



2027 Corporate Sponsorship Packet

72nd Annual Scottsdale Arabian Horse Show & Shopping Expo

Produced by the Arabian Horse Association of Arizona
a nonprofit organization recognized under Sections 501(c)(3) and 501(c)(5)

February 11–21, 2027

WestWorld, Scottsdale, Arizona

Welcome

We are pleased to present the Corporate Sponsorship Program for the 72nd Annual Scottsdale Arabian Horse Show & Shopping Expo. As one of the most prestigious equestrian events in the world, this 11-day experience provides an exceptional opportunity for brands to connect with a highly engaged, affluent, and loyal audience.

Event Highlights

- 11-day internationally recognized equestrian event
- Over 1,600 horses competing from around the world
- \$1M+ in prize money awarded annually
- 200+ commercial exhibitors and shopping expo
- Signature Stallion Futurity & Auction generating \$275,000+
- Family-friendly experiences, entertainment, and educational programming

Audience & Impact

- 165,000+ attendees (22% local, 75% national, 3% international)
- High-income demographic: Median \$100K–\$149K; 62% earn \$150K+
- Highly engaged audience: 99% satisfaction rate, 91% return annually
- \$29.6 million annual economic impact to the local economy
- \$1.5M+ value in annual advertising and promotion

The U.S. horse industry contributes \$74 billion in direct economic impact annually, making this event a powerful platform for brand exposure within a thriving national market.

Custom Opportunities

We can tailor sponsorships to meet your specific marketing goals. Options include:

- Arena signage and on-site branding
- Commercial Exhibit Space
- Corporate gift package
- Daily PA announcements across multiple arenas
- Digital advertising and live stream commercials
- Direct exhibitor engagement and on-site promotions
- Golf cart use for the entire show

- Program advertising
- Saturday Night Performance sponsorship
- Social media and website exposure
- VIP hospitality and lounge access
- Exclusive Title sponsorships & Naming Rights Available for:
 - Bar Cups & Napkins
 - Barn Tours
 - Championship Awards
 - Championship Night Prime Rib Dinner
 - Coloring Book
 - Competition Classes
 - Division Awards
 - Equidome Arena Lounge
 - Equidome VIP Lounge
 - Exhibitor Back Numbers
 - Exhibitor Bags
 - Judges Lounge
 - Jumbo Tron
 - Live Feed
 - Meet A Horse
 - North Hall Arena
 - Official Show Program
 - Rose Garlands
 - Show Branding
 - Volunteer Lounge
 - Youth Art Contest

Community Commitment

Produced by the Arabian Horse Association of Arizona, this event supports a wide range of charitable organizations and community initiatives. Proceeds and contributions benefit causes such as youth programs, healthcare organizations, and educational scholarships, reflecting a strong commitment to giving back.

Let's Partner

We would welcome the opportunity to customize a sponsorship package that aligns with your brand and marketing objectives.

Contact:

Robert Beach

Corporate Sponsor Coordinator

480.515.1500

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Or complete the sponsorship form online at: www.scottsdaleshow.com

Join us in celebrating 72 years of excellence at one of the world's premier Arabian horse events.