

# Bethany Peace Point Equestrian Foundation

[www.peacepointfarms.com](http://www.peacepointfarms.com)



## Facility Highlights

- **A premier equestrian center, located one hour from Pittsburgh, Pa. in the scenic hills of northern West Virginia**
- **Offers a 160' x 210' indoor show arena; second 160' x 310' indoor arena to be built**
- **150-stall stables with two outdoor show arenas, trail rides and a 24 hour veterinary annex and isolation stalls**
- **Western Outdoor Arena**
- **Five Star Restaurant and Bar (Phase III)**

A 501(C)(3) foundation

The horse industry in the United States attracts over 7 million participants and contributes over \$112 billion to the U.S. gross domestic product, according to the American Horse Council. Sponsorship of equestrian facilities and events at Bethany Peace Point Equestrian Center can provide your company with consumer exposure and marketing opportunities beyond that available through traditional advertising.

As the premier equestrian facility in the tri-state region, located in the Northern Panhandle of West Virginia, Bethany Peace Point Equestrian Center will introduce your company to a national and international audience. Set in scenic foothills, the center adjoins the historic town of Bethany, an idyllic community with multiple outdoor activity possibilities. Bethany Peace Point Equestrian Foundation's support of Bethany College eventually will include crew and sailing, in addition to equine studies educational programs.

**Location :**

5 minutes from Mountain Side Conference Center ([www.bethanywv.edu/mountainside/](http://www.bethanywv.edu/mountainside/))  
15 minutes from Oglebay Park, with three 18 hole golf courses ([www.oglebay-resort.com](http://www.oglebay-resort.com))  
25 minutes from Wheeling , West Virginia  
1 hour from Pittsburgh, Pennsylvania  
2 hours from Columbus, Ohio



# Exposure

**Bethany Peace Point Equestrian Center has been established to promote the equestrian sports of dressage, jumping, Western riding, rodeo, hunting and endurance trail riding, along with equine therapy, equine management education and horse boarding. It is a public use facility with planned events to attract horse lovers around the world.**

## Planned Events

- ?? Twenty events annually attracting up to 100,000 participants per year, including instructional clinics
- ?? Summer camps designed to attract 200 participants
- ?? Inter-collegiate equestrian competition
- ?? Trail and carriage rides
- ?? Corporate training center in connection with Mountainside Resort and Oglebay Park
- ?? Future development of equestrian timeshare properties which will attract over 3,600 people annually
- ?? Future development of a 100 bed assisted living facility

## Premier Audience

- ?? The average equestrian has an income of \$175,000
- ?? Average horse owner owns three horses
- ?? Estimated value of most expensive horse \$100,000
- ?? Average age of attendees between 25 and 54
- ?? College educated 90%

## Affiliations

- ?? United States Pony Clubs, the premier youth equestrian organization in the world ([www.ponyclub.org](http://www.ponyclub.org))
- ?? Bethany Peace Point Equestrian Foundation is a Section 501©(3) "supporting organization" for the benefit of the college.
- ?? United States Equestrian Team Foundation ( [www.uset.com](http://www.uset.com))



One of the Coverall barns at Bethany Peace Point Equestrian Center

### **Indoor Arena Sponsor**

**\$2 Million**

As a sponsor of the indoor show arena your organization will have permanent and exclusive rights to the naming of the arena. Additionally you will receive advertising space on the front inside cover of the program for all events to be held at the Bethany Peace Point Equestrian Center. In addition, signage will be placed throughout the facility directing patrons to the arena named on your behalf.

### **Both Outdoor Show Arenas**

**\$1.5 Million**

As sponsor of both outdoor arenas your organization will have permanent and exclusive rights to the naming of the arenas. Additionally you will receive advertising space on the back inside cover of the program for all events to be held at the Bethany Peace Point Equestrian Center. In addition, signage will be placed throughout the facility directing patrons to the arenas named on your behalf. Alternatively, sponsorship of one arena is available for \$750,000, with the same naming rights and benefits.

