International Grand Prix Field.

A 5* INTERNATIONAL COMPETITION | May 10-14, 2023



WEDNESDAY | MAY 10, 2023

9:30AM 2* FEI \$15,000USD WELCOME TWO PHASE

THURSDAY | MAY 11, 2023

11:00AM 2* FEI \$20,000USD SPEED STAKE

3:00PM 5* FEI 68,000CHF WELCOME JUMP OFF

FRIDAY | MAY 12, 2023

10:00AM 2* FEI \$40,000USD WINNING ROUND

2:00PM 5* FEI 200,000CHF LONGINES GRAND PRIX

5:00PM DRAW

SATURDAY | MAY 13, 2023

10:00AM 5* FEI 35,000CHF SPEED CLASS

2:30PM 2* FEI \$75,000USD GRAND PRIX

SUNDAY | MAY 14, 2023 - MOTHER'S DAY

9:00AM 5* FEI 35,000CHF WINNING ROUND

12:00PM 5* 200,000CHF LONGINES FEI JUMPING NATIONS CUP™ USA

A COMMUNITY CELEBRATION & SOCIAL EVENT



WEEKLONG INTERNATIONAL COMPETITION | MAY 10-14, 2023

Join us for a weeklong competition and watch the top riders and teams from Canada, Mexico, Ireland, and the United States compete while you enjoy unique culinary creations, local music, and fun activities for the entire family during our 3-day community celebration (May 12-14, 2023).

COMMUNITY CELEBRATION & SOCIAL EVENT | MAY 12-14, 2023

FRIDAY | THE HEART OF SAN JUAN CAPISTRANO

Celebrate the rich history and culture that define our community, one of the oldest settlements in California, and all that makes it special, through local, culinary, and equestrian activities.

SATURDAY | THE GOLDEN AGE OF EARLY CALIFORNIA

Enjoy the local landscape, fresh California cuisine, and the work of Plein Air artists - honoring the beauty and tradition of the California lifestyle.

SUNDAY | THE LONGINES FEI JUMPING NATIONS CUP™

Witness the courage, control, and technical finesse of show jumping this Mother's Day at the Longines FEI Jumping Nations Cup™. Choose from Ringside VIP tables, High Top VIP Tables, Semi-Private Group Cabanas, or Private Field Suites ideal for large gatherings. With a variety of ticket options available and public grandstand seating, we are sure to have something to fit your needs!

A UNIQUE MOTHER'S DAY WEEKEND | May 12-14, 2023



5* VIP GLOBAL CULINARY EXPERIENCE | Sapphire Culinary Group

Enjoy an exclusive dining experience (Friday, Saturday, and Sunday) in your own Private Suite on the Field or at a reserved VIP Table in our Sponsor Tent. Both dining options overlook the Oaks International Grand Prix Field.

Chef Azmin Ghahreman, a local San Juan Capistrano resident and one of Orange County's top chefs, will bring a rich array of flavors and tastes influenced by his extensive world travels with a high level of service. Friday and Saturday include breakfast and lunch. Sunday includes a fabulous Mother's Day Brunch while you watch the Longines FEI Jumping Nations Cup™ from the best seats in the house.

AL FRESCO EQUESTRIAN EXPERIENCE | Maison Dana Point

Celebrate Mother's Day with family and friends in a semi-private group Cabana with great views of the Oaks International Grand Prix Arena. Enjoy al fresco offerings, fine wine, and beverages.

RANCH VILLAGE EXPERIENCE | Food, Music, and Fun

Bring your family, friends and loved ones to the Ranch Village for a fun-filled Mother's Day weekend that combines some of the best local vendors around with shopping, food, music, and entertainment. A limited number of reserved Grandstand Seats are available during the competitions on Friday, Saturday, and Sunday. Enjoy the country rock sounds and line dancing of the high energy Kelly Boyz on Friday evening. Stay tuned for more!



