



College Preparatory Invitational

HORSE SHOW

MEDIA KIT

www.collegeprepinvitational.com



5,652



8,343



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ABOUT CPI

The College Preparatory Invitational (CPI) Horse Show offers young student athletes in grades 8 - 12, the opportunity to explore the college equestrian experience through comprehensive education, competition, and a scholarship/community service program.

CPI EVENTS

During the CPI Horse Show event, student athletes experience the college equestrian competition format; they can explore an equestrian-focused college fair, attend educational presentations and take advantage of the opportunity for direct conversations with college admissions representatives and/or college/university equestrian team coaches.

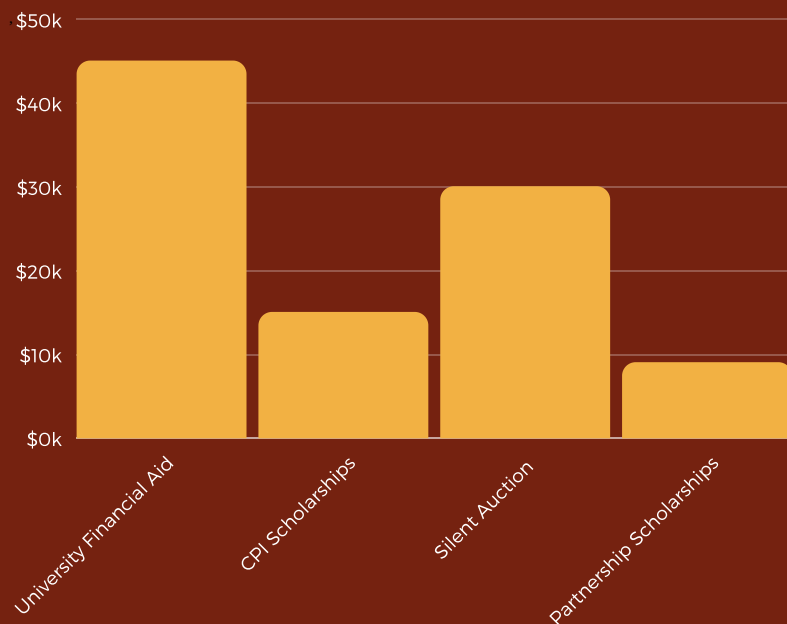
RECRUITING & SCHOLARSHIPS

CPI emulates the show structure of the Intercollegiate Horse Show Association (IHSA). During CPI events, students in grades 8 -12 compete and show in front of college/university coaches, providing the perfect opportunity for recruiting. CPI is proud to provide the amazing opportunity for these aspiring collegiate riders to receive financial aid and merit scholarships.

CPI SCHOLARSHIPS

In addition to providing the opportunity for high school riders the ability to talk with colleges coaches and/or college admissions personal to learn what each college/university has to offer. CPI also prides itself on creating scholarship opportunities for riders of all levels.

- University Financial Aid Awarded to Riders at CPI: \$45,000
- CPI Scholarships Awarded to Riders: \$15,000
- Silent Auction Financial Aid Awarded to Riders: \$30,000
- Partnership Scholarships Awarded to Riders: \$9,000





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PARTNERING WITH CPI

At CPI we try and provide the best possible opportunities for our student athletes by partnering with great Universities, Colleges, Companies and Associations to help accomplish our mission.

With a multitude of different branding, sponsorship and exposure opportunities, CPI can create a custom package to accommodate ANY level of participation.

