## SPONSORSHIP LEVELS

|  | PARTNER | PLATINUM | GOLD | SILVER | FRIENDS |
| :---: | :---: | :---: | :---: | :---: | :---: |
| INVESTMENT | \$250,000 + | \$100,000+ | \$50,000 + | \$25,000 + | \$10,000+ |
| BRANDING/ NAMING | Dedicated branding areas and naming rights. Jump in Grand Prix Arena rotation | Dedicated branding areas, Jump in Crand Prix Arena rotation | Signage across competition and warmup arenas. Jump in Grand Prix Rotation | Signage across competition and warmup arenas. Jump in general rotation | None |
| COMPETITION SPONSORSHIP | Series sponsorship, (e.g., 1.40m Series, FEI) | Series sponsorship, (e.g., <br> 1.40m Series, FEI) | Class/division sponsor, including Grand Prix and International Derby | Class/division sponsor | Class/division sponsor |
| $\begin{aligned} & \text { DESERT CIRCUIT } \\ & \text { SPONSORSHIP } \end{aligned}$ | National Sunshine Series Circuit Sponsor or Desert Circuit Week Sponsor | National Sunshine Series Week or Desert Circuit Week Sponsor | Desert Circuit Week Sponsor | None | None |
| DESERT HOLIDAY SPONSORSHIP | Desert Holiday Week Sponsor | Desert Holiday Grand Prix Sponsor | None | None | None |
| MEDIA | Presence in all media platforms, dedicated communication included | Presence in all media platforms, dedicated communication included | Presence in all media platforms. customized content included in standard communications |  | Presence in all media platforms |
| VIDEO STREAMING | Branding and advertising | Branding and advertising | Branding | Branding | Branding |
| ENTERTAINMENT | Private entertainment options available | Private entertainment options available | None | None | None |
| VIP | VIP included | VIP included | VIP included | VIP additional | VIP additional |
| OTHER | Additional custom elements available | Additional custom elements available | Additional custom elements available | None | None |

