



Silver Oak

JUMPER TOURNAMENT



World Class Sponsor Opportunities



*Traverse City Horse Shows & Silver Oak Jumper Tournament:
September 8 – 12, 2021*





World Class Week of Jumping

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Why Become a Sponsor:

The Silver Oak Jumper Tournament has sponsors from equestrian companies such as SmartPak, GGT, EquiFit, Farm Vet and Platinum Horse Supplements—to name a few. We have every major saddle manufacturer, to top corporate sponsors like Agero-- the country's leading telematics and roadside assistance company. Our presenting sponsor for the last eight years has been The Davis McCullough Foundation supporting animal rescue efforts. We are also fortunate to have Greenberg Traurig, a premier law firm.

Our sponsors return every year as we work diligently to ensure they receive the best value. As one of several events run in concert with the Morrissey Management group—the best of every feature from the venue, the footing, the course designers, jump inventory and the level of sport. Through collaboration with Traverse City Horse Shows, and ShowNet/Clip My Horse TV our live stream reaches tens of thousands of desktops with our outstanding coverage. Our GGT footing Welcome Stakes, and Agero Grand Prix are FEI 2* level events. All of which affords your brand even greater visibility and association with the best in the industry and the sport.

Top Reasons to Let Us Promote Your Company and Brand:

1. Demographics, 42% of Equestrians have a net worth far in excess of \$500,000.00, 22% own multiple homes, 94% own multiple dogs and pets beyond their horses, and on average, Show Jumper's spend more than fifty nights in hotels.
2. The Silver Oak Jumper Tournament is rated consistently as one of the top sporting events in North America attracting a highly affluent group.
3. Our 501c3 status makes your contribution entirely tax deductible and your organization will be promoted knowing you are supporting our charities as well.
4. Our attention to detail, quality, hospitality, facilities, and top sport attract the world's top riders and horses every year ensuring world-class competition, media coverage, and a thrilling client entertainment experience. Horses and athletes, including many Olympians, arrive each year from all over North America, Europe and South America.
5. Located in Traverse City, Michigan simply the best facility in North America.



Presented by the Davis McCullough Foundation

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<https://youtu.be/gSdFfCMEGFs>



Sponsorship Levels with Services Including:

- We make your participation affordable and at the same time rewarding.
- We have a database of some 28,000 affluent equestrians, and much of the National equestrian media, as well as the major sources for distribution of press releases.
- Banners and flags adorn the competition fence lines ensuring maximum brand amplification. All sponsors present awards for classes competed for with naming rights applied to their sponsored class, and we send high-quality digital photography to commemorate those presentations.
- Our social media platforms and website reach many thousands of active enthusiasts every month. It is not a single week effort, but a year-long carefully managed program.
- Custom jumps can be built ensuring your visibility in unique and creative ways.
- We offer world-class hospitality, a place to entertain your clients, executives, your staff ringside with exquisite catering complete with white-linen service. You will feel the ground shake as these world class equine athletes navigate Olympic level courses.
- A digital scoreboard complete with HD video replay capability is there to play camera-ready artwork, TV ready commercials ensuring your brands' visibility.
- Numerous public-address announcements about your company will be made during the entire event by seasoned announcers to ensure your commercial is special.

Contact us to begin exploring the unique ways we can promote your company.

Jeff@silveroakjumpertournament.com

Sharon@silveroakjumpertournament.com

www.silveroakjumpertournament.com



A word from our sponsors & athletes:



“Danny & Ron’s Rescue is honored to have been selected by the prestigious Silver Oak Jumper Tournament as one of their charity beneficiaries. The support and enthusiasm from our horse show friends makes our hearts swell with pride and helps to keep us going with our rescue work. We are forever grateful to Jeff Papows and the amazing Silver Oak Team.”

Danny Robertshaw & Ron Danta

Founders Danny & Ron’s Rescue



“Silver Oak is one of our favorite shows going back to the first iteration nine seasons ago. They take first-class care of their sponsors and all of the athletes, and their charitable work makes it even more memorable.”

John and Beezie Madden

Repeat Olympic Gold Medalist



“Jeff has been a passionate supporter of the sport for decades. His book Unbridled Passion was proof enough, but the work that goes into making Silver Oak so special was never more evident than at Traverse City in 2020. The Agero Grand Prix Trophy will fill a special place in my home and heart.”

