

2018 College Preparatory Invitational Sponsorship Opportunities



College Preparatory Invitational

The College Preparatory Invitational (CPI) is a unique event designed to bring together college bound equestrians with representatives and coaches from select colleges and universities. Riders in grades 8-12 apply to compete in front of potential coaches for scouting and scholarship opportunities. During the CPI event, they can ride in a clinic with a college coach, attend the college fair and learn from educational seminars. The CPI also offers participants the opportunity to vie for educational and service related scholarships, as well as awards in many additional categories including a horsemanship test, journalistic photography and written essays.

Sponsorships offer you the opportunity to connect with dedicated young riders, their parents and trainers, as well as myriad college and university representatives from all over the nation during an action-packed three-day event.

Please contact us directly so that we can customize your sponsorship package to fit your needs and budget.

PLATINUM SPONSOR

- Presenting sponsor rights to one or both College Preparatory Invitational (CPI) events
- Category exclusivity
- Full page advertisement on back cover location in CPI Event Program (sponsor provided ad)
- Editorial placement in event program
- Logo inclusion on all references to the CPI including PR, marketing and advertising initiatives
- Logo on rider gift bags
- Logo on all e-blasts from CPI
- Multiple display locations throughout the event
- Opportunity to address attendees during seminar or ceremony
- Opportunity for sponsor representative(s) to present final awards and ribbons
- Press release & media outreach announcing sponsorship
- Blanket signage throughout the event including competition, seminar and expo areas (sponsor to provide signage)
- Access to event mailing and e-mail list
- Weekly social media posting leading up to the event, daily postings from the event
- Logo and link on CPI website
- Multiple daily PAs during event

GOLD SPONSOR

- Naming rights to an event within the CPI
- Full page advertisement in premiere location in CPI Event Program (sponsor provided ad)
- Editorial placement in event program
- Opportunity to address attendees during seminar or ceremony
- One display location at the event
- Press release & Media outreach announcing sponsorship
- Premiere signage including 8 banners throughout the event - competition, seminar and expo areas
- Logo on all e-blasts from CPI
- Inclusion in a minimum of 10 social media postings
- Logo and link on CPI website
- Multiple daily PAs during event

SILVER SPONSOR

- The opportunity to place logo on one event element such as the horsemanship test, rider numbers, warm up area, etc. at event
- Display location within the College Expo at the event
- 4 signs on grounds of the event (sponsor to provide signs)
- Full-Page advertisement in CPI Program (sponsor provided ad)
- Logo on all e-blasts from CPI
- Inclusion in a minimum of 5 social media postings
- Logo and link on CPI website
- Multiple daily PAs during event

BRONZE SPONSOR

- 2 signs on grounds of the event (sponsor to provide signs)
- ½ page advertisement in CPI Event Program (sponsor provided ad)
- Logo on all e-blasts from CPI
- Inclusion in 1 social media posting
- Logo on all e-blasts from CPI
- Logo and link on CPI website
- Multiple daily PAs during event

Additional Sponsorship Opportunities – Please contact us for information and pricing

- Back Numbers
- College Fair
- CPI Draw Area
- CPI Learning Lounge
- Ribbons
- Saddle Pads
- Jumps
- Barn Area
- Warm Up Ring
- Main Ring
- Rider Swag Bags

Scholarship Naming Rights:

- **High Point Rider – Overall**
 - CPI High Point Rider
 - CPI Res High Point Rider
- **High Point Rider – Divisional**
 - **Advanced -**
 - CPI High Point Rider
 - CPI Res High Point Rider
 - **Intermediate -**
 - CPI High Point Rider
 - CPI Res High Point Rider
 - **Open-**
 - CPI High Point Rider
 - CPI Res High Point Rider
 - **Novice-**
 - CPI High Point Rider
 - CPI Res High Point Rider

- **WT & WTC-**
 - CPI High Point Rider
 - CPI Res High Point Rider

- **CPI Essay Scholarship**
 - CPI Essay Scholarship
 - CPI Res. Essay Scholarship

- **CPI Horsemanship Test -**
 - CPI Horsemanship Test Scholarship
 - CPI Res. Horsemanship Test Scholarship

- **CPI Champion of Service -**
 - CPI Champion of Service Scholarship
 - CPI Res. Champion of Service Scholarship

Class Sponsorships -

- Advanced Flat
- Advanced Over Fences
- Open Flat
- Open Over Fences
- Intermediate Flat
- Intermediate Over Fences
- Novice Flat
- Novice Over Fences
- Walk Trot
- Walk Trot Canter