

2024

SUMMER EVENT SERIES
SPONSORSHIP OPPORTUNITIES

BROMONT CCI

Concours complet  Three Day Event



Canadian
Heritage

Patrimoine
canadien

Québec 

BROMONT
INSPIRE L'ACTION


BROMONT CCI

PETIT
Bromont
CONCOURS NATIONAL EVENT

 **BROMONT**
CONCOURS COMPLET - HORSE TRIALS


CHEVAL
QUÉBEC

JOIN US AT **BROMONT** AND ELEVATE YOUR BRAND TO **4 STAR STATUS!**

Each summer, 80 km from Montreal, the historic site of the 1976 Olympic Equestrian Events in Bromont transforms into an epicenter of equestrian excellence with the Bromont CCI Three Day Event Series. These events, staged against the picturesque backdrop of Bromont's rolling hills, promise an unparalleled showcase of equestrian sport.

Across three exclusive dates, these events are a magnet for the crème de la crème of Eventing riders from across North America. Horse and rider pairs compete in what is often referred to as the 'equestrian triathlon,' a testament to the skill, endurance, and elegance this sport demands.

Envision your brand at the heart of this prestigious series, attracting spectators on site and online, and receiving international media attention. This is a chance to integrate your brand into a world-class sporting series, reaching a diverse, high-profile audience.

The Bromont Eventing Series is an opportunity to amplify visibility and forge connections with an audience passionate about equestrian excellence.



JUNE 6-9

JUNE 15-16

AUGUST 16-18

MARS BROMONT CCI

PETIT **BROMONT** HORSE TRIALS

BROMONT CCI 4-STAR

FOR MORE INFORMATION PLEASE CONTACT:

Diane Hamelin +1-514-516-4416 diane.hamelin@hamelin-martineau.ca
BROMONTHORSETRIALS.COM

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Gold medal winning Canadian Eventing Team at the 2023 Pan-Am Games in Santiago, Chile. L-R Mike Winter, Colleen Loach, Lindsay Traisnel and Karl Slezak.



ABOUT EVENTING AT BROMONT

Eventing combines the elegance of dressage and the accuracy of show jumping, with the speed and bravery of cross-country. It's widely recognized as the most spectacular and exhilarating sport in equestrianism. The unique blend of tradition, action and lifestyle captivates enthusiasts from all walks of life. The sport enjoys regional, national and international popularity, especially as amateurs regularly compete against Olympic and World Champions and where women and men compete alongside one another as equals.

The role of Bromont's Olympic Equestrian Park, and Sue Ockendon's efforts in championing the sport of eventing in Quebec and Canada cannot be overstated. From grassroots to the penultimate CCI4*-L, in 2024 Bromont will be the only venue to offer FEI recognized international levels of eventing in Canada. Olympic course designer Derek DiGrazia (USA) will again join our own Jay Hambly in designing Bromont's cross-country courses in 2024.

Each of Canada's equestrian teams went to the 2023 Pan American Games in Chile with the goal of winning a medal but more importantly they went to secure Canada's qualification for the Olympic Games in Paris. All three teams were successful in their attempts, and Canada is now qualified to send dressage, show jumping and three-day eventing teams to Paris this summer.

Your support means Bromont attracts top riders & horses from across North America, as well as continuing to develop the next generation of Canadian Olympians.



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**“It’s a great show, it’s rider-friendly.
It’s a beautiful town. It’s a
championship course. The
work Sue does is incredible for
eventing, making sure the cross-
country courses are built well.
I just can’t say enough good things
about eventing at Bromont.”**

Phillip Dutton (USA) 7-time Olympian, Olympic Gold Medalist



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**MARS Bromont CCI in June only,
with secured sponsor support*

**LIVESTREAM
NEW** for 2024!*

SOCIAL MEDIA
385% reach growth
& 843% interactions
(over 10K on
FB alone) in 2023

DIGITAL & PRINT
NEW website
for 2024!

**EXPERIENTIAL
OPPORTUNITIES**

BECOME A
SPONSOR
ENHANCE YOUR
BRAND **VISIBILITY**

TARGETED ACCESS TO A DIVERSE & AFFLUENT AUDIENCE

Equestrian events attract a mix of affluent individuals and families with significant purchasing power, offering sponsors an opportunity to reach high-value, brand aware consumers. Additionally, the varied demographics allow for broader market engagement, appealing to both luxury and family-oriented segments. Equestrians are **AFFLUENT**, **ACTIVE** and **AWARE** decision makers.

ENHANCED BRAND VISIBILITY AND PRESTIGE

Sponsorship at the Bromont Summer Eventing Series events provides extended brand exposure to a captive audience over several days/weeks, as well as digital reach, providing brand exposure before, during and long after the event.

DIRECT MARKETING AND NETWORKING

The Bromont Summer Eventing Series offers a platform for direct interaction with potential customers and business partners, allowing for increased brand visibility, product showcases, demonstrations, and valuable networking.

