ANGELSTONE EVENTS
ERIN · CALEDON · ONTARIO

# Sponsorship 2027

*For riders, by riders.*

GOLD AND SILVER SERIES · TWO VENUES · ONE SEASON

| 26 | 2 | 100,000+ | 50M+ |
|---|---|---|---|
| WEEKS OF COMPETITION | VENUES IN ONTARIO | TOTAL SPECTATORS, SEASON | VIEWS, SEASON |




Photography: Mackenzie Clark



A MESSAGE FROM OUR DIRECTOR OF SPONSORSHIP

# Dear *partners*,

My name is Danielle Kendall, Director of Sponsorship at Angelstone Events. I've had the pleasure of working alongside many incredible partners, and I'm excited to keep building meaningful connections.

As we look ahead to 2027, our focus is on creating partnerships that go far beyond traditional sponsorship. We believe the most successful relationships are built through shared experiences, meaningful brand exposure and genuine connections with our equestrian community.

We're taking a thoughtful approach to the brands we work with, creating opportunities for our partners to become an integral part of the Angelstone experience. Whether through world-class competition, memorable hospitality or creative activations, our goal is to build partnerships tailored to each brand's objectives, so that every partner becomes a genuine part of the experience.

That means fewer sponsors and greater visibility: each brand is not only featured but spotlighted in the highest-traffic areas of our venues and platforms.

On behalf of the entire Angelstone team, thank you for your continued trust and support. We are excited to share this next chapter with you.

Warm regards,

Danielle Kendall

DIRECTOR OF SPONSORSHIP · ANGELSTONE EVENTS

# Why your brand should be part of *Angelstone*.

**106,080**

TOTAL SEASON SPECTATORS

### *An audience that shows up*

Gold 52,500, Silver 33,000 and Major League Toronto 20,580.

**50M+**

VIEWS, SEASON

### *Reach beyond the ring*

Including 7.3M in Major League Toronto week alone.

**26**

WEEKS OF COMPETITION

### *Sport at the highest level*

From the Silver Series to FEI 5* Major League Show Jumping.

**2**

VENUES IN ONTARIO

### *Two world-class venues*

Angelstone Equestrian Park, Erin, and Caledon Equestrian Park.

*Every partnership can be tailored to your marketing objectives.*

Figures as given in this booklet, pages 05, 06 and 08.

AN INVITATION TO PARTNER

# Quality over *quantity*.

From the Silver Series to FEI 5* Major League Show Jumping, our events draw riders, spectators and global livestream viewers from across Canada and North America.

### I QUALITY OVER QUANTITY

Fewer partnerships, maximum visibility.

### II PREMIUM POSITIONING

The highest-traffic areas of our venues and platforms.

### III MEANINGFUL CONNECTIONS

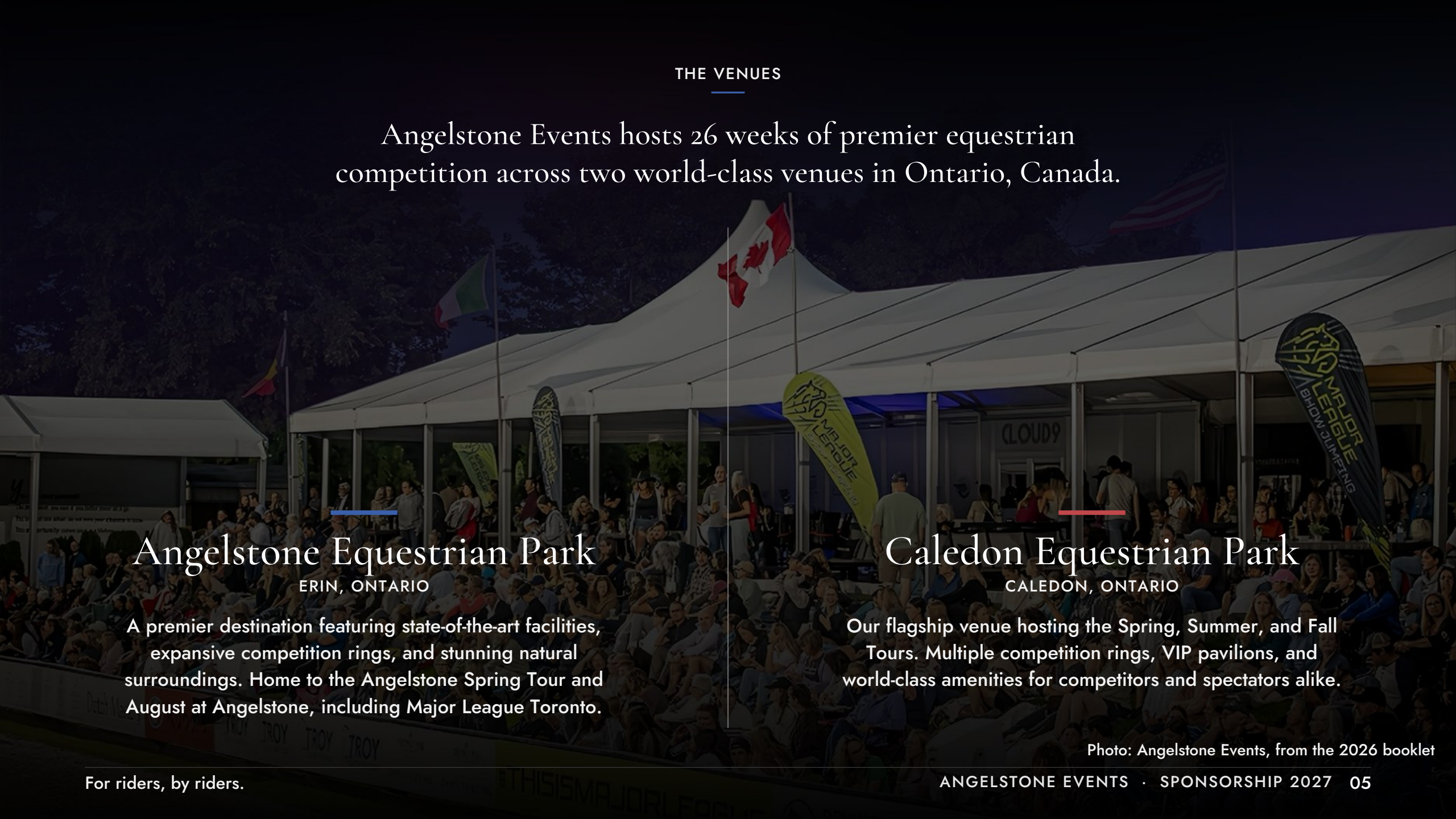
Lasting relationships with our equestrian community.

