

IT'S LA'S TIME FOR GREAT HORSE SPORT



2027 SEASON

SPONSORSHIP OPPORTUNITIES

PACIFIC RIDGE SHOW JUMPING

OUR PURPOSE

When we founded Pacific Ridge Show Jumping, our goal wasn't simply to create another horse show. We set out to build something that Southern California's equestrian community had been missing: **a place to call home.**

Surrounded by ridgelines, rolling hills, and natural beauty of Griffith Park, the Los Angeles Equestrian Center gave us the perfect setting to bring that vision to life. We wanted to bring exceptional sport back to Southern California for riders at every level. By offering both national and regional competition, we set out to make the sport more accessible, more affordable, and more welcoming.

Most importantly, we wanted to bring back what made horse shows special. A place where people gather, friendships grow, families spend weekends together, and everyone shares a love for the sport.

THAT VISION BECAME PACIFIC RIDGE.



©McCool

WHAT WE LEARNED

COMMON PURPOSE

Our first season reinforced why Pacific Ridge exists: to build a better future for our sport. One that puts the horse, the rider, and the experience first. We believe that means challenging the status quo, embracing new ideas, and remembering that bigger isn't always better.

COMMUNITY

The overwhelming love for LAEC reminded us that the good old days were good for a reason. They were built around community, connection, and a shared love of the sport. What people missed wasn't simply a place. It was the feeling of belonging somewhere. The feeling of being **HOME**.

CAMARADERIE

Some of the best moments happen outside the ring. Shorter days, time to gather between classes, genuine hospitality, beautiful surroundings, and celebrating one another's successes. These are the moments that create friendships, memories, and an experience that lasts long after the show is over.

LOOKING AHEAD

We know where we're going. And we're just getting started.

We're building the future we want to see for our sport in Southern California, one that evolves without losing sight of what makes it special: **common purpose, community, and camaraderie.**

The next chapter of Pacific Ridge is about thoughtful growth, new opportunities, bold ideas, and meaningful partnerships that bring that vision to life.

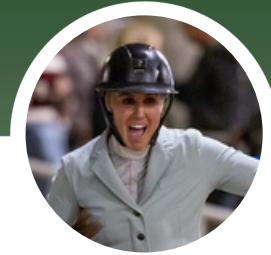
We're not interested in simply doing more. We're focused on making what we do matter.

Because the future of our sport is something we **build together.**



"I used to show here as a kid. It's amazing to be back at LAEC and to be winning at this first Pacific Ridge show. I'm so happy and I'll be back."

MERCEDES CUSICK
Amateur Rider



"What Steve has done here at the L.A. Equestrian Center is pretty remarkable... in a short amount of time, which is very impressive!"

JAMIE SAILOR
Professional Rider & Trainer



"Being a sponsor at Pacific Ridge has been a great opportunity for Stable Rental to grow our visibility. We've been able to connect with new and existing customers and build relationships within the horse show community. The PRSJ team really communicates and works to **create value for its sponsors.**"

NICK JOHNSON
PRSJ Sponsor

WE LOVE OUR HOME



Los Angeles is the **second largest metropolitan market** in the United States, with more than **18 million residents** and one of the world's most recognizable luxury and entertainment economies. California is also home to the **second largest horse population** in the country, with nearly **700,000 horses**.



SANTA BARBARA

93101, 93103, 93105,
93106, 93107, 93108,
93109, 93110, 93111

REGISTERED COMPETING HORSES

1,200 +

SAN FERNANDO VALLEY

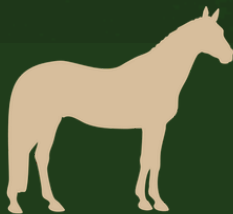
91301, 91302, 91304,
91326, 91401,
91040, 91042

VENTURA COUNTY

93013, 93014, 93067

LOS ANGELES

90001-90095



60,000+ Horses

Located in Greater Los Angeles & Santa Barbara



9.8 Million

LA Residents. Out-Populating
Over 40 Individual U.S. States.