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TARGET AUDIENCE

AFFLUENT DECISION MAKERS

LUXURY MARKET AND HIGH-NET-WORTH INDIVIDUALS

- Attracted to the upscale nature of equestrian events
- Looking for luxury experiences & networking opportunities
 - Nearly 50% take more than 15 airline trips per year
- That same 50% spend on average 30 nights in a hotel / year

LOCAL FAMILIES AND COMMUNITY

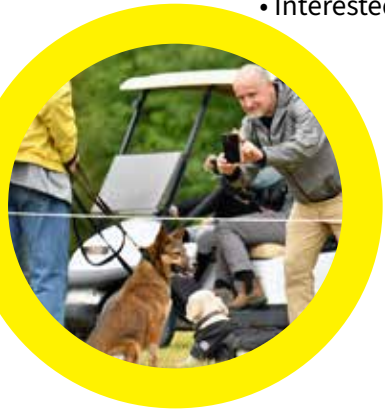
- Attracted by the entertainment and educational aspects
 - Seeking a family-friendly and PET-friendly outing for the day or weekend.

TOURISTS AND INTERNATIONAL VISITORS

- Drawn to the event as part of their travel experience
- Interested in local culture and major events
 - Dedicated enthusiasts who follow the sport

MEDIA AND PRESS

- Cover the event for sports, lifestyle, and equestrian media outlets, both in traditional and web-based formats.



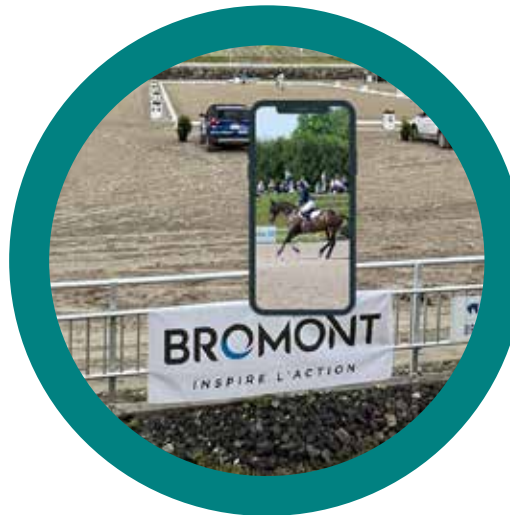
2

SPECTATORS & FAMILY, FRIENDS COMMUNITY & TOURISTS

1

AFFLUENT*

\$185,000 Avg. income
38% Net worth >\$500,000
22% Own 2+ homes
Average home \$594,000



3

VIRTUAL AUDIENCE GIVES NATIONAL & INTERNATIONAL COVERAGE

**Source: USEF*

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“I think the MARS Bromont CCI is one of the greatest contests in North America. The town is great with the location and restaurants. The competition itself has beautiful rings and these unbelievable cross-country courses.”

*Boyd Martin, USA
3-time Olympian
3-time Pan Am Games Gold Medalist*



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SUMMER EVENTING SERIES

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2024 SPONSORSHIP PACKAGES

Let us work with you to create your perfect event package to meet your needs & target your audience! Give us a call to design your customized Sponsorship today.

Title Sponsorship

Available for AUGUST CCI ONLY

\$35,000

- Naming rights for event
- Minimum of one 30-second commercial on June livestream (can also be used on our socials)
- Logo permanently displayed on our website
- Premier on-site branding opportunities
- Product display/vendor space if desired
- PSA's throughout the event
- Logo in all event advertising
- Dedicated social media & e-blast recognition
- Corporate table for 8 in both VIP tents
- 2 Reserved Golf Carts
- 1 Full-page ad in both June/August programme
- Right to put branded Show Jump in main arena (Jump to be provided by sponsor, we can help facilitate if needed)

Livestream Sponsor

Available for JUNE CCI ONLY

\$25,000

- Naming rights "Livestream Presented By"
- Minimum of six 30-second commercial spots
- Premier on-site branding opportunities
- PSA's throughout the event
- Logo with link on website
- Dedicated social media & e-blast recognition
- Corporate table for 4 in both VIP tents
- 2 Reserved Golf Carts

Main Arena VIP Tent

\$10,000 June or \$18,000 June & August

Cross-Country VIP Tent

\$6,500 June or \$10,000 June & August

Exclusive sponsorship of highly visible VIP tents overlooking the Main Arena (dressage & show jumping) and a high-traffic area of the Cross-Country course.

- Naming rights with dedicated signage in and around the VIP tents
- Logo/signage on two cross-country fences
- 8 VIP passes for all CCI event days, with reserved seating including food & beverages
- Dedicated social media recognition
- PSA's throughout the event
- Product display opportunities
- 1 reserved Golf Cart for all days of your event
- 1 full-page ad in programme during your event



Cross-Country Fence Sponsorship

\$1,000 - \$10,000

Great options for all budgets!