### IV TRUE VALUE

Experiences that create lasting impressions.



# Angelstone Events hosts 26 weeks of premier equestrian competition across two world-class venues in Ontario, Canada.




## Angelstone Equestrian Park

ERIN, ONTARIO

A premier destination featuring state-of-the-art facilities, expansive competition rings, and stunning natural surroundings. Home to the Angelstone Spring Tour and August at Angelstone, including Major League Toronto.

## Caledon Equestrian Park

CALEDON, ONTARIO

Our flagship venue hosting the Spring, Summer, and Fall Tours. Multiple competition rings, VIP pavilions, and world-class amenities for competitors and spectators alike.

Photo: Angelstone Events, from the 2026 booklet

# Angelstone, by the *numbers*

## GOLD SERIES

| | |
|---|---|
| 15 | events |
| 9,828 | competing horses |
| 15 | Super Saturdays |
| 2,000 | average spectators |
| 1,500 | average weekly support staff |
| 52,500 | circuit attendance |

## SILVER SERIES

| | |
|---|---|
| 11 | events |
| 4,895 | competing horses |
| 11 | Super Saturdays |
| 1,500 | average spectators |
| 1,500 | average weekly support staff |
| 33,000 | spectators + support staff |

## MAJOR LEAGUE TORONTO 2026

| | |
|---|---|
| 20,580 | total attendance, six days |
| 7,625 | Saturday, the peak day |
| 5,815 | Friday |
| 3,740 | Thursday |
| 1,500 | athletes & support, Sunday |

## Total season spectators: 106,080

Gold 52,500 · Silver 33,000 · Major League Toronto 20,580

ANGELSTONE MEDIA · SEASON, ONGOING

Gold: 30K+ followers, 20–40K views per post · Silver Series: 13K+ followers, 20K+ views on top content

Gold and Silver: 2026 sponsorship booklet. Major League Toronto: 2026 attendance record.

ASE 3 · AUGUST 24–29, 2027

# Major League *Toronto*

CSI5*/2* · ANGELSTONE EQUESTRIAN PARK, ERIN

Six days of FEI 5* sport at Angelstone Equestrian Park. Spectator days run Thursday to Sunday, August 26–29, 2027. In 2026, guests filled every seating area, from reserved sections, VIP lounges and Cloud 9 to free hill and bleachers.

MAJOR LEAGUE TORONTO 2026 · ATTENDANCE RECORD

| | ATHLETES / SUPPORT | FREE SEATING | RESERVED | TOTAL |
|---|---|---|---|---|
| Tuesday | 900 | — | — | — |
| Wednesday | 1,000 | — | — | — |
| Thursday | 1,200 | 1,988 | 552 | 3,740 |
| Friday | 1,500 | 3,160 | 1,155 | 5,815 |
| Saturday | 1,500 | 3,980 | 2,145 | 7,625 |
| Sunday | 1,500 | — | — | — |

Total attendance: 20,580 over six days · peak day Saturday




Photography: Mackenzie Clark

# One week. *Worldwide reach.*

**Major League Toronto · 2026**

Major League Toronto week only (ASE 3, 2026), not the full season.

## 7.3M

COMBINED SOCIAL IMPRESSIONS AND VIEWS

Major League Toronto week · Instagram, Facebook and TikTok

| | |
|---|---|
| 4.5M | INSTAGRAM<br>impressions · 67K engagement |
| 2.5M | FACEBOOK<br>impressions |
| 341K | TIKTOK<br>impressions |

MAJOR LEAGUE TORONTO WEEK · CLIP MY HORSE CLASS VIEWS

| | | |
|---|---|---|
| 528,988 | 37,655 | 19,225 |
| Kubota Grand Prix | Cabana Coast Team Competition | BFL Canada Qualifier |

Source: MLSJ social report, September 2026; Clip My Horse class views. Season figures: page 06.

Caledon Equestrian Park  Angelstone Equestrian Park

# Gold Series *calendar*

## Caledon Spring Tour — May 5 – 16
CALEDON EQUESTRIAN PARK

| | | |
|---|---|---|
| CEP SPRING 1 | The Caledon Welcome | May 5–9 |
| CEP SPRING 2 | The Motion Endeavours Cup | May 12–16 |

## Angelstone Spring Tour — May 26 – June 6
ANGELSTONE EQUESTRIAN PARK

| | | |
|---|---|---|
| ASE 1 | The Erin Welcome | May 26–30 |
| ASE 2 | Stewart's Equipment & Hunter Showcase | June 2–6 |

## Caledon Summer Tour — June 16 – August 8
CALEDON EQUESTRIAN PARK

| | | |
|---|---|---|
| CEP SUMMER 1 | The Ride Every Stride Cup | June 16–20 |
| CEP SUMMER 2 | The Masterfeeds Summer Cup | June 23–27 |
| CEP SUMMER 3 | Canadian Open CSIO3* & World Hunter Week (WCHR) | July 7–11 |
| CEP SUMMER 4 | The Kubota International CSI2* & Great Pony Challenge | July 14–18 |
| CEP SUMMER 5 | Carolyn Scime International CSI2* | July 28 – August 1 |
| CEP SUMMER 6 | The Mad Barn Cup CSI2* | August 4–8 |

## August at Angelstone — August 24 – September 5
ANGELSTONE EQUESTRIAN PARK

| | | |
|---|---|---|
| ASE 3 | Major League Toronto CSI5*/2* | August 24–29 |
| ASE 4 | Hunter Spectacular & Angelstone Classic CSI2* | September 1–5 |

## Caledon Fall Tour — September 22 – October 17
CALEDON EQUESTRIAN PARK

| | | |
|---|---|---|
| CEP FALL 1 | The BFL Cup | September 22–26 |
| CEP FALL 2 | The Greenhawk Outdoor Finale CSI2* | September 29 – October 3 |
| CEP FALL 3 | Indoor Finale | October 13–17 |

Official 2027 Gold event dates, Angelstone Events. Event names and dates as published.