Kent Farrington

Agero 2020 Grand Prix Champion



Click To Watch Kent’s Winning Round Here:

https://youtu.be/1_DMuaAGYN4



“Simply a quality effort from beginning to end, highly visible, big crowds, TV coverage, more impressive yet it is done for the love of the sport and help badly needed for so many animals their charity benefits.”

Nona Garson

Olympian

A word from our sponsors & athletes:



“Wow! What a great production! We were delighted with the marketing value we received. With banners across the show grounds, numerous public address announcements and a fabulous champagne luncheon for our top clients on the day of the event, I don't think we could have found a better promotion value anywhere.”

Dave Ferrick

President & CEO Agero Corporation



“This is great news and Silver Oak is simply great. It's amazing. There are not many shows like this in the entire world. It's my favorite horse show in North America.”

Olaf Petersen Jr.

World Renowned Course Designer



“The Silver Oak Jumper Tournament always was one of my favorite shows, it's truly different in that the quality in every way is incredible. Post my accident my long friendship with Jeff Papows and the incredible support through Silver Oak's voice has been monumentally important. This show really understands the value it's sponsors provide, it enables amongst other things their charitable efforts not just to my family but their dog and horse rescue missions as well. I'm a two time winner of the Agero Grand Prix and those trophies occupy a special place in our home and our hearts.”

Kevin Babington

Irish Olympian



Click To Watch Kevin's Special Video Message:

<https://youtu.be/Je42c0ivu7c>



“The Silver Oak Jumper Tournament is the only Jumper Show the Davis McCullough Foundation supports. We have from the beginning because of who they are and why they work so tirelessly for all they serve. Silver Oak has such grace, hospitality, heart and such world class competition. There isn't another event like it. I have been the presenting sponsor from the beginning. I know how hard Jeff works to ensure we get value. The production is a spectacle. Most importantly their charitable focus has done so much for horses and dogs who so desperately need our help.”

Victoria McCullough

Owner Chesapeake Petroleum

A word from our sponsors & athletes:



“ Nobody and I mean nobody works so hard to promote our Brand and we sponsor events all across North America but Silver Oak simply gives you more for your dollar than any event anywhere in the world. ”

Cynthia Brewster Keating
VP Sales GGT Footing



“ I am so proud of our association with The Silver Oak Jumper Tournament. The charitable benefit just warms my heart. That said the production value for us is like nothing else we have ever seen. Silver Oak helps us meet our sales and client objectives it's that simple. ”

Carol Coleman
President Stud Tree



“ I protect the Equifit brand in everything we do. We only associate our company with the highest quality partners. The SOJT is one of those 1st tier companies we are proud to sponsor. Further it's our clientele, it's the best and the most dedicated athletes in our sport participating. As a competitor myself it's my favorite show. I highly recommend this event as a highest quality, highest visibility event, there are precious few like it. ”

Alexandra Cherubini
President & CEO Equifit



“ It's great news, and I wish there were more partnerships like this to benefit our sport in America like this one. They have spectators and they have fabulous footing. It's just a pleasure to be at a horse show where so much attention to detail and care is shown to us as competitors. This will be a show driven by a rider's compassion for our horses where we are treated like friends and customers first and foremost. ”

Darragh Kenny
Grand Prix and Nation's Cup Athlete



A word from our sponsors & athletes:



“ Silver Oak horse show was thoroughly enjoyable for all our barn at Sweet Oak farm. Great sport all week with all the best riders in North America and it raised money for a lot of great causes, which I am sure is much needed by these charities during these difficult times. Thank you to silver oak. ”

Shane Sweetnam

Irish Nation's Cup Athlete
Winner SOJT GGT Welcome States, 2020



Click To Watch Shane's Winning Round Here:

<https://youtu.be/vcghQYqSdEQ>



“ Jeff and Silver Oak have not only been an important source of charitable funding, but the visibility of their reputation and work, all the media coverage has been of great help. ”

Kelly Smith

Founder Omega Horse Rescue



“ The Silver Oak Jumper Tournament is a unique product. Silver Oak is special, gracious in a way few shows are managed. They work very hard to produce something truly unique, and as an athlete/competitor, I know how I value my time and I admire the job Silver Oak does. I love the TV coverage and the enormous crowds, and I love that it is a legitimate charity with that motivation entails. ”

Schuyler Riley

Grand Prix Athlete



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