TICKET TYPES & EVENT SITE PLAN | May 12-14, 2023

PRIVATE VIP FIELD SUITES (1)

- All-Inclusive Catering by Sapphire
- Four Front Row Tables (36 Guests)
- VIP Parking (18 Passes)

VIP SPONSOR TABLES (47)

- All-Inclusive Catering by Sapphire
- Front Row Tables (8 Guests)
- Second Row High-Top Tables (6 Guests)
- VIP Parking (3-4 Passes)

GROUP CABANAS (13)

- Semi-Private Cabanas on Berm
- Al Fresco Catering
- Two Tables (12 Guests)
- VIP Parking (4 Passes)

GRANDSTANDS (600 Seats)

- Grandstand Seats \$10 (Fri-Sat)
- Grandstand Seats \$25 (Sun)
- Free Parking/Shuttle Service (SJHHS)

RANCH VILLAGE

- Free Entry to Ranch Village
- Free Parking/Shuttle Service (SJHHS)





A PLACE LIKE NO OTHER

RANCHO MISSION VIEJO RIDING PARK



AN UNIQUE TOWN WITH A RICH HISTORY

The Rancho Mission Viejo Riding Park is located in the historic old town of San Juan Capistrano whose equine identity continues to be at the very heart of what makes the City authentic and special. For centuries, this equestrian culture has evolved and flourished within the local working ranches and the community that embraced the unique lifestyle. The history of the area is steeped in the Ranch's tradition. Roping, reining, and running cattle are the roots of many Western sports today.

A WORLD-CLASS EQUESTRIAN FACILITY

Established In 1998 as a premier facility for horse shows in the U.S., the Riding Park attracts international riders, their horses, and the local community. The Riding Park is also well known for a world-class rodeo and music festivals.

WHERE DREAMS ARE MADE

LONGINES

FEI
JUMPING
NATIONS CUP™



BLenheim EQUISPORTS



LEADERS IN WORLD-CLASS EQUESTRIAN SPORTS

The Rancho Mission Viejo Riding Park is home to Blenheim EquiSports, an equestrian event management company that hosts up to 11 world-class horse shows per year in San Juan Capistrano. In 2000, Blenheim EquiSports won the bid to host the US Olympic Trials at the Riding Park. This was the first time the Trials were held on the West Coast. In 2004, they brought the Olympic Trials for a second time to the Riding Park, making them the first to hold two consecutive qualifying Olympic Equestrian Trials at the same location, putting San Juan Capistrano on the map internationally. Currently, they manage more Championship events than any other equestrian company in the U.S.

- Hosted the Las Vegas FEI World Cup™ Finals 2000, 2003, 2005, 2007, 2009 & 2015
- FEI Children's Jumper Finals - 2004, 2005 & 2006
- First U.S. Olympic Equestrian Team Trial held on the West Coast - 2000
- First FEI outdoor CSI-A International in U.S. - 2001
- U.S. Olympic Team Trials in both show jumping & dressage - 2004
- U.S. Olympic Team Trials in dressage - 2008
- Currently hosts more regional and national championship finals than any other equestrian management company in the U.S.

THE RIDLAND GROUP



THE RIDLAND GROUP | Robert and Hillary Ridland

In 2013, Robert was named the coach of the U.S. Olympic Jumping Team. Between 2013 and 2021, the U.S. won at least one medal in every Pan American Games, World Equestrian Games, and Olympic Games as well as three FEI World Cup™ Finals. Under his leadership, U.S. riders were World Champions in 2018, as well as the defending Olympic silver medal team in the 2020 Tokyo Olympic Games.

- Technical Delegate at four FEI World Cup™ Finals: 1995, 1998, 2004, 2006
- Deputy Chairman, FEI Jumping Committee
- Board of Directors of the AHSA, USET, USEF and Show Jumping Hall of Fame
- Washington International Horse Show Competition Manager: 2008-2012
- WIHS Hall of Fame Inductee 2019
- FEI World Cup™ Finals Competition Manager 2000, 2003, 2005, 2007, 2009





A black and white photograph showing a row of traditional metal stoves, likely made of cast iron or steel, arranged in a workshop or factory setting. The stoves are rectangular with a flat top and a front door. They are supported by four legs. The background shows a wall made of vertical wooden planks. The floor is a rough, dusty concrete. A dark purple horizontal bar is overlaid on the middle of the image, containing the text 'A UNIQUE LIFESTYLE MARKET' in white, uppercase letters.

