

An aerial photograph of a large, white, multi-winged equestrian facility, likely a stable or riding school, set against a backdrop of dense green forest and rolling hills. A vibrant rainbow is visible in the upper left corner of the sky. The facility features a central courtyard with several horse trailers parked in a fenced area. The overall scene is captured in a cinematic, slightly desaturated style.

*Beverly Equestrian  
Sponsorship Opportunities  
2024*



# About Us

At Beverly Equestrian, we proudly support a diverse range of English riding disciplines, including hunter/jumper, equitation, three-day eventing, and polo.

With our extensive reach and presence in key equestrian hubs like Middleburg, Virginia and Palm Beach and Wellington, Florida, partnering with us offers unparalleled exposure opportunities for your brand.

See how you can be involved in 2024 . . .





# What We Offer: Access. Placement. Exposure.

## Access to Exclusive Events:

- Benefit from access to exclusive events in prestigious locations such as hunt country and Palm Beach, as well as the vibrant equestrian community in Wellington.

## Product Placement:

- Showcase your products to a wide range of clientele, from high-end enthusiasts to those newer to the sport. With our curated portfolio of products and services, your brand can gain entry-level access to an affluent and loyal customer base.

## Brand Exposure:

- Gain visibility across all facets of Beverly Equestrian, including the show arena, polo fields, charity events, and more. Your brand will be prominently featured wherever Beverly goes.

## Newsworthy Presence:

- As a high-profile training center, Beverly Equestrian regularly garners attention from both local and national media outlets. By partnering with us, your brand will be associated with our esteemed reputation and followed by thousands.



# Choose from a Variety of Sponsorship Platforms



- Beverly Schooling Jumper Rounds (monthly)
- Beverly Polo – Virginia and Florida (year-round)
- Old Tavern Horse Trials (Sept.)
- Wakefield IEA Program (Sept. – May)
- Collaborative Products and Services (year-round)

# Monthly Schooling Jumper Shows



**High Visibility:** Our Schooling Jumper Rounds draw hundreds of riders and trainers from various disciplines, including hunter/jumper/eventing, in the local area. Your brand will be prominently featured and seen by a wide audience of passionate equestrians.

**Social Media Exposure:** Prize sponsorships come with frequent posting and tagging during prize-giving ceremonies, as well as leading up to the monthly shows on platforms like Strider. Your brand will be showcased on social media feeds, reaching riders, trainers, barns, professional photographers, and other riding facilities locally and beyond.

**Low-Level Trade Investment, Year-Round Rewards:** Sponsorship of a jump in the ring is a low-level trade investment that offers ongoing benefits throughout the year. Increase brand awareness and visibility within the equestrian community while supporting a popular and well-regarded event.

**Logo Placement:** Your logo will be prominently displayed on the jump you sponsor, ensuring maximum exposure during the event.

# Polo: Florida and Virginia Seasons



Elevate your brand's presence and reach a discerning audience by partnering with Beverly Equestrian for our exciting polo events throughout the year! As a sponsor, you'll gain access to exclusive benefits and visibility during the Virginia Polo Season, including access to the prestigious Beverly Sponsor Deck during Sunday polo matches, featuring the highest level of polo in Virginia.

- Sunday Polo Title Sponsor with deck signage
- Sunday Polo Field Sponsor
- Sunday Polo Divot Stomp Sponsor
- Jersey Sponsor
- Sunday Polo Match Sponsors with guest access to the Deck

# Old Tavern Horse Trials



This prestigious three-day event is held every year in September at the Great Meadow Field Events Center.

Sanctioned by the USEF and USEA, this event is covered by national sports outlets.

Top competitors come from up and down the east coast to compete with other professionals and local amateurs, supported by the local market.

Increase your brand awareness by sponsoring a jump in the show jump area, on the cross-country course, or be a vendor in the vendor village.

As a 501(c)3 organization, donations to Old Tavern Horse Trials are also tax deductible.

# Wakefield Equestrian IEA Team



Beverly is proud to be the home of the Wakefield Equestrian Sports Team from the nearby Wakefield School, a pre-K through 12 independent school, in The Plains.

The team is comprised of middle and upper school students who train regularly at Beverly on quality school horses and compete in the Interscholastic Equestrian Association, the largest youth equestrian organization in the country and the largest feeder organization to collegiate equestrian programs.

Wakefield gets noticed through its top placings both inside the ring and outside the ring through the horsemanship award that is frequently awarded to Wakefield riders by schools and teams in the zone.