### **Outdoor Western Arena**

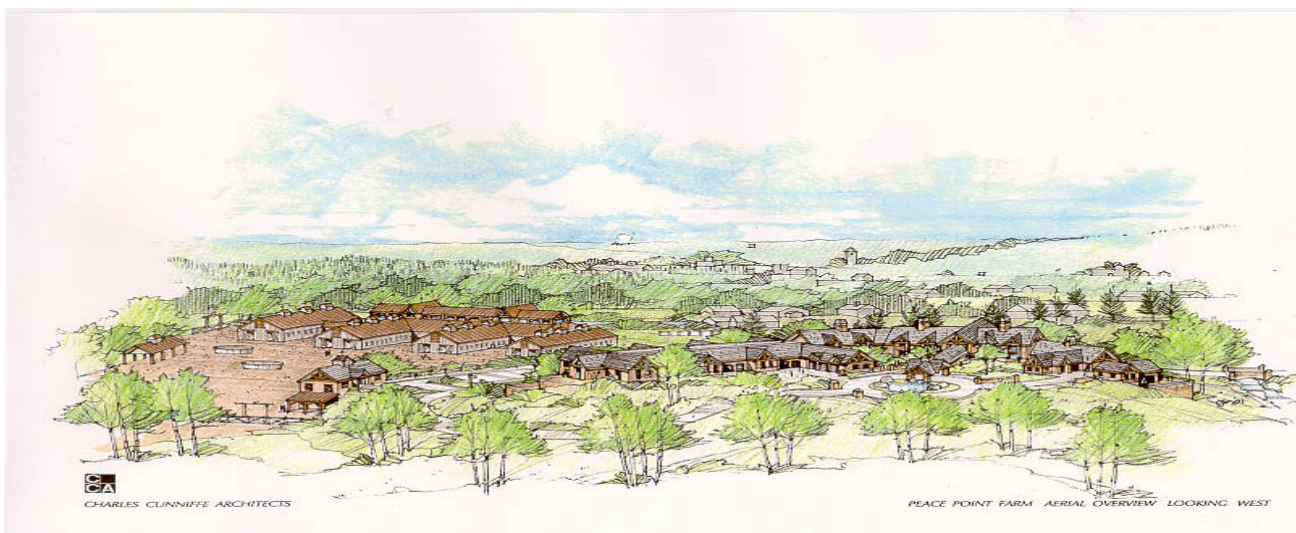
**\$1 million**

This 140' x 250' arena will be used for a variety of Western events. As sponsor, your organization will have naming rights to the Western arena. You also will receive a full page centerfold ad in the program for all events to be held at Bethany Peace Point Equestrian Center. Additionally, signage will be placed throughout the facility giving directions to the outdoor Western arena named on your behalf.

### **Pre-Veterinarian School**

**\$150 Million**

Your organization will have the ability to help design, implement and construct this brand new facility. The pre-veterinarian school will carry the name of your organization. Signage will be placed throughout the facility giving directions to the pre-veterinarian school named on your behalf.



Architect's rendition of the Pre-Veterinarian School at Bethany Peace Point Equestrian Center

## Additional Sponsorship Opportunities

### Barn Wing Sponsor

**\$500,000**

Seven sponsorship opportunities are available. Each barn, featuring imported Loddon stalls, will accommodate at least 20 horses and a tack room. As sponsor of a barn your organization will have permanent and exclusive rights to the naming of that facility. You also will receive a full page ad in all event programs. In addition, signage will be placed through out the facility giving directions to the barn named on your behalf.

### Veterinarian Facility

**\$250,000**

As sponsor of the veterinarian facility your organization will have permanent and exclusive rights to the naming of the veterinarian facility. Additionally, you will receive a half page ad in the program of all events to be held at the Bethany Peace Point Equestrian Center. In addition, signage will be placed throughout the facility giving directions to the veterinarian facility named on your behalf.

### Tack Shop

**\$250,000**

As sponsor of the Tack Shop your organization will have permanent and exclusive rights to the naming of the Tack Shop. Additionally, you will receive a half page ad in the program of all events to be held at the center. In addition, signage will be placed through out the facility giving directions to the tack shop named on your behalf.