Prices vary based on location and visibility across all three events. The perfect opportunity for your barn or business to show your support to a broad range of local, national and international visitors. Let us customize a package based on your budget and brand desires. All would include listed mentions in programmes and on website, and shared mention on social media channels. Signs and banners to be provided by sponsor - we will provide sizing and guidance on materials and format.



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2024 SPONSORSHIP PACKAGES & VIP HOSPITALITY

Patron's Club June & August

\$4,500 for both or \$2,500 each

- 2 VIP passes for all CCI competition days
- Reserved seating and complementary food and beverages in the Main Arena VIP tent (dressage & show jumping days) and the Cross-Country Marquee
- Reserved Golf Cart for all days both events
- Swag bags

Corporate Table for Eight June & August

\$12,000 for both or \$6,500 each

- 8 VIP passes for all CCI competition days
- Reserved seating and complementary food and beverages in the Main Arena VIP tent (dressage & show jumping days) and the Cross-Country Marquee
- 2 Reserved Golf Carts for all days
- Company brand signage displayed on site
- 1 full-page ad in programme

Red & White Cocktail Reception for Riders, Owners, Sponsors & VIP's June CCI Only **\$7,500**

- 5-7:30 Thursday evening welcome reception
- Naming rights for Bromont's signature VIP event
- Premier on-site branding
- Logo placement on printed material
- Dedicated social media recognition
- VIP table for 8 for cross-country day
- 1 full-page ad in June event programme

Division Sponsorships: 5 Available for June CCI (N/A 4*-L); 5 for Petit Bromont*, 7 for August CCI **\$2,500 each CCI, \$1,500 for each at Petit Bromont**

- Naming rights of your division
- In-ring presenting opportunities for CCI-L (June)
- Premier on-site branding opportunities
- PSA's throughout your event
- Logo with link on website
- Shared social media & e-blast recognition
- 2 VIP passes for all days during your event
- 1/2 page ad in programme during your event (CCI's)

** Petit Bromont is largely a regional show and we do not charge for entry/parking or offer VIP hospitality at this event.*

*In memory of
John Rumble*

NEW! Golf Cart Sponsorship

\$4,500 June or \$7,500 June & August

We run a fleet of close to 50 golf carts on site for both CCI events. Your branding on 3 sides of each cart, plus a small flag.

- 2 VIP passes for all days
- 1 reserved Golf Cart for all days
- 1 full-page ad in both programmes
- Dedicated social media recognition

Volunteers Sponsorship

\$4,500 for all three events

- 2 VIP passes for all days
- 1 reserved Golf Cart for all days
- 1 full-page ad in both programmes
- Dedicated social media recognition

Events don't happen without an army of dedicated volunteers who show up rain or shine. Support them so we can give them great food, swag and more!

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TICKETS & ADMISSION

SINGLE DAILY VIP PASSES

MARS BROMONT CCI JUNE 6-9 2024

CCI4*-L, CCI4*-S, CCI3*-L, U25 CCI3*-L,
CCI2*-L, U25 CCI2*-L & MARS Bromont Rising

- THURSDAY/FRIDAY DRESSAGE \$255 (MAIN ARENA MARQUEE)
(\$160 FOR EITHER SINGLE DAY)
- SATURDAY CROSS-COUNTRY \$335 (WATERVIEW MARQUEE)
- SUNDAY SHOW JUMPING & PRIZEGIVINGS \$325
(MAIN ARENA MARQUEE)

LITTLE BROMONT/PETIT BROMONT JUNE 15/16 2024

EV85, EV90, EV100, EV110 and **NEW for 2024: CCI-1***

*We do not charge for parking or admission for Petit Bromont, or offer
VIP or hospitality for this event.*

AUGUST BROMONT CCI AUGUST 16-18 2024

CCI4*-S, CCI3*-S, U25 CCI3*-S, CCI2*-S, U25 CCI2*-S
EV110, EV100 and the return of the TEAM CHALLENGE!

- FRIDAY DRESSAGE (MAIN ARENA MARQUEE) \$225
- SATURDAY SHOW JUMPING (MAIN ARENA MARQUEE) \$225
- SUNDAY CROSS-COUNTRY (WATERVIEW MARQUEE) \$275

**Divisions/Dates subject to change.*



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VENDOR EXHIBITOR INFORMATION

- Single 10x10 covered space \$450
- Double 10x20 covered space \$875
- Trailer under 25' (must confirm electrical) \$775
- Trailer over 25' (must confirm electrical) \$975

Preferred pricing available for vendors who wish to exhibit at both June and August CCI's.

We will provide one table & two chairs.

Contact: Kristel Glockner 514-294-0188



GOLF CART RENTALS

4-SEATER PER SHOW \$475

Golf carts are extremely limited, please reserve early. Available for pick up Wednesday PM only at show office.

Contact: Janette Leask
secretary@bromontcci.com

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MERCI THANK YOU
TO OUR INCREDIBLE
**Sponsors, Patrons
& Donors.**



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PARC ÉQUESTRE OLYMPIQUE



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