A UNIQUE LIFESTYLE MARKET

ECONOMIC IMPACT



Blenheim EquiSports' nationally-rated horse shows attract 500-800 horses with a corresponding 1,500-2,500 people directly tied to the horse show on the grounds each day. The overall attendance at Blenheim EquiSports events, including spectators, is expected to exceed 220,000 visitors annually.

ANNUAL SPENDING

Annual off-site spending by horse show attendees exceeds \$52 Million.*

HIGH QUALITY PRODUCTS AND SERVICES

Equestrian competitors and spectators constitute an ideal market for high-quality products and services. As a group, they are well educated, have ample, significant disposable income, and have the time to use it in pursuit of their passions. Other factors, including age and profession, make them a perfect target audience for brands seeking an upscale market.

** Source: "Tourism Economics 2021"*

DEMOGRAPHICS



DEMOGRAPHICS

- 85% are women
- 63% are married
- A majority are between 34-54 years of age
- 66% have a college degree or better
- 80% make or directly influence purchasing decisions at work
- 28% have a net worth over \$2 MILLION
- 40% of equestrians in Southern California have income above \$700,000

PURCHASING HABITS

- 40% own a farm; 66% of those are ten acres or more
- 63% have traded stocks, bonds, or mutual funds in the last year
- The market value of the average home is \$594,000
- 22% own two or more homes
- They own/lease three vehicles per household; 53% own a pick-up truck
- The average value of all horses owned per household is \$87,000
- 94% own a pet besides a horse or pony
- 43% take more than 16 airline trips a year
- 86% are likely to buy products from companies sponsoring events

*Source: "Tourism Economics 2021"



PARTNERS AND SPONSORS

Our sponsorship packages are flexible
and can be customized to your individual requirements,
whether you are looking for a short-term tactical relationship
or a long-term strategic partnership.

COMPETITION SPONSOR PACKAGES

PRESENTING SPONSOR (1) | \$150,000

Naming Rights for The 5* Division Competitions:

5* FEI \$37,000 Welcome Jump Off, 5* FEI \$37,000 Speed Class, and the 5* FEI \$37,000 Winning Round

- Product display area
- Private guided tour and course walk through with designer or designated official
- Representative participation at prize-giving ceremonies
- Branded jump in the main arena
- Branded signage (four in main competition ring)
- Logo on Step-And-Repeat back drop walls
- Logo on digital screens, live stream, schedules, programs
- Logo on event website, editorial with links
- Public address announcements
- Advertising in print and digital prize book
- Marketing promotion, PR, e-blasts, social media
- Three VIP Tables (24 guests)
- VIP parking passes

2-STAR DIVISION PRESENTING SPONSOR (1) | \$75,000

Naming Rights for The 2* Division Competition:

2* FEI \$75,000 San Juan Capistrano Int. Grand Prix

- Product display area
- Representative participation at prize-giving ceremony
- Branded jump in the main arena
- Branded signage (two in main competition ring)
- Branded podium in the main arena
- Logo on digital screens, live stream, schedules, programs, event website, and editorials
- Public address announcements
- Advertising in print and digital prize book
- Marketing promotion, PR, e-blasts, social media
- One VIP table (8 guests)
- VIP parking passes

EXCLUSIVE BRAND SPONSOR PACKAGES

AUTOMOTIVE RETAIL TENT & VALET (1) | \$100,000

- Automotive retail experience tent in the center of Ranch Village
- Prominent name recognition on the field
- Automotive placement on the field
- Branded jump in the main arena
- Automotive placement at valet
- 30-second spots: Village and Arena screens
- Advertising in print and digital prize book
- Official Valet Sponsor
- Opportunity to provide branded gift in car
- One VIP Table (8 guests) VIP Parking

AUTOMOTIVE EXCLUSIVITY (1) | \$60,000

- Sponsor for weeklong event
- Prominent name recognition on the field
- Automotive placement on the field
- Automotive placement at Cabana Row, Ranch Village
- 30 Second spots on Ranch Village screen(s)

