

BEVERLY *B* EQUESTRIAN

2026
SPONSORSHIP
OPPORTUNITIES

The Plains, VA • Wellington, FL

beverlyequestrian.com

About Beverly Equestrian

Authentic, year-round access to a deeply engaged community across multiple disciplines, audiences, and levels of sport.

Multi-Disciplinary Highlights

2K+
Attendees

18-60
Years old
Urban, trend-conscious

Locations
The Plains, VA
Wellington, FL

1M+
Potential
impressions





Amplify your brand presence where the energy is.

- 01.** Consistent visibility across recurring events, not one-off weekends
- 02.** Access to decision-making riders, families, professionals, and lifestyle consumers
- 03.** Association with a respected, owner-operated facility known for quality, care, and community
- 04.** Opportunities for both grassroots engagement and premium hospitality

Why Partner with Us?

Brand Exposure Opportunities

Maximize your visibility through strategic placements.



On-Site Branding

Banners, Programs, Prizes, Jumps



Social Media Features

Mentions, content collaboration, brand placement



Merchandise

Co-branded materials: e.g. prize and team opportunities



Media Coverage

Through official partners & press; ongoing advertising, official polo publications





Brand Activations

Beverly's platforms are organized around audience reach and experience, progressing from community-based participation to premium competition and spectator engagement.

- Monthly Hunter/Jumper & Equitation Shows
- Youth Equestrian Development - Wakefield Equestrian
- USEF Jumper Shows
- Annual USEF Horse Trials - Old Tavern Horse Trials
- Beverly Polo Club & Tournaments

Digital Promotions

Beverly's brand coverage is ongoing through digital media and advertising. Extend your reach beyond events.