☐ Caledon Equestrian Park ☐ Angelstone Equestrian Park

# Silver Series *show dates*

## CENTRAL ZONE

**Central Silver Phase 1**
April 30 – May 2

**Central Silver Phase 2**
May 22–24 (Sat – Mon)

**Central Silver Phase 3**
June 11–13

**Central Silver Phase 4**
August 13–15

**Central Silver Phase 5**
August 19–21 (Thurs – Sat)

## WEST ZONE

**West Silver Phase 1**
May 20–22 (Thurs – Sat)

**West Silver Phase 2**
June 11–13

**West Silver Phase 3**
July 2–4

**West Silver Phase 4**
July 23–25

**West Silver Phase 5**
August 12–14 (Thurs – Sat)

### SILVER SERIES PLAYOFFS

**September 15–19 · Angelstone Equestrian Park**

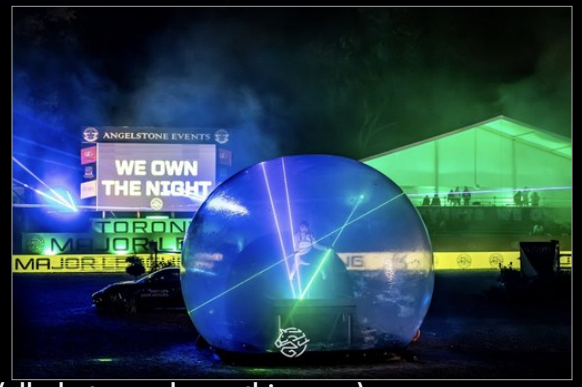
The culmination of the Silver Series season, bringing together top competitors from both zones for the championship finale.



# Beyond the arena, *unforgettable hospitality.*

Night sessions at Major League Toronto bring riders, families and guests together under the lights: the hours our partners' guests remember.




Photography: Mackenzie Clark (all photographs on this page)

Light shows, LED drummers and a full house ringside, around sport at the highest level.

HOSPITALITY

# Entertain, *ringside*.

Hospitality at Angelstone is built for client entertainment, networking and relationship building, across the season and under the lights.

### Client entertainment

Host clients at a reserved table through the season, and ringside at Major League Toronto.

### Networking

Share the ringside with riders, owners and fellow partners across 26 weeks of competition.

### Relationship building

A season-long table lets you extend the invitation again and again.






Photos: Angelstone Events, from the 2026 booklet




Photography: Mackenzie Clark

# The VIP *experience*

VIP tables sold out at Major League Toronto in 2025.
Client entertainment, networking and relationship building.

## REGULAR SEASON

Through the season at Caledon and Angelstone

| | |
|---|---|
| $10,000 | One VIP evening dinner at Caledon Equestrian Park |
| $15,000 | Reserved VIP table for 4 guests throughout the season at Caledon Equestrian Park |
| $25,000 | Reserved VIP table for 6 guests throughout the season at Caledon Equestrian Park<br>VIP dinner for the FEI tour, Friday and Saturday nights |
| $100,000+ | VIP Pavilion tables and hospitality for the full season at both venues |

## MAJOR LEAGUE TORONTO

VIP DAYS · AUG 26–29

Ringside, under the lights

| | |
|---|---|
| $15,000 | One table at Major League Show Jumping, ringside location |
| $25,000 | Table for 6 at Major League Show Jumping, 2nd row |
| $50,000 | Corporate suite for 10 at Angelstone for Major League Show Jumping |
| $100,000+ | Premium suite hosting 18 guests each night |

Venue hospitality areas: Cabana Coast Lounge & Ringside Club VIP Area, and Cloud 9.

Each hospitality benefit is listed with the collection that includes it.

Partner branding at Angelstone, as guests, riders and cameras see it.

# Your brand, their *triumph*.




Ecclestone Horse Transport jump · Kubota boards

## *In the ring*

**Custom jump branding in the Main Stadium, and naming rights to divisions, Grand Prix classes and competition weeks.**




Stewart's, BFL Canada and Kubota boards · Motion Endeavours display

## *On the rail*

**Full-colour signage in the main stadiums, hunter rings, annex and indoor arenas at Erin and Caledon.**

Photography: Mackenzie Clark (in the ring, on the rail)

# The sponsorship *collections*

Fewer sponsors, greater visibility. The collections below outline the range of partnership.

| | | |
|---|---|---|
| $100,000+ | TITLE LEVEL SPONSORSHIP | The ultimate partnership experience · THE PINNACLE |
| $50,000 | ELITE PARTNERSHIP | Title sponsor of a competition week |
| $25,000 | GRAND PRIX TITLE SPONSOR | Title sponsorship of a Grand Prix class |
| $15,000 | ENHANCED DIVISION SPONSORSHIP | Both venues · 26 weeks of premium exposure |
| $10,000 | DIVISION SPONSORSHIP PACKAGE | One venue · season-long recognition |
| $5,000 | SILVER SERIES ENTRY PARTNER | Silver Series only · for smaller brands |
| $10,000+ to $100,000+ | VENUE SIGNAGE | Limited main stadium inventory at Erin and Caledon |
| $7,500 · $10,000 · $15,000 | VENDOR PACKAGES | Corporate exhibitors · boutique booths · food concessions |

*Every partnership can be tailored to your marketing objectives.*

2026 PRICES HELD · NEW FOR 2027: SILVER SERIES ENTRY · EACH COLLECTION IS DETAILED ON THE PAGES THAT FOLLOW

# What your brand *gains*

Every collection is built from these elements.