EXCLUSIVE AREA (1 Sponsor Name Per Area) | \$50,000

Logo and custom experience throughout the week

- VIP Sponsor Tent
- Rider Tent
- Cabana Row
- Media Sponsor
- Ranch Village (public area)

CATEGORY EXCLUSIVITY | \$30,000

- Product display areas
- Product sampling
- Activations

EXCLUSIVE ACCESS | \$25,000

- Opportunity to create onsite hospitality experience
- Representative participation at prize-giving ceremonies
- Private guided tour and course walk through with designer or designated official

CUSTOM BRANDING and MEDIA SPONSORSHIP

CUSTOM BRANDING OPPORTUNITIES

- | | |
|-------------------------------|--------------|
| ▪ Winners' Circle | \$35,000 |
| ▪ Bulletin Boards | \$15,000 |
| ▪ Competition Rings | \$10,000 |
| ▪ Jumps | \$7,500 |
| ▪ Product Display Activations | \$5,000 |
| ▪ Wristbands (VIP and Events) | \$2,500 |
| ▪ Rider Awards | Upon Request |
| ▪ Rider Welcome Bags | Upon Request |
| ▪ In-Kind Product Placement | Upon Request |

CLINIC AND SPONSORED EVENT OPPORTUNITIES

- | | |
|---------------------------------|--------------|
| ▪ Sponsored Educational Clinics | Upon Request |
| ▪ Sponsored Social Events | Upon Request |
| ▪ Sponsored Charity Events | Upon Request |

LIVESTREAM/VIDEO DURING SHOWS EVENTS | \$10,000

- Sponsor logo (livestreaming and clipping videos)
- Branded videos and commercials (during events)
- Commercial airtime (televised broadcasts)
- Public address announcements
- Daily "live-reads"

DIGITAL MEDIA | \$5,000

- Logo placement and link on event website
- Editorial copy on our websites
- Social media posts

PRINT MEDIA | PRIZE BOOK AND PROGRAM

Print and digital (on website)

- Full Page Ad \$2,000
- Half Page Ad \$1,000

VIP SPONSORS AND GENERAL ADMISSION | May 12-14

A UNIQUE EQUESTRIAN EXPERIENCE FOR FAMILY AND FRIENDS ON MOTHER'S DAY WEEKEND

Join us for FEI 5* and FEI 2* show jumping competitions and week-long social event.

The perfect way to celebrate your Mother's Day weekend. Single and Multi-Day Packages also available.

PRIVATE FIELD SUITE (2)	FRI	SAT	SUN	SPONSOR TENT & VIP TABLES (47)	FRI	SAT	SUN
<ul style="list-style-type: none"> Private Tent on the Field Name Recognition: Print/Digital/Signs All-Inclusive Catering/Bar by Sapphire Four Tables (36 Guests) VIP Parking (16 Passes) 	\$35,000	\$35,000	\$50,000	GOLD SPONSOR (8 Guests) <ul style="list-style-type: none"> Name Recognition: Print/Digital/Signs All-Inclusive Catering/Bar by Sapphire Front Row Premier VIP Table (8 Guests) VIP Parking (4 Passes) 	\$10,000	\$10,000	\$15,000
SEMI-PRIVATE CABANAS (14) <ul style="list-style-type: none"> Cabana Name Recognition Front Row Overlooking Arena Name Recognition: Print/Digital/Signs Al Fresco Catering/Wine by Maison Two Tables (12 Guests) VIP Parking (4 Passes) 	\$7,500	\$7,500	\$10,000	SILVER SPONSOR (8 Guests) <ul style="list-style-type: none"> Name Recognition: Print/Digital/Signs All-Inclusive Catering/Bar by Sapphire Front Row Preferred VIP Table (8 Guests) VIP Parking (4 Passes) 	\$7,500	\$7,500	\$10,000
GRANDSTAND SEATS (300) <ul style="list-style-type: none"> Grandstand (Online Reservation) VIP Parking (Limited Availability) 	\$10	\$10	\$25	BRONZE SPONSOR (8 Guests) <ul style="list-style-type: none"> Name Recognition: Print/Digital/Signs All-Inclusive Catering/Bar by Sapphire Front Row VIP Table (8 Guests) VIP Parking (4 Passes) 	\$6,000	\$6,000	\$7,500
OPEN TO THE PUBLIC - FREE <ul style="list-style-type: none"> Free Offsite Parking/Shuttle Service Free Access to Ranch Village (Local Vendors, Food, Music & More) 	FREE	FREE	FREE	VIP TABLES (6 - 8 Guests) <ul style="list-style-type: none"> Front Row Table (8 Guests) VIP Parking (3 Passes) Second Row High Top Table (6 Guests) VIP Parking (2 Passes) 	\$5,000	\$5,000	\$6,500
							\$4,500