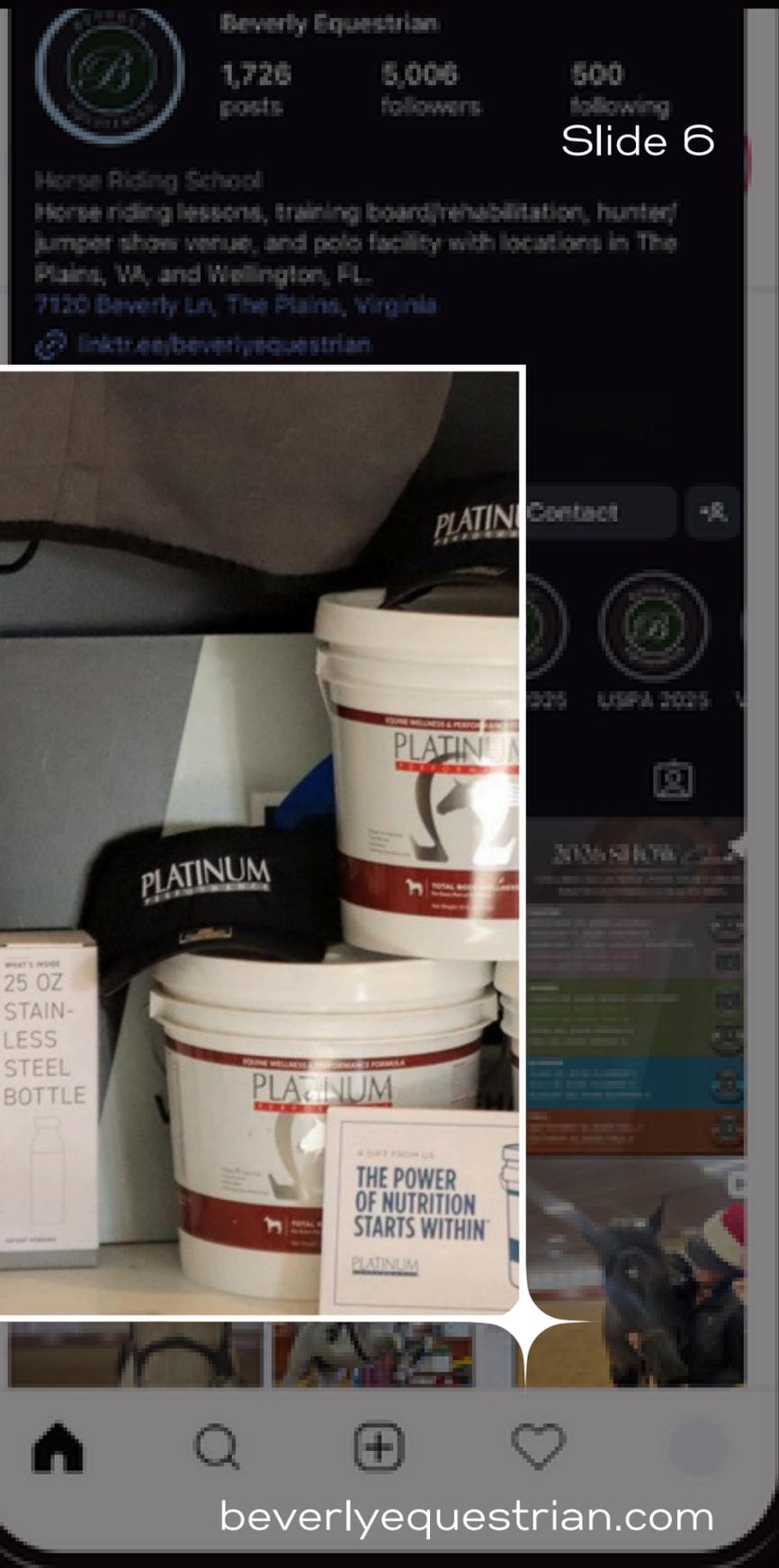
01. Sponsored Social Media Content

03. Advertising & Digital Shout-outs

02. Program Advertising

04. Pre-Event & Post-Event Brand Features

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Sponsorship Opportunities

One partnership. Every discipline. Every engagement sector. All year long.
Investment: Starting at \$500

Opportunity	Core Programs
Monthly	Polo League Sponsorship (June to September)
Bi-Annual	USEF Rated Shows (May & October)
Annual	USEF Horse Trials – Old Tavern Horse Trials (September) & Circuit Finals, Leaderboard Prizes (November)
Seasonal or Year-Long	Hunter/Jumper & Equitation Shows, Wakefield Equestrian and Riding Club (Ongoing)

Micro-Sponsorships

Let's make your brand part of the Beverly experience.
Investment: Starting at \$150

OPPORTUNITIES

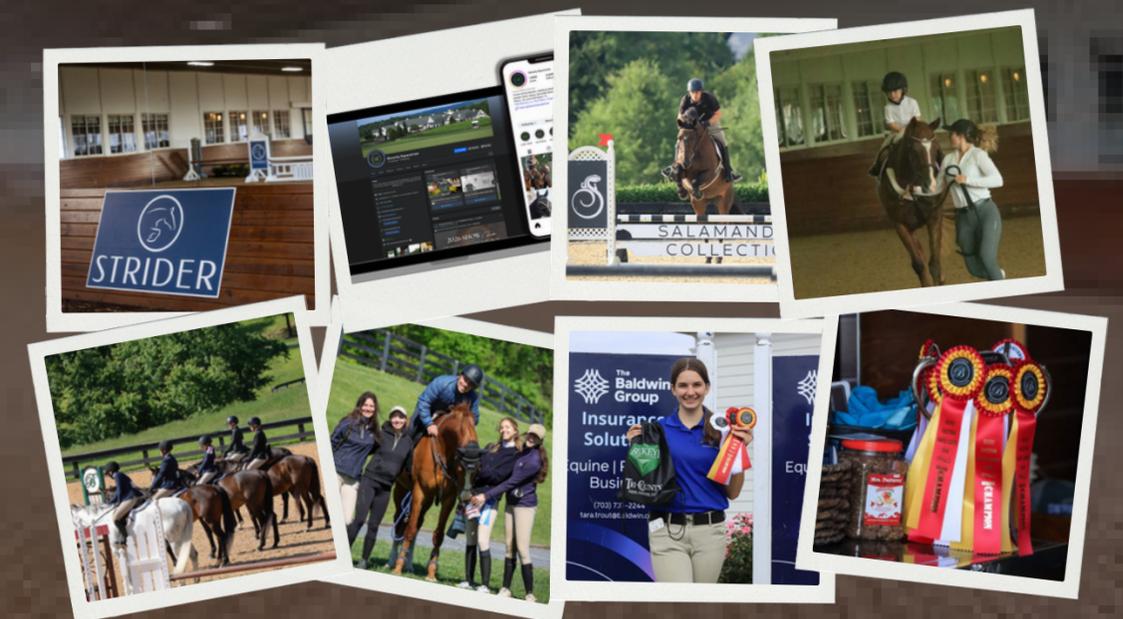
Activate Your Brand Here

Best for: *Local businesses or brands looking to promote specific events, riders, or product launches.*

Options include:

- Banner on the Wall
- Presence on the Prize Table
- Ad in the Program
- Social Media Feature

This is an opportunity to showcase your business to a highly engaged, passionate audience. Riders, trainers, and families from across the region will gather at Beverly's new Grand Prix complex throughout the year. Micro Sponsorships run in 3-month cycles.