### NAMING RIGHTS
Divisions, Grand Prix classes, competition weeks and specialty series.

### MAIN STADIUM SIGNAGE
Full-colour 3 x 8 and 4 x 8 signs, Erin and Caledon.

### RING & VENUE SIGNAGE
4 x 8 and 2 x 8 signs in rings and high-traffic areas.

### VIP HOSPITALITY
Season tables, FEI tour dinners, Toronto ringside tables.

### CORPORATE SUITES
For 10, or 18 guests a night, at Major League Toronto.

### ANGELSTONE LIVE
30-second commercials, 10 broadcast events.

### PRIZE LIST ADVERTISING
Quarter, half and full pages, Gold & Silver.

### WEBSITE & SOCIAL
Logo and link, banners, social on all platforms.

### HIGHLIGHT REELS
Produced reels with your branding.

### CUSTOM JUMP
A Main Stadium jump by our Creative Team.

### SPECIALTY CLASSES
Classics, Open Welcomes, FEI jogs, groom's breakfasts.

### BESPOKE ACTIVATIONS
Activations by our creative team; swag-bag items.

# Silver Series entry

## $5,000

SILVER SERIES ENTRY PARTNER

Silver Series events only

SILVER SERIES

BEST SUITED FOR

Smaller brands looking for a first, focused presence with the Silver Series.

## THE SILVER SERIES

| 11 | 4,895 | 1,500 | 33,000 | 13K+ |
|---|---|---|---|---|
| events | competing horses | average spectators | spectators + support staff | followers, Silver social (season, ongoing) |

2027: Central Silver and West Silver, Phases 1–5, with the Silver Series Playoffs at Angelstone, September 15–19.

Event and audience figures as published in the 2026 sponsorship booklet.

Every partnership can be tailored to your marketing objectives.

# Division sponsorship

$10K · $15K · $25K · $50K · $100K+

## $10,000

DIVISION SPONSORSHIP PACKAGE

One venue, season-long recognition

ONE VENUE

BEST SUITED FOR

Brands seeking targeted exposure at a single premier venue, with season-long recognition and VIP hospitality.

| NAMING RIGHTS | HOSPITALITY | SIGNAGE | DIGITAL EXPOSURE |
|---|---|---|---|
| One division, one venue | VIP evening dinner at Caledon | Ring signage at both venues | Logo & link on the website |

### NAMING RIGHTS

- Exclusive naming rights to one division across Gold and Silver events at one venue

### HOSPITALITY · REGULAR SEASON

- One VIP evening dinner at the Caledon Equestrian Park

### SIGNAGE

- 4 x 8 and 2 x 8 signs at both venues, excluding Main Stadium. Detailed signage allocation: page 30

### MARKETING

- 1/4 page ad in Prize List Gold & Silver
- Logo & link on Angelstone website
- Promotional items in exhibitor swag bags

+ ADDED AT THIS LEVEL

Every partnership can be tailored to your marketing objectives.

# Division sponsorship

$10K · $15K · $25K · $50K · $100K+

## $15,000

### ENHANCED DIVISION SPONSORSHIP

Both venues, 26 weeks of premium exposure

BOTH VENUES

**BEST SUITED FOR**

Brands looking for season-long recognition at both venues, with enhanced VIP experiences and specialty class sponsorship.

| NAMING RIGHTS | HOSPITALITY | SIGNAGE | DIGITAL EXPOSURE |
|---|---|---|---|
| One division, both venues | VIP table for 4 at Caledon, all season | 8 signs across both venues | Logo & link on the website |

NAMING RIGHTS

+ Naming rights to one division across Gold and Silver events at both venues (26 weeks total)
+ Presenting sponsor of a specialty class: Pony Classic, Junior Amateur Classic, Modified Grand Prix or Open Welcome

HOSPITALITY · REGULAR SEASON

+ Reserved season VIP table for 4 at Caledon Equestrian Park

HOSPITALITY · MAJOR LEAGUE TORONTO

+ One table at Major League Show Jumping, ringside location

SIGNAGE

— 8 signs across both venues: hunter rings, annex jumper rings, high-traffic areas. Detailed signage allocation: page 30

MARKETING

— 1/4 page ad in Prize List Gold & Silver; logo & link on Angelstone website

+ ADDED AT THIS LEVEL

Every partnership can be tailored to your marketing objectives.

$10K · $15K · **$25K** · $50K · $100K+

# $25,000

## GRAND PRIX TITLE SPONSOR

*Your name on a Grand Prix*

### BEST SUITED FOR

Brands that want their name on the sport itself, with season-long hospitality for client entertainment.

### WHAT'S ADDED AT THIS LEVEL

+ A Grand Prix class title
+ Main stadium signage at one venue
+ Season table grows to 6 guests, plus FEI tour dinners
+ Table for 6, 2nd row, at Major League Toronto
+ ½ page Prize List ad and a produced highlight reel




Photography: Mackenzie Clark

$10K · $15K · **$25K** · $50K · $100K+

# $25,000

## GRAND PRIX TITLE SPONSOR

Your name on a Grand Prix

**NAMING RIGHTS**
Title of a Grand Prix class

**HOSPITALITY**
VIP table for 6 at Caledon, all season

**SIGNAGE**
Main stadium signage, one venue

**DIGITAL EXPOSURE**
Produced highlight reel

### TITLE RIGHTS

+ Title sponsorship of a Grand Prix class
– Presenting sponsor of specialty class

### SIGNAGE

+ Main stadium signage at one venue, plus ring signage at both parks. Detailed signage allocation: page 30

### HOSPITALITY · REGULAR SEASON

+ Reserved season VIP table for 6 at Caledon Equestrian Park
+ VIP dinner for the FEI tour (Friday & Saturday nights)

### HOSPITALITY · MAJOR LEAGUE TORONTO

+ Table for 6 at Major League Show Jumping (2nd row)

### MEDIA

+ ½ page ad in Prize List
+ Produced highlight reel with your branding

+ ADDED AT THIS LEVEL

Every partnership can be tailored to your marketing objectives.

$10K · $15K · $25K · **$50K** · $100K+

# $50,000

## ELITE PARTNERSHIP

*The title of a competition week*

**BOTH VENUES**

### BEST SUITED FOR

Brands seeking ownership of a full competition week, with main stadium presence at both venues and a suite at Major League Toronto.

