



Manitoba  
Horse Council

# 2016 Sponsorship Opportunities

# WHO WE ARE

Manitoba Horse Council (MHC) is a not for profit organization representing the interests of the equine industry in all sectors throughout Manitoba.

MHC actively represents the equine community in industry, animal welfare, sport and recreation. Our organization provides education, grant funding, club support, liability insurance, programs and liaises with government ministries.

## MISSION STATEMENT

To continuously improve equestrian sport, develop athletes and protect the interests of equestrian enthusiasts in the province of Manitoba. We will effectively provide leadership, direction and resources to create an environment where a broad range of participants can engage in a safe and satisfying equestrian experience.

## OUR GOALS

We will respect the right of each athlete to set a level of performance that is appropriate to their individual needs and abilities and we will provide resources that help them achieve recreational to elite athlete levels.

We will act cooperatively with our members to provide those resources that are most efficiently provided together. These resources include education, coaching, facilities and officials.

All members will be dealt with equitably and fairly and the contribution of volunteers to equestrianism in Manitoba honored.

We will work towards making Manitoba a centre of excellence in the development of the horse to ensure our human athletes can compete at the highest level possible.

We will be an effective voice for equestrianism in Manitoba and will support stakeholders, principally Sport Manitoba and Equine Canada, in achieving their goals in the belief that these are established to improve our sport.

We will support clubs and their members in achieving success in their sport discipline.

We will encourage and support the involvement of currently under-represented groups in equestrian sport in Manitoba.







# FACTS & FIGURES

145 Pacific Avenue  
Winnipeg, Manitoba R3B 2Z6  
PH: 204.925.5719  
[www.manitobahorsecouncil.ca](http://www.manitobahorsecouncil.ca)

***We are the largest, most successful, multi discipline, multi breed horse association in Manitoba.***

Manitoba Horse Council is the recognized Provincial Sport Organization (PSO) for equestrian in Manitoba

Represent 2000+ MHC Individual Members, 32+ MHC Member Clubs and 3900+ Pleasure riders\*

\* Statistical information provided by the Manitoba Horse Council and the "2010 Canadian Horse Industry Profile Study".

***We are an active participant and organizer of equine events across Manitoba.***

Trade Shows, Clinics, Club Events, Horse Shows, Competitions and Horse Week Celebrations

***We have a high ranking website and monthly e-newsletter.***

350+ daily visits to [www.manitobahorsecouncil.ca](http://www.manitobahorsecouncil.ca), 53% of visits are organic search engine generated

5000+ e-Newsletter subscribers

***We are an active participant on our community.***

Manitoba Horse Council promotes and supports local charities and organizations throughout Manitoba: Cancer Care Manitoba, Helping Hooves, Manitoba Riding for the Disabled, the Horse Connection, Boys and Girls Clubs of Winnipeg, local inner city programs—*just to name a few!*

***We own and operate an internationally recognized Equestrian Centre located in Birds Hill Provincial Park.***

Equestrian Centre built on 40 acres of land located in Birds Hill Provincial Park, Official 1999 Pan Am Games Competition Venue, Competition site for yearly Provincial/National/International Equestrian Competitions/Shows, Equestrian Centre plays an important role for clinics and competitions for both Western and English disciplines

12500+ visitors per season

**MANITOBA HORSE COUNCIL—**

***the voice of equine advocacy, accessibility, welfare, sport and recreation***

# MEMBERSHIP PROFILE & REACH



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***Over 2000+ competitive equestrians join MHC each year***

## AGE OF MEMBERSHIP



17 AND UNDER: 530+

18 AND OVER: 1170+

## GENDER OF MEMBERSHIP

FEMALES: 1640+

MALES: 340+



## HORSE OWNERS IN MANITOBA\*

# of Owner Households: 7100

Adults in household who Ride/Drive: 11090

Children in household who Ride/Drive: 8492

Average Estimated Market Value per Horse: \$2800

Coach/Trainer/Riding Instructors: 444

Breeders: 1774

## HORSES IN MANITOBA\*



Total Manitoba Horse population: 56000+

### **Breakdown of horse population:**

Companionship: 728 Sport Competition: 6272 Pleasure Riding: 3976

Racing: 2016 Riding lessons: 280 Work: 952

Breeding stock: 12992 PMU production: 1120 Meat Production: 4144

Other uses: 10640 Young horses not yet in use: 12880

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# SPONSORSHIP LEVELS & BENEFITS



