

2024 CHJA MEDAL FINALS

# *Corporate Sponsorship & Advertising Opportunities*



AUGUST 15 – 18, 2024

FAIRFIELD COUNTY HUNT CLUB  
174 LONG LOTS ROAD, WESTPORT, CT





*The purpose of the Connecticut Hunter and Jumper Association (CHJA, Inc.) is to promote and standardize all recognized horse shows and other equestrian activities within the State of Connecticut and contiguous states and to act for the common good of the exhibitors. Established in 1968, we currently recognize over 100 Horse Shows in the State of Connecticut and have a membership base of over 1000 active members from eight states making us one of the largest state organizations of its kind on the East coast. Our membership base is comprised of over 600 members under the age of 18 with many of them continuing to ride in college. 80% of equestrians have a minimum of a four-year college degree.*

## *The Connecticut Hunter & Jumper Association*

### **AFFILIATIONS**

The CHJA is affiliated with the United States Hunter Jumper Association (USHJA). The USHJA is the US Equestrian recognized national affiliate for the Hunter and Jumper disciplines. As an affiliate, the CHJA is dedicated to uniting the Connecticut equestrian community by honoring the achievement of its members all while providing and maintaining a safe and level playing field for both its equine and human athletes. We serve our members through awards, recognition, communication, safety rules and through our Scholarship Fund that awards scholarships annually to deserving CHJA members. The CHJA also works closely with the New England Horsemen's Council (NEHC) as well as other smaller local associations such as the Connecticut Horse Show Association (CHSA).

### **BOARD OF DIRECTORS**

The CHJA is a non-profit organization governed by a Board of Directors which is comprised of 15 dedicated and hardworking volunteers that serve the membership of the CHJA. A variety of committees oversee point tabulations, membership, awards, a web site, standards and rules, a scholarship fund, the CHJA Medal Finals and the Annual Year End Awards Banquet.

### **ANNUAL AWARDS BANQUET**

The CHJA holds an Annual Awards Banquet at the end of every year to celebrate and honor the achievements of its members. Traditionally over 200 awards, as well as trophies and ribbons were presented for the accomplishments of both the horses and riders in thirty two categories. Additionally, awards were presented for Sportsmanship and Distinguished Service as well as the President's Award which honors someone who has given unselfishly to our sport and to the CHJA, above and beyond personal interests.

### **SCHOLARSHIP PROGRAM**

Each year the CHJA Scholarship Fund awards two scholarships, a Champion and a Reserve Champion. The CHJA Scholarship Fund exists due to the generosity of all who have contributed. Since the inception of the fund in 1989, we have awarded over \$170,000 to deserving CHJA members for their secondary education based on academic performance, character references, and teacher recommendations.



# The CHJA Medal Finals

The CHJA proudly presents one of the most prestigious four day Finals on the East coast...the CHJA Medal Finals Weekend! We offer a full schedule of Medal Classes for the more advanced Junior and Adult Amateur rider alike as well as the Hunter Classic showcasing some of the top show horses in New England. Riders in all divisions have competed in qualifying classes throughout the year in order to earn places in these finals. The CHJA Finals showcases some of the most talented horses and riders in our area.

We traditionally have over 600 riders and horses from eight states who have qualified to compete, with over 100 trainers coaching the riders in preparation for the challenging courses. A celebration of our Junior members in their last year before moving into the adult

## FEATURES

CHJA Children's Hunter Pony Classic  
CHJA 3' Children's Hunter Horse Classic  
CHJA 3' Adult Hunter Classic  
CHJA 2'6" Hunter Classic  
CHJA 2' Hunter Classic  
CHJA 18" Short Stirrup Hunter Classic  
CHJA 18" Short Stirrup Medal Final  
CHJA Pony Medal Final  
CHJA 2' Pre Children's Medal Final  
CHJA 2'6" Children's Medal Final  
CHJA 2'6" Modified Adult Medal Final  
CHJA 3' Junior Medal Final  
CHJA 3' Adult Medal Final  
CHJA 3'3" Master's Medal Final  
CHJA Horsemanship Challenge

competitor status and numerous special awards are all part of the competition. The Westport Police Department Honor Guard leads our opening ceremonies on Saturday.