SPONSOR OPPORTUNITIES

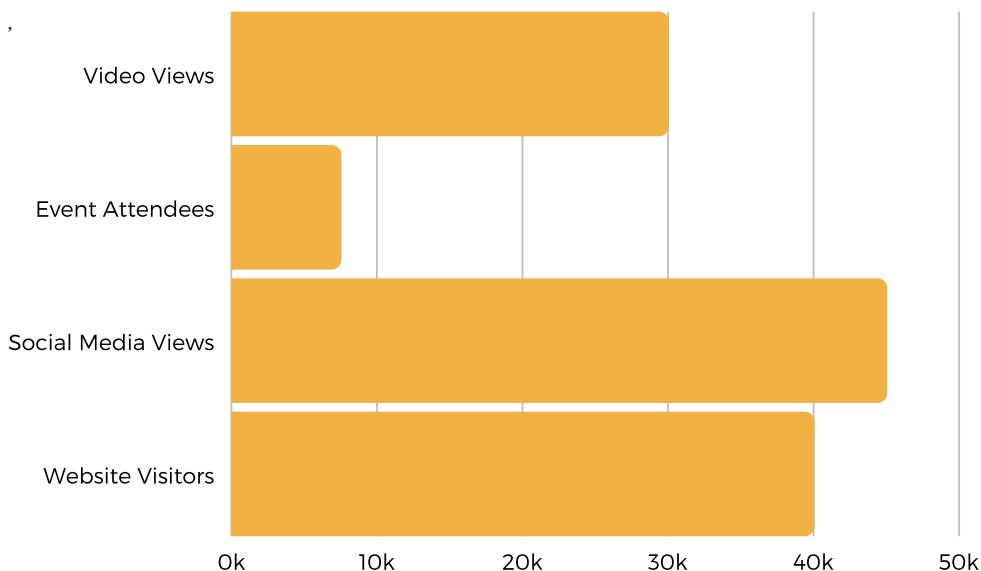
- Horse Show Banners
- Class Naming Rights
- Video Rights on Facebook & You Tube Posted Videos
- Program Ads
- PA Announcements
- Experience Sponsorships
 - Create a unique experience for student athletes to experience.
- Back Numbers
- Saddle Pad Branding
- Social Media Posts & Advertising
- Website Banners
- Perpetual Trophies

CPI EXPOSURE STATISTICS

CPI provides several areas of exposure that will allow any level of partnership to thrive.

Areas of Yearly Exposure:

- Video Views: 30,000
- Social Media Views: 45,000
- Website Visitors: 40,000
- Event Visitors: 7,500
- Publication Viewership: The Plaid Horse Magazine



CPI'S MEDIA REACH



5,652
followers



40k unique
web visitors



8,343
followers



10,000
readers

SCHOLARSHIP OPPORTUNITIES

- Donation to the CPI Scholarship & Educational Fund - A 501(c)3 Not-For-Profit Organization.
- Creation of a Unique Scholarship
- Scholarship Naming Rights
- Donation of Silent Auction Items

EVENT OPPORTUNITIES

- CPI Florida Welcome Reception at the Downtown Palm Beach Marriott
- Rider Lounge at CPI Horse Show
- CPI Saturday Night Rider Party



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SPONSORSHIP PACKAGES

Sponsorship offer you the opportunity to connect with dedicated young student athletes, their parents, and trainers/coaches, as well as a myriad of college and university representatives from all over the nation during a CPI Horse Show 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 ALL CPI Horse Show events.
- Category exclusivity
- Full page advertisement in premiere location in the CPI Horse Show Event Magazine (sponsor provides ad).
- Editorial placement in the CPI Horse Show Event Magazine - sponsor provides content.
- Logo inclusion on all references to the CPI Horse Show including press releases, marketing and advertising initiatives.
- Logo on all e-blasts from CPI.
- Multiple display locations throughout the event.
- Opportunity to address attendees.
- Opportunity for sponsor representative(s) to present awards and ribbons.
- Press release & media outreach announcing sponsorship.
- Blanket signage throughout the event including competition, seminar and expo areas.
- Access to event mailing and e-mail list.
- Social media posting (sponsor to provide content)
- Logo and Link on CPI Website.
- Multiple daily PA announcements during the event.

GOLD SPONSOR

- Naming rights to an event within the CPI Horse Show.
- Full page advertisement premiere location in the CPI Horse Show Event Magazine (sponsor provides ad).
- Editorial placement in the CPI Horse Show Event Magazine (sponsor provides content).
- Opportunity to address attendees.
- One (1) display location at the CPI Horse Show event.
- Press Release announcing sponsorship.
- Premiere signage throughout the event including competition, seminar and expo areas.
- Logo on all e-blasts from CPI.
- Social Media posting (sponsor to provide content).
- Logo and link on CPI Horse Show website.
- Multiple daily PA announcements during the event.