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	Pink Ribbon \$250	Green Ribbon \$500	Yellow Ribbon \$1000	White Ribbon \$1500	Blue Ribbon \$2500	Red Ribbon \$5000
<b>VISUAL PRESENCE</b>						
Website advertising on MHC homepage for 12 months		✓	✓	✓	✓	✓
Partnership announcement on quarterly news releases		✓	✓	✓	✓	✓
Logo and 100 word listing on MHC Online Business Directory including contact info and link to your website	✓	✓	✓	✓	✓	✓
Official Sponsor for the Manitoba Equestrian Championship (MEC)				✓	✓	✓
Official Team Manitoba Sponsor for the Canadian Equestrian Championship (CIEC)						✓
Official Sponsor for Annual Horse Week Celebration			✓	✓	✓	✓
Logo recognition in select MHC event programs			✓	✓	✓	✓
Logo recognition in both MHC e-Newsletters and e-Bulletins				✓	✓	✓
Logo recognition at the MHC Equestrian Centre - barns					✓	✓
Logo recognition at the MHC Equestrian Centre – competition rings						✓
Ringside hospitality at select MHC sponsored competitions						✓
<b>ASSOCIATION RIGHTS</b>						
Permission to use MHC Corporate logo in approved publications and marketing materials within the province of Manitoba						✓
Recognition as an "Official Partner" on the MHC website and social media with your corporate logo and web link on both MHC homepage as well as sponsor page						✓
Recognition as a "Partner" on the MHC website and social media with your corporate logo and web link			✓	✓	✓	✓

# EVENT SPONSORSHIP LEVELS & BENEFITS



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	Official Horse Week Sponsor	Official Manitoba Equestrian Championship Sponsor	Official Team Manitoba Canadi- an Equestrian Championship Sponsor
<b>VISUAL PRESENCE</b>			
Logo on Promotional material	✓	✓	✓
Logo on Show program	✓	✓	✓
Logo on Manitoba signage at Canadian Equestrian Championship			✓
Logo on Team Manitoba Clothing and/or Horse equipment			✓
Logo on any MHC announcements regarding Team Manitoba			✓
Full page ad in Manitoba Equestrian Show program		✓	✓
Featured logo with links on MHC website	✓	✓	✓

## HORSE WEEK

Horse Week is held annually to promote and celebrate Manitoba's thriving horse industry. A wide range of activities are held across the province, including trail rides, horse shows, charity events and open houses to allow horse enthusiasts and the public alike to celebrate horses. Complete Horse Week details/events at: <http://www.manitobahorsecouncil.ca/Horse-Week>.

## MANITOBA EQUESTRIAN CHAMPIONSHIP (MEC)

See Manitoba's best equestrians compete for the coveted title of MANITOBA CHAMPION. Representatives from east and west of the Red River compete in Barrel Racing, Combined Driving, Competitive Trail, Cutting, Dressage, Endurance, Eventing, Show Jumping and Western Pleasure in their quest to become MANITOBA CHAMPION. Complete MEC details/events at: <http://www.manitobahorsecouncil.ca/Events-Competitions-MBEquestrianChampionship>.

## CANADIAN INTERPROVINCIAL EQUESTRIAN CHAMPIONSHIP (CIEC)—TEAM MANITOBA

The CIEC is a sanctioned Equine Canada competition. This team event offers athletes in the "Learning and Training to Compete" and the "Learning and Training to Win" stages within Long Term Equestrian Development (LTED) model, the opportunity to test their skills against their peers from across Canada. Complete CIEC details/events at: <http://www.manitobahorsecouncil.ca/Events-Competitions-CIEC>.

**For SPONSORSHIP inquiries please contact the MHC Executive Director at 1.204.925.5719 or email: [mhc.exec@sportmanitoba.ca](mailto:mhc.exec@sportmanitoba.ca).**

***THANK YOU FOR MAKING A DIFFERENCE IN YOUR COMMUNITY!***