An emphasis on good sportsmanship, talented upper level competitors and lots of fun is what makes the CHJA Medal Finals such a popular and well attended event. So often we are told "CHJA is our favorite Finals...it's so organized, and they give the best prizes! We can't wait to come back again!"

The CHJA Medal Finals are held on the grounds of the beautiful Fairfield County Hunt Club, a landmark in Fairfield County since its establishment in 1923. In addition to the competitors, trainers, barn owners, parents and friends attending the CHJA Finals, there is also an A Rated horse show running simultaneously. National and local participants of all ages compete at the show, which is open to the public free of charge. Together, the CHJA Medal Finals and Fairfield County Hunt Club Horse Show will welcome over 1,000 competitors, horse owners, trainers, and spectators over the course of the four days.

## Profile of Horse Show Participants & Spectators

Source: US Equestrian Federation, the national governing body of equestrian sport in the USA, profile of 80,000 members and on-site audiences

- 27,000,000 people over the age of 12 ride a horse at least once a year
- 14,580,000 people over the age of 12 ride a horse on a regular basis
- 2,200,000 people own horses in the United States
- 88,000,000 people attend horse-related events
- The average annual income of an individual who subscribes to an English style equestrian magazine is \$105,000
- The average home value is \$594,000
- 22% own a second home
- 43% travel on an airplane more than 16 times a year
- 78% are members of a frequent flyer program
- 97% own one or more credit cards
- 55% of their automobiles were purchased last year
- They own three vehicles; 53% own a pick-up truck
- 94% own a pet besides a horse or pony
- The average age is 39
- 85% are women
- 63% are married
- 80% of equestrians have a minimum of a four-year college degree



# Thanks To Our Sponsors

*We are eternally grateful to the many Sponsors and Advertisers that have supported us so generously over the years. We couldn't do it without them!*

ABF Equine	The Equestrian Centre	The Johnson Group, Merrill Lynch	Salmon Brook Veterinary Hospital
Agriventures Agway & Nutrena	Equestrian Neightion	16.3 Stemware	Salty Dawg Equine
All The King's Horses	Equestrian Outfitters	Kelianda Farm	Sandy Point Stables
Atlantic Equine Services	Equine Insurance Services	Diana King & Carriage Stone Farm	The Sargent Family
Avon Valley Show Stables	Equine Production Company	KL Select	Sea Horse Stables
Barkhamstead Tractor Supply	The Ethel Walker School	Larimar Show Stables	Serenity Show Stables
B. H. Trailers and Plows	Fairfield County Hunt Club	Limelight Farm	Shapley's
Beacon Woods Stables	Fairfield Equine Associates	LKA Fine Art	SmartPak
Belle & Bow Equestrian	Folly Farm Show Stables	LJ Enterprises	Mr. & Mrs. David Spizzirro
Benchmark Farm	Floral Accents by Bonnie	Lucky C Stables	Starlite Farm
Beval Saddlery	Fox Crossing Equestrian	Mantec	Stepping Stone Farm
BHC Management & Blue Ribbon Ventures	Fox Ridge Farm	Jane Miller	Stony Lane
Bobby Lou Boylan	Full Circle Farm	Movado Farms	Sugarcube Central
Buttonwood Farm	Fun Bonnets	My Impression Crafts	Sweet Briar College
Buxton Farm	The Giammarco Family	Mystic Valley Hunt Club	Taylor Farm
Katie Jean Carson	G.M.C. Embroidery and Farm	Nautilus Farm	Terry Allen Farms
Cedar Brook Farm	Judy Goldthwait Equine Art & Pet Portraits	Northeast Tent Productions	Tractor Supply Co.
The Chard Family	Grand Prix Equine	Norwalk Courtyard by Marriott	Tredstep
The CHSA	Greentree Toyota	Ed Nowak	Trinity Creative Crafting
Wynatte Chu, DDS	The Greer Family	Oak Meadow Farm	Triple Crown Equine Nutrition
The Clothes Horse	Heritage Printers	Ox Ridge Hunt Club	Twin Bays Stables
Connecticut Equine Clinic	Hidden Brook Stables	The Paddock	Twin Lakes Farm
Country Lane Farm	Hilton Garden Inn Norwalk	Patricia's Presents	Twin Maples Quilting
County Saddlery	Horse Insurance Specialists, Inc.	The Pines Equestrian Center	Valkyrie Equestrian Center
Courtyard Norwalk Marriott	Horse Listeners Orchard	Planet Pizza	Well-A-Way Farm
Desiree Cormier	The Horses Glass	Platinum Performance	West Lane LLC
Cruise Planners	InkStables	Rabbit Hill Farm	Westbrook Hunt Club
Dover Saddlery	IEA (Intercollegiate Equestrian Association)	Reflections Photography	Kim Ablon Whitney
Mary Drake	Ann Jamieson	Rhiannon Equestrian	Wilbur Show Stables
Eastern Advertising Novelty		Ridgefield Equestrian Center	Windcrest Farm
Epic Farm		The Bob Rose Family	The Wireless Zone of Westport
			Jeannie Zurulli