### Stall Sponsorships

**\$1,000**

The barns at Bethany Peace Point Equestrian Center contain Loddon Supreme stalls imported from England. There will be 150 sponsorship opportunities available for these top quality facilities. For each sponsorship, a plaque bearing the sponsor's name will be displayed on the stall door.



One the barns at Bethany Peace Point Equestrian Center, featuring imported English stalls

# Sponsorship Opportunities

## Horse Show Sponsorships

### **Platinum Level:**

**\$15,000 per year**

For sponsors at the platinum level, a 3' x 6' banner will be prominently displayed on the grounds for all English equestrian events for the year (banner to be supplied by sponsor and approved before placement). You will receive a quarter-page ad in programs for all events held at Bethany Peace Point Equestrian Center. A link to your website will appear on the center's website. Your company's literature and brochures will be displayed and made available to patrons of the events.

### **Gold Level**

**\$10,000 per year**

For sponsors at the gold level, a 3' x 6' banner will be prominently displayed on the grounds for all English equestrian events for the year (banner to be supplied by sponsor and approved before placement). You also will receive a business card-sized ad in programs for all events held at Bethany Peace Point Equestrian Center. A link to your website will appear on the center's website.

### **Silver Level**

**\$5,000 per year**

For sponsors at the silver level, a 3' x 6' banner will be prominently displayed on the grounds for all English equestrian events for the year (banner to be supplied by sponsor and approved before placement). You will receive a business card-sized ad in programs for all events held at Bethany Peace Point Equestrian Center.

## Western Event Sponsorships

### **Platinum Level:**

**\$15,000 per year**

For sponsors at the platinum level, a 3' x 6' banner will be prominently displayed on the grounds for all Western events for the year (banner to be supplied by sponsor and approved before placement). You will receive a quarter-page ad in programs for all Western events held at Bethany Peace Point Equestrian Center. A link to your website will appear on the center's website. Your company's literature and brochures will be displayed and made available to patrons of those events.

### **Gold Level:**

**\$10,000 per year**

For sponsors at the gold level, a 3' x 6' banner will be prominently displayed on the grounds for all Western events for the year (banner to be supplied by sponsor and approved before placement). You also will receive a business card-sized ad in programs for all Western events held at Bethany Peace Point Equestrian Center. A link to your website will appear on the center's website.

### **Silver Level:**

**\$5,000 per year**

For sponsors at the silver level, a 3' x 6' banner will be prominently displayed on the grounds for all Western equestrian events for the year (banner to be supplied by sponsor and approved before placement). You will receive a business card-sized ad in programs for all Western events held at Bethany Peace Point Equestrian Center.

Payment terms and other sponsorship opportunities may be available upon request. Please feel free to contact Bethany Peace Point Equestrian Foundation with any questions or proposals.

## SPONSORSHIP OPPORTUNITIES

### **Historic Round Barn Renovation Sponsor**

**\$1,500,000**

The round barn, constructed in the early 19th century by Bethany College founder Alexander Campbell, was a Bethany landmark for many years. Over time, however, it fell into disrepair and eventually was dismantled and put into storage. Its foundation remains, situated at the entrance to Bethany Peace Point Equestrian Center and across from the National Historic Landmark Alexander Campbell Mansion. The sponsor of the historic structure's renovation will receive naming rights to the round barn. All onsite signage and publications will identify the round barn by the sponsor's chosen name.



Bethany's historic round barn, photographed in the early 20th century

### **Fox Hunt Kennel Sponsor**

**\$1,250,000**

With hundreds of acres of rolling hills and countryside available, Bethany Peace Point Equestrian Center is ideally suited for the sport of the hunt. Bethany Peace Point Equestrian Foundation currently is negotiating a strategic partnership with a major London, England hunt organization. The sponsor will receive rights for the fox hunt kennel and will receive a full page ad in the program for all hunt events held at the center.

### **Fountain Sponsor**

**\$250,000**

A magnificent fountain featuring ten bronze horse sculptures will be installed at the entrance to Bethany Peace Point Equestrian Center. The fountain sponsor will receive naming rights.



The center's fountain is inspired by and will be reminiscent of the famous Mustangs of Las Colinas, Irving, Texas



## **Bethany Peace Point Equestrian Foundation Trustees**

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