\$11.6 Billion

Generated Annually by the Equine Industry in CA



\$58.9 Billion

CA Leads the Nation With the
Largest Retail Output

PRSJ 2026

BY THE NUMBERS

15K+ JUMPING ROUNDS

2.5K SHOWING HORSES

2K+ STALLS SOLD



THIS IS JUST THE BEGINNING.

2027 Season



DRESSAGE

- NEW Dressage Series
- Feb 4-7, 2027
- CDI/FEI



REINING

- NEW Reining Series
- Great Prizes
- Premier Experiences



SHOW JUMPING

- 4 + Additional Weeks
- WCHR Competition
- Expanded National Weeks

PRSJ
**HORSE SHOW
AND CITY FAIR**



Where world-class equestrian sport meets family entertainment. The Pacific Ridge Horse Show & City Fair will transform the venue into a destination for competitors and the local community alike, featuring carnival rides, games, face painting, food vendors, live entertainment, horse exhibitions, interactive educational experiences, shopping, and family-friendly activities.

PARTNERSHIP INVESTMENT

LEGACY PARTNER

STARTING INVESTMENT OF \$50,000+
ANNUALLY

SUMMIT PARTNER

STARTING INVESTMENT OF \$30,000
ANNUALLY

PACIFIC PARTNER

STARTING INVESTMENT OF \$20,000
ANNUALLY

COAST PARTNER

STARTING INVESTMENT OF \$10,000 ANNUALLY

IT'S LA'S TIME!

INTRODUCING PRSJ CONTENT DAYS

The response to Pacific Ridge has exceeded expectations. Our first season generated remarkable social engagement and introduced thousands of new people to the Pacific Ridge brand. Now, we're giving our Legacy Partners the opportunity to create content that captures that same excitement. ☀️

Exclusively available to our Legacy Partners, we invite you to spend a full day at Pacific Ridge creating custom content tailored to your brand. Whether you're showcasing products with riders and horses, capturing the excitement of competition, or highlighting the beauty of the venue, our team will help bring your vision to life.

Your experience includes full day access to Pacific Ridge, a dedicated PRSJ coordinator, professional photography and videography, rider and horse coordination, drone footage where permitted, and collaborative content opportunities with Pacific Ridge.

You'll leave with a custom library of premium content designed to support months of social media, advertising, product launches, website updates, and more.

SLO-MO

VIDEO

PHOTO

SQUARE

STICKER



PARTNERSHIP OPPORTUNITIES



Bring People Together

The best partnerships create memories, not just impressions. From exclusive hospitality to community events and educational workshops, we'll help bring your brand to life in ways that are authentic, engaging, and uniquely Pacific Ridge.

Shape the Experience

Become part of every competitor's weekend. From curated welcome gifts and exclusive merchandise to retail collaborations and product experiences, we'll thoughtfully integrate your brand into the moments that make Pacific Ridge unique.



PARTNERSHIP OPPORTUNITIES



Become Part of the Course

Create an arena feature as unique as your brand. We'll work with you to design a custom jump or signature installation that complements your identity while becoming part of the competition itself.

Every Partner Has a Story

We take the time to learn your brand, your audience, and your goals, then build a season-long story that connects your business with the people, horses, and moments that make Pacific Ridge unique. Because the best partnerships aren't remembered for where a logo was placed. They're remembered for the stories they helped create.

Inspire Competition

Become part of the moments competitors never forget. Whether it's a first blue ribbon, a championship title, or a Grand Prix victory, your partnership will be woven into the achievements that define the Pacific Ridge season.



COAST PARTNER BENEFITS

\$10,000

A great entry point for brands looking to establish a meaningful presence throughout the Pacific Ridge Show Jumping season.