### WHAT'S ADDED AT THIS LEVEL

+ The title of a full competition week
+ 2* Grand Prix and National Grand Prix titles
+ Main stadium signage at both venues, and a custom jump option
+ Corporate suite for 10 at Major League Toronto
+ A 30-second commercial on Angelstone Live




Photo: Angelstone Events, from the 2026 booklet

$10K · $15K · $25K · **$50K** · $100K+

# $50,000

**ELITE PARTNERSHIP**
The title of a competition week

BOTH VENUES

**NAMING RIGHTS**
Title of a competition week

**HOSPITALITY**
Corporate suite for 10, Major League Toronto

**SIGNAGE**
Main stadium, both venues

**DIGITAL EXPOSURE**
30-second spot on Angelstone Live

## TITLE RIGHTS

+ Title sponsor of a specific competition week
+ Title sponsorship of a 2* Grand Prix and one National Grand Prix
+ Naming rights to FEI jogs and groom's breakfasts

## HOSPITALITY · MAJOR LEAGUE TORONTO

+ Corporate suite for 10 at Major League Show Jumping

## SIGNAGE & BRANDING

+ Main stadium signage at both venues plus additional ring locations. Detailed signage allocation: page 30
+ Custom jump branding option in Main Stadium

## MEDIA

+ 30-second commercial on Angelstone Live (10 events)
– Professionally produced highlight reel

+ ADDED AT THIS LEVEL

Every partnership can be tailored to your marketing objectives.

$10K $15K $25K $50K $100K+

# $100,000+

## TITLE LEVEL SPONSORSHIP

*The ultimate partnership experience*

BOTH VENUES

### BEST SUITED FOR

Brands seeking the most visible position Angelstone offers: presenting rights, stadium presence at both venues and bespoke creative partnership.

### WHAT'S ADDED AT THIS LEVEL

+ Presenting rights to the hunter and jumper divisions
+ A custom-designed Main Stadium jump
+ Premium suite for 18 guests each night, and season VIP Pavilion tables
+ Two commercials, a full-page ad, website banners and social
+ Bespoke activations by our creative team






# $100,000+

TITLE LEVEL SPONSORSHIP

The ultimate partnership experience

THE PINNACLE

**NAMING RIGHTS**
Presenting rights to the hunter and jumper divisions

**HOSPITALITY**
Suite for 18 guests each night; season VIP Pavilion tables

**SIGNAGE**
Main stadium presence at Erin and Caledon

**DIGITAL EXPOSURE**
Two Angelstone Live commercials; social on all platforms

### TITLE RIGHTS & BRANDING

+ Presenting rights to hunter and jumper divisions
+ Title sponsor of specialty series (2'6 Derby, Junior/Amateur Hunter Classic)
+ Custom-designed jump in the Main Stadium by the Angelstone Creative Team

### PREMIUM STADIUM PRESENCE

+ Main stadium signage at Angelstone and Caledon, plus ring signage at Caledon. Detailed signage allocation: page 30

### HOSPITALITY · REGULAR SEASON

+ VIP Pavilion tables and hospitality for the full season at both venues

### HOSPITALITY · MAJOR LEAGUE TORONTO

+ Premium suite for 18 guests each night at Major League Show Jumping

### CUSTOM ACTIVATIONS

+ Bespoke activations by Angelstone's creative team
– Naming rights to specialty opportunities, including FEI jogs and groom's breakfasts

### MAXIMUM MEDIA EXPOSURE

+ Two 30-second commercials on all Angelstone Live broadcasts (10 events)
+ Full-page ad in Prize List
+ Full-width recognition banners on website
+ Social media exposure on all platforms

+ ADDED AT THIS LEVEL

Every partnership can be tailored to your marketing objectives.

✓ INCLUDED — NOT LISTED IN THIS COLLECTION



# Benefits *outline*

| | $10,000 DIVISION | $15,000 ENHANCED DIVISION | $25,000 GRAND PRIX TITLE | $50,000 ELITE | $100,000+ TITLE LEVEL |
|---|---|---|---|---|---|
| **NAMING & TITLE** | | | | | |
| Naming & title rights | Division · one venue | Division · both venues | Grand Prix class | Week · 2* GP · National GP | Hunter & jumper divisions |
| Specialty class, presenting | — | ✓ | ✓ | — | Specialty series title |
| FEI jogs, groom's breakfasts | — | — | — | ✓ | ✓ |
| **SIGNAGE · ALLOCATION ON PAGE 30** | | | | | |
| Main Stadium | Excluded | — | One venue | Both venues | Both venues |
| Custom jump, Main Stadium | — | — | — | Branding option | Custom-designed |
| **MEDIA & MARKETING** | | | | | |
| Prize List ad | 1/4 page | 1/4 page | 1/2 page | — | Full page |
| Angelstone Live (10 events) | — | — | — | One 30-sec spot | Two 30-sec spots |
| Highlight reel | — | — | ✓ | ✓ | — |
| Website, social & extras | Logo & link · swag items | Logo & link | — | — | Banners · social · activations |

ALL COLLECTIONS INCLUDE RING SIGNAGE AT BOTH VENUES · SILVER SERIES ENTRY NOT SHOWN · FULL WORDING ON EACH COLLECTION PAGE

✓ INCLUDED — NOT LISTED IN THIS COLLECTION



# Benefits *outline*

| | $10,000 DIVISION | $15,000 ENHANCED DIVISION | $25,000 GRAND PRIX TITLE | $50,000 ELITE | $100,000+ TITLE LEVEL |
|---|---|---|---|---|---|
| **HOSPITALITY · REGULAR SEASON** | | | | | |
| Season VIP table | — | Caledon · 4 guests | Caledon · 6 guests | — | VIP Pavilion · both venues |
| VIP dinners | Caledon evening dinner | — | FEI tour · Fri & Sat | — | — |
| **HOSPITALITY · MAJOR LEAGUE TORONTO** | | | | | |
| Seating | — | Ringside table | Table for 6 · 2nd row | Corporate suite for 10 | Suite · 18 guests nightly |








Photography: Mackenzie Clark (performers) · ringside dining: Angelstone Events, 2026 booklet

FULL WORDING ON EACH COLLECTION PAGE

# Exclusive, *by design*

We limit the number of partnerships, so each brand is spotlighted, not just featured.