IN-KIND SPONSORSHIP

VALUE-IN-KIND GOODS AND SERVICES

- Hotel Accommodations
- Participant Giveaways
- Food and Beverage
- Tents, Tables, Chairs
- Entertainment
- Florals
- Healthcare Services
- Transport
- Equipment
- Power Trip
- Golf Carts
- Valet
- Uniforms
- Merchandise
- Printing
- Signage

VOLUNTEER OPPORTUNITIES

- Committees
- Event Support

Thank you to the following organizations for their in-kind support.

TENT SPONSOR | AVALON PARTY RENTALS

Official Sponsor

ART SPONSOR | MISSION FINE ART GALLERY

Mission Fine Art Gallery of San Juan Capistrano
And 60 Prominent California Plein Air Artists





BRAND MARKETING

BRAND | 2023 San Juan Capistrano International



PRINT MEDIA | Local Advertising & Invitation Samples

A HISTORIC FIRST ON THE WEST COAST

LONGINES FEI JUMPING NATIONS CUP™

COMING TO SAN JUAN CAPISTRANO
MOTHER'S DAY - MAY 14, 2023




The Longines FEI Jumping Nations Cup™ Series is equestrian sport's oldest and most prestigious team challenge with national teams from around the globe competing for one of the most coveted prizes in this Olympic discipline.

LONGINES

LONGINES
FEI
JUMPING
NATIONS CUP™

RANCHO MISSION VIEJO RIDING PARK
IN SAN JUAN CAPISTRANO
USANationsCup.com

PRESENTING SPONSOR



A HISTORIC FIRST ON THE WEST COAST

LONGINES FEI JUMPING NATIONS CUP™

MOTHERS DAY - MAY 14, 2023
SAN JUAN CAPISTRANO




McLain Ward is an American show jumping competitor and four-time Olympic medalist. At the 2004 Olympic Games in Athens, Ward won the team jumping gold medal for the United States, together with Peter Wylde, Beezie Madden, and Chris Kopper.

The Longines FEI Jumping Nations Cup™ Series is equestrian sport's oldest and most prestigious team challenge with national teams from around the globe competing for one of the most coveted prizes in this Olympic discipline.

LONGINES

LONGINES
FEI
JUMPING
NATIONS CUP™

INTERNATIONAL
SAN JUAN
CAPISTRANO 2023

NATIONS CUP ▾ HOSTS ▾ SPONSORS ▾ VISITORS ▾ MEDIA ▾  

A HISTORIC FIRST ON THE WEST COAST

LONGINES FEI JUMPING NATIONS CUP™ USA

SAN JUAN CAPISTRANO, CALIFORNIA
MAY 9-14, 2023
MOTHER'S DAY WEEKEND

Official Timekeeper

LONGINES

COUNTDOWN TO THE EVENT

60	11	42	06
DAYS	HOURS	MINS	SECS



DIGITAL MEDIA | Additional Websites and Social Media



ThePlaceToJump.com

[Website](#) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#)



USANationsCup.com

[Facebook](#) | [Instagram](#)



RidingPark.com

[Website](#) | [Facebook](#) | [Instagram](#)

AN EXPERIENCE LIKE NO OTHER.

May 14, 2023 | Mother's Day

CONTACT US

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SPECIAL EVENTS & HOSPITALITY

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