

Chattahoochee Hills Eventing 2010 Sponsorship Information

**USEA 2010 American Eventing Championships
Hosted by Bouckaert Farms at Chattahoochee Hills**



Chattahoochee Hills Eventing

- The Chattahoochee Hills Eventing facility is located on Olympic Three Day Event rider Carl Bouckaert's farm in Chattahoochee Hill country, southwest of Atlanta, Georgia. Mr. Bouckaert is a former Olympian representing Belgium in the 2000 Sydney Games and a hopeful for 2012 London Games. He currently competes internationally in eventing, running his farm and holds the honor of Joint Master of Moreland, Georgia's Bear Creek Hounds hunt.
- Only 15 miles from Atlanta's International Hartsfield airport, this 8,000 acre equestrian paradise is filled with well-established rolling pastures, lakes, and woodlands that run 12 miles along the Chattahoochee River.
- The property, which promises to become one of the premier equestrian facilities in the U.S., features two areas of brand new state of the art competition stabling with 240 stalls, a well-groomed 350 acre challenging cross country course, and two grand prix competition arenas.
- Chattahoochee Hills hosts several events and horse trials each year including the Area III Championships, and in addition to the AEC in 2010 will hold hunter/jumper shows, combined training shows, hunter paces and other equestrian events. The facility will be home for the U.S. Equestrian Team's eventing squad post AEC to train for two weeks before traveling to Kentucky for the World Equestrian Games.
- 2010 – 2010 Chattahoochee Hills Eventing will be the host site for this once in a lifetime opportunity for eventers across the USA.

The United States Eventing Association

- The USEA was founded in 1959 with the core purpose of advancing and promoting the sport of eventing. The organization boasts more than 14,000 members from all 50 states, and over 100 from outside of the U.S., and recognizes 260 nationwide competitions every year. For generations the USEA has upheld the values of horse and rider safety, partnership, education, and integrity, while promoting this thrilling sport. The American Eventing Championships is the association's national championships for the most accomplished horse-and-rider partnerships across the nation. The USEA is the only Olympic level equestrian association to accomplish the execution of a national championship at every level of recognized competition.
- The USEA will be the driving force to promote the sport of eventing as a recognized spectator sport.

USEA American Eventing Championships *The 2010 World Equestrian Games anticipates over 600,000 tickets sold to the 16-day event, and an economic impact to its host state at \$150 million based on visitor spending and traveling as well as jobs created by the competition.

- The USEA American Eventing Championships is a competition for horses and riders of all levels, beginner to elite, that gives everyone the chance to celebrate the sport, compete against their peers and strive to be recognized as leaders in their divisions in the sport.
- Every year the American Eventing Championships have the greatest rider turnout for any eventing competition in the country.
- The USEA 2010 AEC will be especially exciting as it is the last outing for the U.S. Equestrian Team's eventing squad before the 2010 World Equestrian Games (the most prestigious international equestrian competition other than the Olympics), which will be held just two weeks later.
- Horses and riders compete for hundreds of thousands of dollars in cash and prizes, as well as recognition as best of the best in the nation.

The Sport's Following

- Eventing is a sport recognized and sponsored internationally with competitions throughout the UK and across Europe, Australia, and New Zealand. The AEC is the premiere U.S. competition, the only one where horses and riders at every level of recognized competition have the opportunity to test their mettle for championship bragging rights.
- The USEA 2010 AEC will build on a successful six-year run which has exceeded expectations since the event began in 2004. At Chattahoochee Hills we expect 20,000 spectators with an excess of 600 competitors at the 2010 event as the equestrian community gathers to support upcoming stars all the way from ten-year-olds aboard trusty ponies to Olympic medal-winning veterans.
- This sport attracts a wide range of spectators with significant appeal to families who are looking to enjoy time in the country tailgating or picnicking the day away on the cross country course.

The Equine Industry - Demographics

The equestrian industry is highly diverse in both participation and onlooker involvement. It supports an extensive variety of activities in every region of the country. In the U.S., equine goods and services are valued at \$39 billion, with over 7 million Americans involved in the industry as owners, service providers, employees, and volunteers. According to the United States Equestrian Federation in 2007 (the USEF is the U.S.'s national governing body for horse sports), their members and subscribers statistically rated as:

- **85%** women
- **63%** married
- A majority are between 34-54 years of age
- **66%** have a college degree or better
- **56%** are employed full-time
- **38%** have a net worth over \$500,000
- **50%** have an annual income greater than \$100,000
- **40%** live on a farm; **66%** of those are ten acres or more
- **63%** have traded stocks, bonds or mutual funds in the last year
- The market value of the average home is \$594,000. 22% own two or more homes.
- On average, they spend 30 nights per year in a hotel and rent a vehicle four times per year
- They own an average of three vehicles; **53%** own a pick-up truck
- **94%** own a pet besides a horse or pony, with an average of two dogs and two cats

Who is an eventer?

Our average member is female between the ages of 35 and 54 who owns more than one horse and has ridden or competed for more than 16 years. She competes in 4 to 6 USEA recognized events per year, participates in 1 to 2 clinics per year, and has an annual equestrian budget of \$10,000 to \$30,000. The average level of the events in which she competes is Novice and the average cost to compete in one event is \$500 to \$900. She has a 4-year bachelor's degree, makes between \$80,000 and \$125,000 a year, and owns her home or farm, which is valued between \$200,000 and \$800,000. She owns a horse trailer and a towing vehicle as well as a car and uses the Internet for research.

Coverage

- The 2010 AEC offers extensive daily photo galleries from each division, audio interviews with top riders and division winners, video coverage from all three phases, and daily press releases on www.usventing.com and www.chatthillseventing.com.
- The event will be covered by several media outlets
- United States Eventing Association website www.useventing.com
- Chattahoochee Hills Eventing website – www.chatthillseventing.com
- *Eventing USA*, the USEA's bi-monthly full-color glossy magazine, readership of 14,000.
- *Practical Horseman* (readership of over 64,000)
- Eventing USA 2.0 (the USEA's online publication)
- *Chronicle of the Horse* both on-line and in their weekly magazine (readership of over 16,000)
- Atlanta Journal Constitution (nearly 1 million metro Atlanta adults read every day, over 1.5 million read 3-5 times per week)
- Local news
- Local radio
- Local print