**SPONSORSHIP EXCLUSIVITY**
As set out in the 2026 collections

- Exclusive naming rights to one division across Gold and Silver events ($10,000 collection)
- Highlight classes are available for exclusive marquis sponsorship
- Partnerships are strategically limited: fewer sponsors, greater visibility
- Main stadium signage is limited inventory at each venue (below)

**CATEGORY EXCLUSIVITY**
Not defined in the 2026 booklet

- [TBC, proposed definition: no competing brand from the partner's product or service category is accepted as a sponsor for the season]
- [TBC: which collections include category exclusivity, and at which venues]

*Fewer sponsors. Greater visibility.*

MAIN STADIUM SIGNAGE · INVENTORY AVAILABLE

Angelstone Equestrian Park, Erin

| 4 | 4 | 1 |
|---|---|---|
| $25,000 LEVEL | $50,000 LEVEL | $100,000 LEVEL |

Caledon Equestrian Park, Caledon

| 4 | 2 | 1 |
|---|---|---|
| $25,000 LEVEL | $50,000 LEVEL | $100,000 LEVEL |

# Highlight *classes*

The following premier classes and programmes are available for exclusive marquis sponsorship in the 2027 season.

| | |
|---|---|
| 14 National Grand Prix | 5 FEI Qualifiers |
| 14 Modified Grand Prix | 5 FEI Grand Prix |
| 14 Open Welcomes | 1 Nations Cup |
| 14 Hunter Classics | 1 Great Pony Challenge |
| 10 Derbies | 3 Arenas (Indoor, Astamax, Premier) |
| 7 Pony Classics | |



# Signage, *by collection*

Signage included in each collection, as listed in 2026.
Placement is on the maps that follow.

| | |
|---|---|
| $10,000<br>DIVISION | – Two (2) 4 x 8 signs at both venues<br>– Two (2) 2 x 8 signs at both venues<br>– Signage placement excluding Main Stadium |
| $15,000<br>ENHANCED DIVISION | – At each venue: two (2) 4 x 8 signs and two (2) 2 x 8 signs; total 8 signs across both venues<br>– Distributed between hunter rings, annex jumper rings, and high-traffic areas |
| $25,000<br>GRAND PRIX TITLE | – Main stadium signage at one venue (2 x 8)<br>– Four (4) 4 x 8 signs and four (4) 2 x 8 signs at both parks (8 total each) |
| $50,000<br>ELITE | – Main stadium signage at both venues plus additional ring locations<br>– Six (6) 4 x 8 signs and six (6) 2 x 8 signs at both parks (12 total each) |
| $100,000+<br>TITLE LEVEL | – Angelstone Stadium: four (4) 3 x 8 full-colour signs under the scoreboard, plus four (4) 4 x 8 signs on the stadium wall<br>– Caledon Stadium: five (5) 4 x 8 signs on the main fence facing the Pavilion<br>– Additional: ten (10) 4 x 8 signs split between hunter rings, indoor arena, and annex arena at Caledon |

Contact us to discuss custom placement opportunities tailored to your brand objectives.

# Angelstone *Equestrian Park*

Placement across the main stadium, hunter rings and warm-up arena. Custom placement can be discussed to suit your brand objectives.

| | | | |
|---|---|---|---|
| 1 | $50,000 | | 4 X 8<br>Half of VIP wall |
| 2 | $100,000 | 4 OF 3 X 8 FULL COLOUR LOGO · | 4 X 8<br>Half wall |
| 3 | $25,000 | | 2 X 8<br>Half of Cloud 9 wall |
| 4 | $100,000 | | 2 X 8<br>Hunter rings |
| 5 | $100,000+ | | 2 X 8<br>Hunter rings, AstaMax |
| 6 | $50,000+ | | 2 X 8<br>Full branding of warm-up arena |

Locations as mapped in 2026. Markers are indicative.