Audience Insights

Knowing your audience allows your brand to resonate with a community that values quality, relevance, and experience.

01.

Equestrian Sponsors & Industry Professionals

Brands, service providers, and professionals actively engaged in equestrian sport, performance, and lifestyle partnerships.

02.

Affluent Enthusiasts & Landowners

High-net-worth individuals and families invested in equestrian property, land, and sport-driven lifestyle experiences.

03.

Competitive & Decision-Making Riders

Riders and families who actively select training programs, competitions, equipment, and brands that support performance and progression.

Testimonials

Current & past partners that trusted us previously & their feedback:

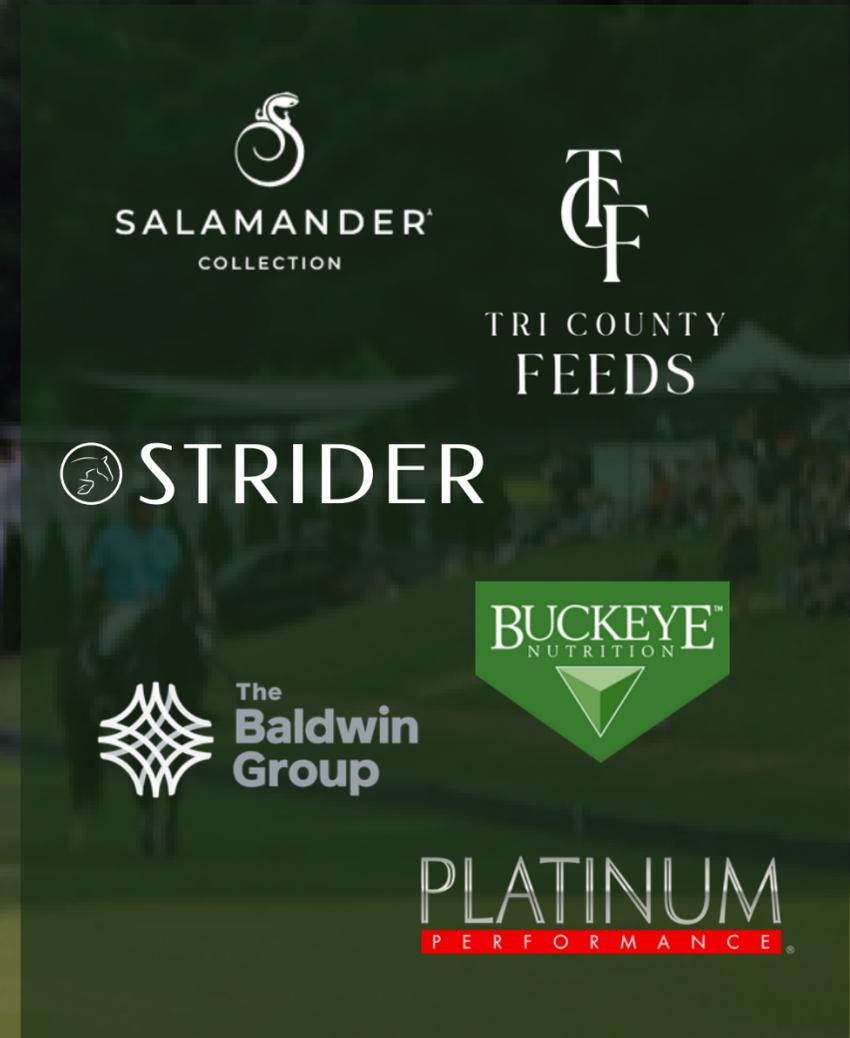
“ Salamander Middleburg greatly appreciates the partnership with Beverly. Having access to the entertainment deck has been instrumental in the resort’s success for driving unique experiences for our guests and key clients. The social media mentions have been key for brand awareness, and we could not be more grateful for the support and relationship with Beverly Equestrian.

Salamander Hotels & Resorts

“ The Baldwin Group is proud to partner with Beverly Equestrian as a sponsor of Beverly Equestrian’s incredible Polo, Hunter, and Jumper Shows. We’re grateful to be part of this vibrant community’s success. This partnership helps us connect with equestrians across disciplines and further elevate our brand.

The Baldwin Group

The Plains, VA • Wellington, FL



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Contact & Next Steps

We look forward to collaborating on partnership opportunities that bring your brand into the heart of our community.

 @beverlyequestrian

 @beverlyequestrian

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