Sponsorships of Wakefield Equestrian go beyond Beverly and Wakefield to the Zone, Regional and National level.

Because Wakefield School is a 501(c)3 organization, donations to Wakefield Equestrian are also tax deductible.





# Sponsorship Benefits Can Include:

- Access to the exclusive polo deck (arena) and observation deck (field) for the season.
- For championship matches, Beverly will offer a DJ and announcer.
- VIP parking.
- Catered Events with Appetizers and Bar (special events).



PLATINUM  
PERFORMANCE



## Available Sponsorship Benefits Con't:

- VIP Access to Premier Events.
- Signage throughout the Beverly Collection.
- Branded show jump (sponsor to provide).
- Branded cross country jump (sponsor to provide).
- Prizes and giveaways at events.
- Logo placement on website with hyperlink.
- Social media tag & posts.



## Instagram



beverlyeque

1,043 posts

**Beverly Equestrian**  
Horse Riding Sch  
Offering riding/p  
rehab/training bc  
7120 Beverly Ln,  
🌐 [www.beverlyeque.com](http://www.beverlyeque.com)



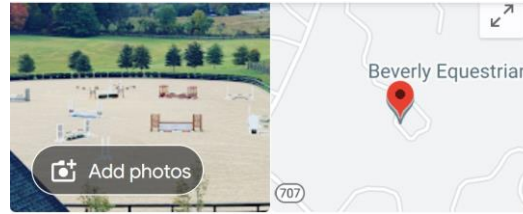
Polo 🐎



Event Entries



Schooling Sh...



### Work (Beverly Equestrian)

[Website](#) [Directions](#) [Saved](#) [Call](#)

4.7 ★★★★★ 25 Google reviews

Horse riding school in Fauquier County, Virginia

✔ You manage this Business Profile ⓘ

**Address:** 7120 Beverly Ln, The Plains, VA 20198

**Hours:** Closed · Opens 7 AM Mon ▾

**Phone:** (310) 339-9296



**Beverly Equestrian**

3.7K likes · 4.1K followers

[Posts](#) [About](#) [Reels](#) [Photos](#) [Videos](#)

#### Intro

Horse riding lesson, training board, and polo facility located in The Plains, Virginia horse country.

📍 **Page** · Equestrian Center

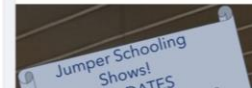
📍 7120 Beverly Ln, The Plains, VA, United States, Virginia

📞 (310) 339-9296

✉ [darrin@beverlyequestrian.com](mailto:darrin@beverlyequestrian.com)

📱 [beverlyequestrian](#)

**Beverly Equestrian**  
2d · 🌐  
🌟 \*\*Escape the Cold at Beverly's February Tired of the winter chill? Come join us at Be show next Saturday, February 24, where you our HEATED indoor arena!  
🌟 Don't miss out on this fantastic opportunity have some fun in a cozy environment.  
Here's what you can expect:  
- R... [See more](#)



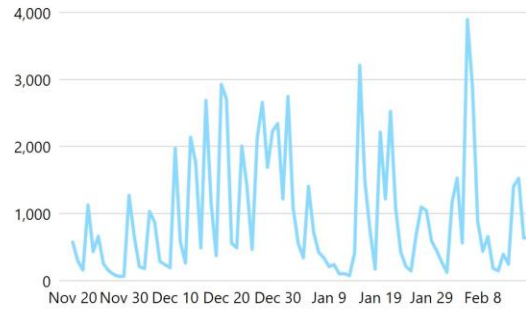
# Our Reach

With our robust social media presence, strong online visibility, and commitment to dynamic content and engagement, sponsoring Beverly Equestrian offers unparalleled exposure and brand recognition within the equestrian community.

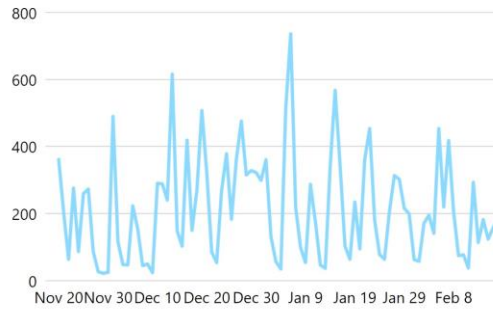
Join us in reaching our diverse and engaged audience while supporting our mission of excellence in horsemanship and competition.