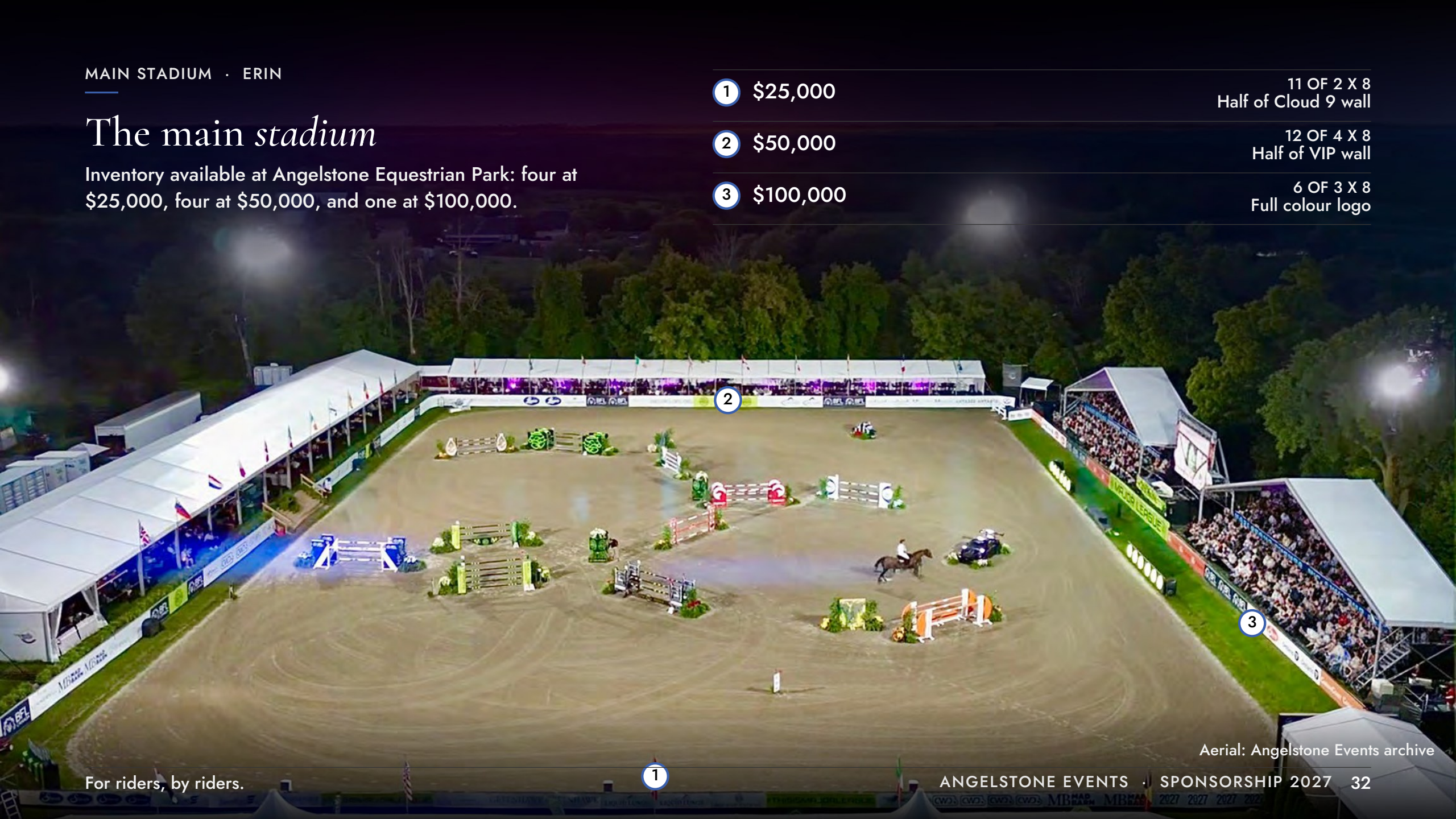



Aerial: Angelstone Events archive

# The main *stadium*

Inventory available at Angelstone Equestrian Park: four at $25,000, four at $50,000, and one at $100,000.

| | | |
|---|---|---|
| 1 | $25,000 | 11 OF 2 X 8<br>Half of Cloud 9 wall |
| 2 | $50,000 | 12 OF 4 X 8<br>Half of VIP wall |
| 3 | $100,000 | 6 OF 3 X 8<br>Full colour logo |




Aerial: Angelstone Events archive

# Caledon *Equestrian Park*

Placement across the main ring, hunter arenas, Kubota Annex, indoor and warm-up ring.

| | | |
|---|---|---|
| 1 | $100,000 | 7 OF 4 X 8<br>Facing the Pavilion |
| 2 | $50,000 | 2 X 8<br>Covering one side of the ring |
| 3 | $25,000 | 2 X 8<br>Half of Cloud 9 wall |
| 4 | $15,000+ | 4 OF 4 X 8, FULL COLOUR LOGO<br>Indoor arena |
| 5 | $10,000+ | 4 X 8 & 2 X 8<br>Hunter arenas, Kubota Annex, Indoor |
| 6 | Premium | LOCATION<br>By arrangement |
| 7 | Warm-up ring | 4 X 8<br>Price on request |

Locations as mapped in 2026; the 2026 map gave no price for the warm-up ring or the premium location.




Aerial: Angelstone Events archive

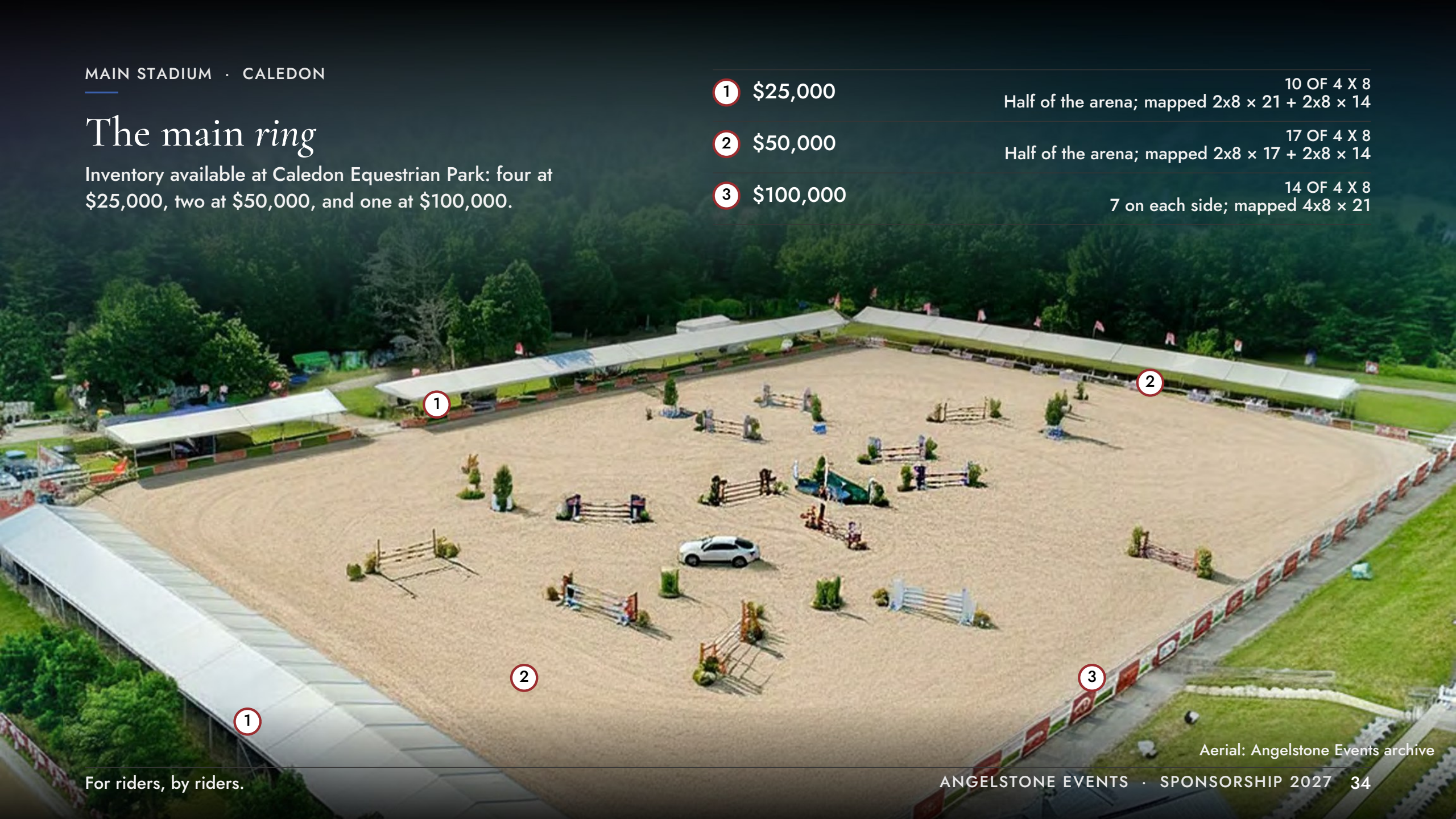
For riders, by riders.