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SILVER SPONSOR

- The opportunity to place logo on one CPI Horse Show Event element such as the rider back numbers, warm up area, and draw area.
- One (1) display location at the CPI Horse Show event.
- Full page advertisement in the CPI Horse Show Event Magazine (sponsor provides ad).
- Signage throughout the event including competition, seminar and expo areas.
- Logo on all e-blasts from CPI.
- Social Media posting (sponsor to provide content).
- Logo and link on CPI Horse Show website.
- Multiple daily PA announcements during the event.

BRONZE SPONSOR

- Signage at the event.
- 1/2 page advertisement in the CPI Horse Show Event Magazine (sponsor provides ad).
- Logo on all e-blasts from CPI.
- Social Media post (sponsor to provide content).
- Logo and Link on CPI Website.
- Multiple daily PA announcements during the event.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- CPI Back Numbers
- CPI College Fair
- CPI Draw Area
- Ribbons
- Saddle Pads
- Jumps
- CPI Barn Area
- CPI Warm Up Ring
- CPI Class Sponsorship - Individual Classes
 - Advanced Flat Class
 - Advanced Over Fences Class
 - Intermediate Flat Class
 - Intermediate Over Fences Class
 - Novice Flat Class
 - Novice Over Fences Class
 - Open Flat Class
 - Open Over Fences Class
 - Walk Trot Class
 - Walk Trot Canter Class
- CPI Scholarship Naming Opportunities
 - CPI Overall High Point Rider
 - Advanced Divisional High Point Rider
 - Intermediate Divisional High Point Rider
 - Novice Divisional High Point Rider
 - Open Divisional High Point Rider
 - WT & WTC Divisional High Point Rider
 - CPI Essay Scholarship Award
 - CPI Horsemanship Test Scholarship Award
 - CPI Champion of Service Scholarship Award



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ADVERTISING WITH CPI

Our unique, glossy, four-color program provides an additional opportunity to connect with CPI attendees. The CPI Horse Show Event Magazine is produced for and distributed at all CPI Horse Show events and then displayed in its entirety on our website.

PRINT AD SIZES AND RATES

- | | |
|-------------------------------|--------|
| • Full Page, full bleed* | \$1800 |
| • 1/2 horizontal with bleeds* | \$950 |
| • 1/2 vertical with bleeds * | \$950 |

SPECIALTY PAGES WHEN AVAILABLE

- | | |
|---|--------|
| • Back Cover, full bleed* | \$3600 |
| • Inside Front Cover, full bleed* | \$3000 |
| • Inside Front Cover two-page, full bleed* spread | \$3600 |
| • Centerfold, two-page, full bleed* spread | \$2800 |
| • Inside back cover two-page, full bleed spread | \$3000 |

COMBINATIONS

- | | |
|--------------------------------------|--------|
| • Two-page spread, full bleed* | \$2600 |
| • Full page + half-page with bleeds* | \$2000 |

AD SUBMISSIONS

Ads will be posted on The College Preparatory website with the entire CPI Event Magazine.

***SEE DETAILS ON THE FOLLOWING PAGE FOR SPECIFICATIONS.**

- Submit your ad by email to Lindsay Martin at lindsay@cpihorseshow.com.
- Maximum attachment size is 10MB. For files larger than 10MB, contact lindsay@cpihorseshow.com to arrange submission by other methods.
- Print-ready artwork must be press ready quality files.
 - CMYK at 300 dpi in PDF, TIF, or JPG formats.
- If submitting a photoshop JPEG or TIF file please make sure it is CMYK and 300 dpi.
- Line art and bitmap images must be 1200 dpi.
- Images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- No Publisher or Corel files accepted.
- **Ads submitted without bleeds will be given a white border in print.**
- **Ads that don't conform to CPI specs will be subject to revisions at a rate of \$100 per hour**