Here's a breakdown of our reach and key sources:

Facebook reach ①  
27.8K ↑ 77.7%

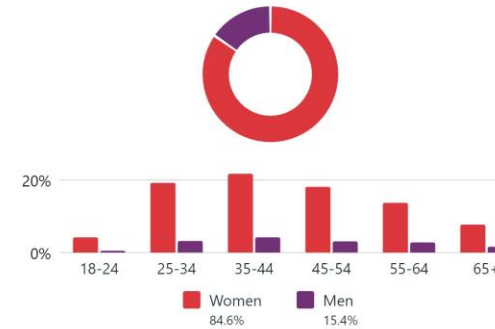


Instagram reach ①  
3.1K ↓ 67.7%



Facebook followers ①  
4,152

Age & gender ①



Instagram followers ①  
3,758

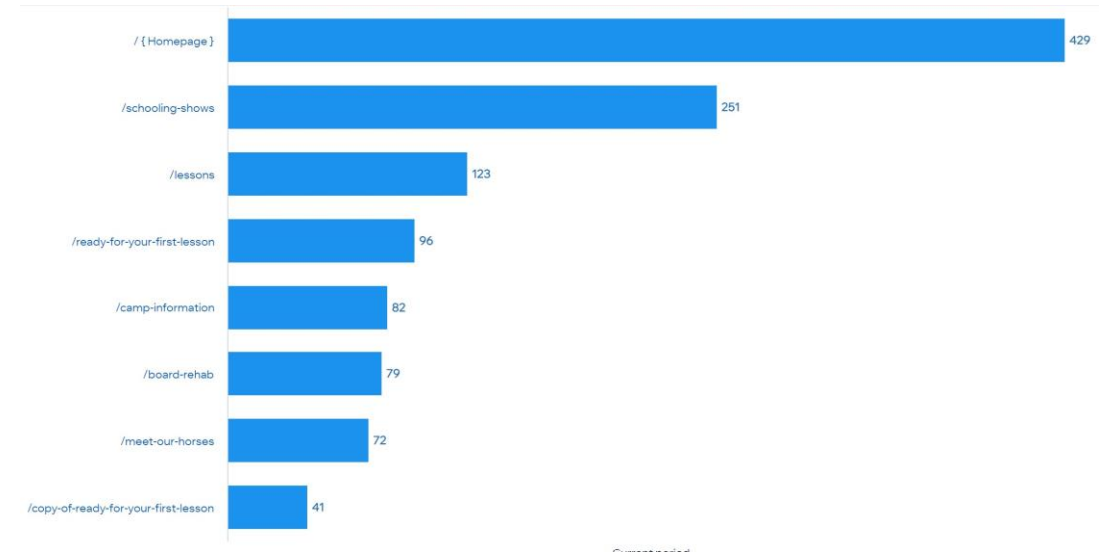
Age & gender ①



# Meta: Facebook and Instagram

Still the king of equestrian social media.

- BE Facebook Page: +4100 FB
- BE Instagram: +3700 IG

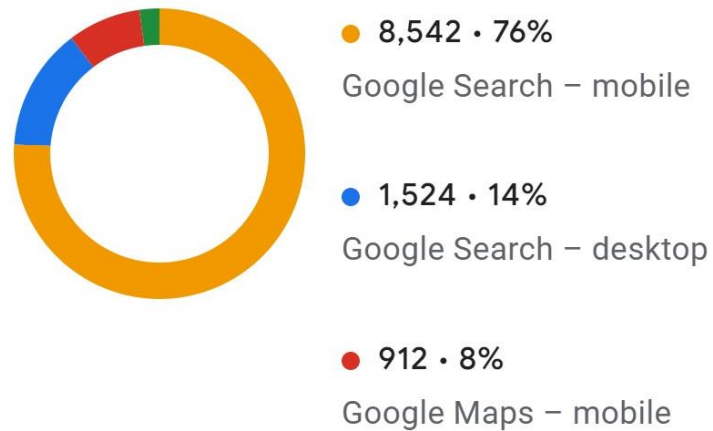


## Website: Dynamic and Engaging

- Traffic to the pages that matter to you
- Lengthy site sessions
- Ever evolving content

## Platform and device breakdown

Platform and devices that people used to find your profile



## Searches breakdown

Search terms that showed your Business Profile in the search results

1. virginia equestrian	2,176
2. va equestrian	382
3. beverly equestrian	275

# Google Business

- 11,000+ viewed business profile
- “beverly equestrian” is in top 3 Google searches (name recognition)
- Found on Google Maps (specific area and location appeal)



# Contact Information

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Or go to our website:

[www.beverlyequestrian.com/sponsorship](http://www.beverlyequestrian.com/sponsorship)