# Sponsorship & Advertising Opportunities

## **\$5,000 PLATINUM VIP TENT SPONSOR**

### *VIP Tent Named After Your Company*

- Featured Sponsor Listing on the CHJA Scoreboard throughout the event
- Full Page Color Ad Outside Back Cover of the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website
- Reserved Front Row Table in the VIP Tent
- 3x5 Banner at the Entrance of the VIP Tent
- Vendor Tent Space
- Ongoing Sponsorship Announcement
- Opportunity to Place Promotional Materials in the Exhibitor Welcome Packets

## **\$4,000 PLATINUM SCOREBOARD SPONSOR**

- Featured Sponsor Listing on the CHJA Scoreboard throughout the event
- Full Page Color Ad Inside Front Cover of the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website
- Reserved Front Row Table in the VIP Tent
- Ongoing Sponsorship Announcement
- Opportunity to Place Promotional Materials in the Exhibitor Welcome Packets

## **\$3,000 GRAND CHAMPION QUALIFIERS GIFTS SPONSOR**

- Sponsor Listing on the CHJA Scoreboard throughout the event
- Full Page Ad in the CHJA Medal Finals Program
- Sponsor Listing and Link directly to your company on the CHJA Website
- Reserved Table in the VIP Tent
- 3x5 Banner in front of the Secretary's Booth
- Ongoing Sponsorship Announcement

## **\$2,000 GRAND CHAMPION EXHIBITOR & TRAINER CONTINENTAL BREAKFAST SPONSOR**

### *Continental Breakfast Named After Your Company Served on Friday, Saturday and Sunday*

- Sponsor Listing on the CHJA Scoreboard throughout the event
- Full Page Ad in the CHJA Medal Finals Program
- Sponsor Listing on the CHJA Website
- Reserved Table in the VIP Tent
- 3x5 Banner in front of the Continental Breakfast
- Ongoing Sponsorship Announcement

## **\$1,000 CHAMPION SPONSOR**

- Sponsor Listing on the CHJA Scoreboard throughout the event
- Half Page Ad in the CHJA Medal Finals Program
- Sponsor Listing on the CHJA Website
- Reserved Table in the VIP Tent
- Ongoing Sponsorship Announcement

## **\$500 GOLD MEDAL SPONSOR**

- Sponsor Listing on the CHJA Scoreboard throughout the event
- Half Page Ad in the CHJA Medal Finals Program
- Sponsor Listing on the CHJA Website
- Ongoing Sponsorship Announcement

## **\$300 SILVER MEDAL SPONSOR**

- Sponsor Listing on the CHJA Scoreboard throughout the event
- Listing in the CHJA Medal Finals Program

## **\$100 – \$299 PATRON**

- Sponsor Listing on the CHJA Scoreboard throughout the event

## **CHJA MEDAL FINALS PROGRAM ADS**

- \$500 Full Page Ad
- \$300 Half Page Ad



# Sponsorship & Advertising Order Form

Reserve your sponsorship and/or advertising space in the CHJA Medal Finals program!