For more information call **786-369-9040** or email lindsay@cpihorseshow.com



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PRINT AD MECHANICAL SPECIFICATIONS

| | |
|---|--|
| SIZE INCLUDING BLEED A) 8.75" W X 11.25" H A | |
| TRIMS TO B) 8.5" W X 11" H B | |
| LIVE AREA C) 8" W X 10.50" H C | |
| *FULL PG WITH BLEED | |

| | |
|--|--|
| SIZE INCLUDING BLEED A) 4.0" W X 11.25" H A | |
| TRIMS TO B) 3.75" W X 11" H B | |
| LIVE AREA C) 3.50" W X 9.75" H C | |
| *1/2 PG VERTICAL WITH BLEED | |

| | |
|--|--|
| SIZE INCLUDING BLEED A) 8.75" W X 5.25" H A | |
| TRIMS TO B) 7.75" W X 5.0" H B | |
| LIVE AREA C) 7.5" W X 4.75" H C | |
| *1/2 PG HORIZONTAL WITH BLEED | |

THE ART OF HORSEMANSHIP



17

ANRC
National
Championships
2003-19

6

Tournament of
Champions National
Championships
2014-19

3

IHSA Collegiate
Cup National
Championships
2015-17

3

Cacchione Cup
and Reserve Cup
Champions
2010, 2012, 2019

2

IHSA Reserve
National
Championships
2018-19

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BE A PART OF A WINNING TRADITION



AVERETT
UNIVERSITY
— SINCE 1859 —
EQUESTRIAN

Averett University's distinguished bachelor's degree program in Equestrian Studies, ranked among the best in the nation, offers concentrations in Dressage and Eventing Instruction, Equine Business Management, Equine-Assisted Psychotherapy and Equine Science.

With innovative courses and internship opportunities, a comprehensive Equestrian Center and nationally acclaimed instructors and faculty, you can develop advanced horsemanship skills and professional competencies that open up exciting career possibilities in a variety of roles in the equine industry.

FOR MORE INFORMATION, VISIT AVERETT.EDU/EQUESTRIAN OR CALL 1-800-AVERETT



University of Lynchburg

COMPETITIVE RIDING OPPORTUNITIES FOR ALL LEVELS

NCEA AND IHSA TEAMS

BOARDING

JUSTINE BETZLER - HEAD COACH

BETZLER_J@LYNCHBURG.EDU

WWW.LYNCHBURGEQUESTRIAN.COM





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"The College Prep Invitational offers such a wonderful opportunity for students and parents to spend a weekend learning the ins and outs of the intercollegiate riding experience! My favorite part - and the thing that keeps me coming back every year - is that the college and university representatives really take the time not only to talk with families about what their schools offer, but to help students figure out what the right college (and riding) experience will be for them. It's a truly collaborative atmosphere where everyone wants the best for the students and to give them access to opportunities they will treasure long after they've graduated from college. The clients I work with who participate always come back with better questions and a better idea of what their next steps are - I highly recommend it!" - **Randi Heathman - The College Equestrian Advisor**

"Over the past 10 years, students from our organization have participated in the College Preparatory Invitational to engage in conversation with coaches and admission representatives from Colleges and Universities located throughout the country. In total, MET students that have participated in this prestigious competition have received over \$1,300,000 in college scholarships. CPI assists our organization to achieve our goal to change the conversation from "If I'm going to College..." to "Where am I going to College?..." - **Jane DaCosta - Metropolitan Equestrian Team Executive Director**

"The CPI is such an amazing program and I am happy to have been through it. It gave me the tools to find the perfect college and perfect riding program with Heather Clark and Michael Dowling." - **Meghan Frederick - Centenary University Student - CPI Florida 2016**

"CPI is absolutely one of my favorite recruiting events for me and for St. Andrews University! We have attended CPI since it's beginning and won't miss an event! We appreciate the opportunity to meet with so many wonderful riders and their families as well as their trainers! We look forward to attending both the NJ event and the FL event and won't miss either! We love the interaction with the prospective families that we have as well as watching riders in the ring! Thank you to Lindsay and her team for hosting this event twice a year and continuing everything that CPI has always offered both the universities and the riders! WE love CPI; wouldn't miss it!" - **Debbie Bell - Director of Regional Admissions, St. Andrews University**