MAIN STADIUM · CALEDON

# The main *ring*

Inventory available at Caledon Equestrian Park: four at $25,000, two at $50,000, and one at $100,000.

| | | |
|---|---|---|
| 1 | $25,000 | 10 OF 4 X 8<br>Half of the arena; mapped 2x8 × 21 + 2x8 × 14 |
| 2 | $50,000 | 17 OF 4 X 8<br>Half of the arena; mapped 2x8 × 17 + 2x8 × 14 |
| 3 | $100,000 | 14 OF 4 X 8<br>7 on each side; mapped 4x8 × 21 |




Aerial: Angelstone Events archive




VENDOR PACKAGES

# Corporate exhibitors, boutique booths and *food concessions*

**Promote your product or service at Angelstone Equestrian Park, Erin, and Caledon Equestrian Park.**

## $7,500
ANGELSTONE

1 vendor space at Angelstone Events for the entire season

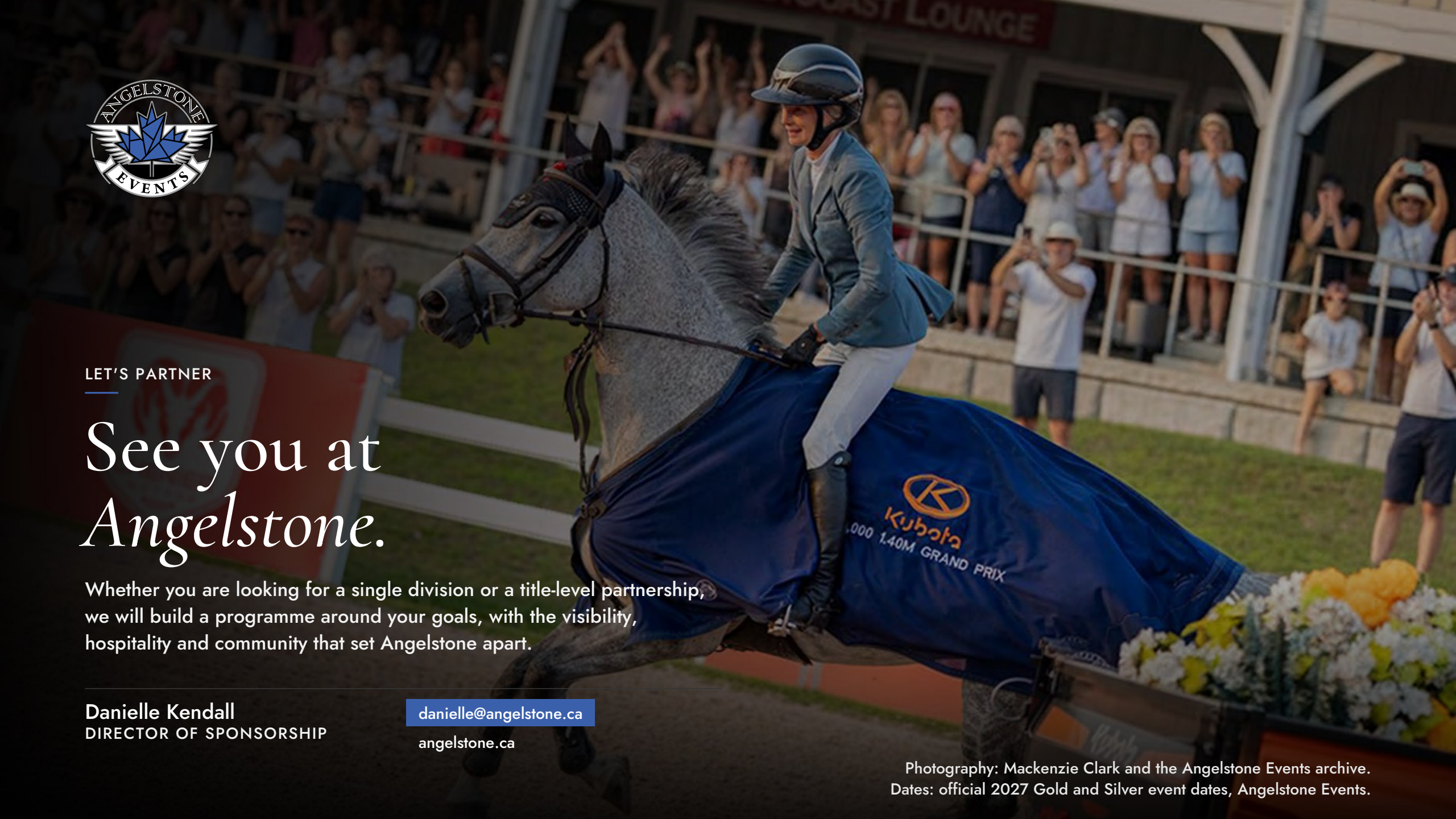
## $10,000
CALEDON

1 vendor space at Caledon Equestrian Park for the entire season

## $15,000
BOTH VENUES

1 vendor space at both locations for maximum exposure

To apply for space, contact Danielle Kendall, Director of Sponsorship.




LET'S PARTNER

# See you at *Angelstone.*

Whether you are looking for a single division or a title-level partnership, we will build a programme around your goals, with the visibility, hospitality and community that set Angelstone apart.

**Danielle Kendall**
DIRECTOR OF SPONSORSHIP

danielle@angelstone.ca

angelstone.ca

Photography: Mackenzie Clark and the Angelstone Events archive.
Dates: official 2027 Gold and Silver event dates, Angelstone Events.