**Please complete and return this form by June 1.**

Mail to Bre Derella, Sponsorship Coordinator, 53 Marion Road, Fairfield, CT 06825

ADVERTISER / SPONSOR:

---

CONTACT:

---

ADDRESS:

STATE / ZIP:

---

PHONE:

FAX:

---

EMAIL:

---

SIGNATURE:

---

PLEASE CHECK ONE:

CHECK PAYABLE TO C.H.J.A. INC. ENCLOSED

PLEASE SEND INVOICE

---

*Note: Printed program is B&W, non-bleed. We will convert color photos/artwork. All ads will have a uniform border. All photos must be high resolution (300 dpi). Please do not send Facebook pictures or photos of printed materials.*

## SPONSORSHIPS

Yes, I/we will be proud to sponsor the following at the 2024 CHJA Medal Finals:

- \_\_\_\_\_ \$5,000 Platinum VIP Tent Sponsor
- \_\_\_\_\_ \$4,000 Platinum Scoreboard Sponsor
- \_\_\_\_\_ \$3,000 Grand Champion Qualifiers Gifts Sponsor
- \_\_\_\_\_ \$2,000 Grand Champion Exhibitor & Trainer Breakfast Buffet Sponsor
- \_\_\_\_\_ \$1,000 Champion Sponsor
- \_\_\_\_\_ \$500 Gold Medal Sponsor
- \_\_\_\_\_ \$300 Silver Medal Sponsor
- \_\_\_\_\_ \$100 – \$299 Patron

**Please indicate how your ad content will be submitted in next column under Program Ads.**

*Note: Sponsor ads sizes are slightly smaller due to the uniform sponsorship banner added to the top.*

*Full Page: 7.25" x 8.75", Half Page: 7.25" x 3.75"*

## PROGRAM ADS

Yes, I/we would like to purchase the following ad space in CHJA Medal Finals Program:

- \_\_\_\_\_ \$500 Full Page Ad (7.25" x 9.5")
- \_\_\_\_\_ \$300 Half Page Ad (7.25" x 4.5")
- \_\_\_\_\_ Please Create / Update my Ad Layout  
*Copy and high res photo to be sent electronically to meg@mixedmediacreative.com*
- \_\_\_\_\_ Please Create / Update my Ad Layout  
*Copy and photo to be mailed to Meghan MacKenn, 407 Sugar Hill Road, Tolland, CT 06084*
- \_\_\_\_\_ I will submit a Camera Ready Ad Layout  
*Artwork to be sent to Meghan MacKenn at the email or mailing address listed above*

**Note: All materials are due by June 1.**

## QUESTIONS?

*Please email Bre Derella at [derellab@gmail.com](mailto:derellab@gmail.com)*



## A Letter from Geoff Teall

*I just wanted to thank you for a truly wonderful judging experience this week at the CHJA Medal Finals Weekend. This was truly a great event and something that is clearly enjoyed by all those involved. Without question the FCHC sets an outstanding backdrop for this event, and the weather could not have been any better. The jumps were beautiful, the courses were outstanding and the footing excellent. It was great to see so many different events that are tailored to meet the needs of the children and adults of all ages that participate. It was great judging with my partner Joyce Przebowski and we had some very good rounds to choose from.*

*As with all things however, it is the details that set this event apart from the others. Clearly this is a great group of volunteers that through a tremendous group effort and lots of work make this a stand out show. The spectator tent is decorated beautifully, the food is outrageous, and the ribbons and trophies are spectacular. They certainly could not possibly take better care of their officials, and the staff they have put together to keep things moving is top of the line.*

*I think more than anything else though, it is the presentations and the winners themselves that make this event what it is. It is not often anymore that you see such joy and camaraderie as results are announced. I think every one is truly happy for all the winners and the winners are happy for each other. For each placing there are loud cheers and huge applause, and when the winners are ultimately announced every one is truly happy for them. I saw so many big smiles, happy faces and even some tears being shed that it made it fun for us to stay and watch the presentations and the victory gallops along with everyone else.*

*Congratulations to you and your team for such a success!*

*Sincerely, Geoff Teall*

Geoff holds his "R" Hunter and Hunter Equitation license. He has judged most major shows including the Winter Equestrian Festival, Washington International Horse Show, the National Horse Show, the Royal Winter Fair, WIHS Equitation Finals, and the USEF Medal Finals. He currently serves on the Board of Directors of the USHJA, USHJA Foundation and the USEF.