Includes:

- Recognition as the official partner of a featured class or division
- Two sponsor signs displayed throughout the showgrounds
- Company logo featured on the Pacific Ridge website
- Advertisement in the official online prize list
- Public address announcements throughout the competition
- Opportunity to include promotional items in Trainer Welcome Buckets
- Access to discounted vendor space (5% discount)
- Opportunity to provide a custom jump

A photograph of a white sign with blue lettering for Marshall & Sterling Insurance Equisport Division. The sign is partially obscured by green plants and blue flowers in the foreground. The background shows a blurred view of a building and a sky.

Marshall & Sterling

INSURANCE

EQUISPORT DIVISION

PACIFIC PARTNER BENEFITS

\$20,000

Designed for brands looking to build a deeper connection with riders, trainers, and spectators through elevated visibility and engagement.

Includes everything in Coast Partner, plus:

- Recognition as sponsor of multiple featured classes or a specialty division
- Four sponsor signs throughout the venue
- Ridge Club access
- Dedicated email marketing feature
- Featured sponsor spotlight on Pacific Ridge social media
- One custom brand activation opportunity
- Commercial displayed on arena videoboards (where applicable)
- Preferred retail or swag store partnership opportunities
- Opportunity to provide a custom jump



SUMMIT PARTNER BENEFITS

\$30,000

A premier partnership offering extensive brand integration across the Pacific Ridge Show Jumping season.

Includes everything in Pacific Partner, plus:

- Recognition as presenting partner of a premier division or multiple specialty classes
- Six sponsor signs throughout the venue
- Enhanced social media campaign
- Multiple dedicated email features
- Commercial rotation on arena videoboard
- Ridge Club access
- Photo gallery
- Expanded custom activation opportunity
- Premium inclusion in Trainer Welcome Buckets



LEGACY PARTNER BENEFITS

\$50,000 +

Our most customizable partnership, designed for brands seeking a long-term strategic relationship with Pacific Ridge Show Jumping.

Includes everything in Summit Partner, plus:

- Customized presenting partnership built around your marketing objectives
- Eight sponsor signs throughout the venue
- Premium season-long brand recognition
- Ridge Club access
- Two custom activation opportunities
- Custom-branded Pacific Ridge cooler blanket
- Possible exclusive retail or merchandise collaboration opportunities
- Premium placement in Trainer Welcome Buckets
- Enhanced digital and social media campaign
- Priority logo placement across Pacific Ridge marketing materials
- Complimentary 10' x 10' vendor space
- Dedicated partnership planning with the Pacific Ridge team to maximize ROI
- Content Day opportunities and photo gallery

COME BE A PART OF THE LARGEST SHOW JUMPING CIRCUIT IN LOS ANGELES

	LEGACY \$50,000 +	SUMMIT \$30,000	PACIFIC \$20,000	COAST \$10,000
PHOTO GALLERY	✓	✓		
SPONSOR SIGNS ON SHOWGROUND	8	6	4	2
CUSTOM COOLER	✓			
PA ANNOUNCEMENT	✓	✓	✓	✓
AD IN PRIZE LIST	✓	✓	✓	✓
COMMERCIAL ON JUMBOTRON	✓	✓		
LOGO ON WEBSITE	✓	✓	✓	✓
SOCIAL MEDIA PRESENCE	✓	✓	✓	
EMAIL BLASTS	✓	✓		
CONTENT DAY	✓			
CUSTOM ACTIVATION OPPORTUNITIES	2	1		
JUMP IN RING	✓	✓	✓	✓
RIDGE CLUB ACCESS	✓	✓	✓	

BE PART OF REBUILDING **GREAT SPORT** IN LOS ANGELES.



Izzy Baker

Strategic Partnerships & Sponsorships

Izzy@pacificridgeshowjumping.com

Steve Hankin

President & CEO

Steve@pacificridgeshowjumping.com

Brooke Goddard

Marketing & Communications

Brooke@pacificridgeshowjumping.com