



ANGELSTONE EVENTS  
ERIN · PALGRAVE · ONTARIO

# Sponsorship 2027

*For riders, by riders.*

GOLD AND SILVER SERIES · TWO VENUES · ONE SEASON

26  
WEEKS OF  
COMPETITION

2  
VENUES IN ONTARIO

100,000+  
TOTAL SPECTATORS,  
SEASON

50M+  
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*.

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106,080

TOTAL SEASON SPECTATORS

*An audience that shows up*

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

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50M+

VIEWS, SEASON

*Reach beyond the ring*

Including 7.3M in Major League Toronto week alone.

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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, Palgrave.

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*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.



## THE VENUES

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

PALGRAVE, 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

## THE AUDIENCE

# 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 spectators, 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.

# Major League *Toronto*

CSI5\*/2\* · ANGELSTONE EQUESTRIAN PARK, ERIN

Six days of FEI 5\* sport at Angelstone Equestrian Park, with guests in every seating area, from reserved sections, the VIP lounges and Cloud 9 to free hill and bleacher seating.

MAJOR LEAGUE TORONTO 2026 · ATTENDANCE RECORD

|           | ATHLETES /<br>SUPPORT | FREE<br>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 spectators: 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

MAJOR LEAGUE TORONTO WEEK · CLIP MY HORSE CLASS VIEWS

528,988

Kubota Grand Prix

37,655

Cabana Coast Team Competition

19,225

BFL Canada Qualifier

4.5M

INSTAGRAM  
impressions · 67K engagement

2.5M

FACEBOOK  
impressions

341K

TIKTOK  
impressions

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

# Gold Series *calendar*

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

CEP SPRING 1 May 5–9  
The Caledon Welcome

CEP SPRING 2 May 12–16  
The Motion Endeavours Cup

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

ASE 1 May 26–30  
The Erin Welcome

ASE 2 June 2–6  
Stewart's Equipment & Hunter Showcase

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

CEP SUMMER 1 June 16–20  
The Ride Every Stride Cup

CEP SUMMER 2 June 23–27  
The Masterfeeds Summer Cup

CEP SUMMER 3 July 7–11  
Canadian Open CSIO3\* & World Hunter  
Week (WCHR)

CEP SUMMER 4 July 14–18  
The Kubota International CSI2\* & Great  
Pony Challenge

CEP SUMMER 5 July 28 – August 1  
Carolyn Scime International CSI2\*

CEP SUMMER 6 August 4–8  
The Mad Barn Cup CSI2\*

## August at Angelstone August 25 – September 5 ANGELSTONE EQUESTRIAN PARK

ASE 3 August 25–29  
Major League Toronto CSI5\*/2\*

ASE 4 September 1–5  
Hunter Spectacular & Angelstone Classic  
CSI2\*

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

CEP FALL 1 September 22–26  
The BFL Cup

CEP FALL 2 September 29 – October 3  
The Greenhawk Outdoor Finale CSI2\*

CEP FALL 3 October 13–17  
Indoor Finale

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

# 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.



EVENINGS AT ANGELSTONE

# 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.



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

Photography: Mackenzie Clark (all photographs on this page)

## 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

For riders, by riders.

ANGELSTONE EVENTS · SPONSORSHIP 2027 12



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                                                                |                                                                    |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| Ringside, under the lights                                                          |                                                                    |
| ASE 3 · AUG 25–29                                                                   |                                                                    |
| \$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.

SEEN, AND REMEMBERED

# 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.

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

For riders, by riders.

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



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 Palgrave.

# 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 Palgrave       |              |
| \$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 Palgrave.

## 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

II

events

4,895

competing horses

1,500

average spectators

33,000

spectators + support staff

13K+

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



\$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

One division, one venue

 HOSPITALITY

VIP evening dinner at Caledon

 SIGNAGE

Ring signage at both venues

 DIGITAL EXPOSURE

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.



\$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<br>One division, both venues |  HOSPITALITY<br>VIP table for 4 at Caledon, all season |  SIGNAGE<br>8 signs across both venues |  DIGITAL EXPOSURE<br>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.

# \$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



\$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.

# \$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



\$50,000

ELITE PARTNERSHIP  
The title of a competition week

BOTH VENUES

|                                                                                                                                |                                                                                                                                               |                                                                                                                          |                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
|  NAMING RIGHTS<br>Title of a competition week |  HOSPITALITY<br>Corporate suite for 10, Major League Toronto |  SIGNAGE<br>Main stadium, both venues |  DIGITAL EXPOSURE<br>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.

# \$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<br>Presenting rights to the hunter and jumper divisions |  HOSPITALITY<br>Suite for 18 guests each night; season VIP Pavilion tables |  SIGNAGE<br>Main stadium presence at Erin and Palgrave |  DIGITAL EXPOSURE<br>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.

Benefits *outline*

|                                 | \$10,000<br>DIVISION     | \$15,000<br>ENHANCED DIVISION | \$25,000<br>GRAND PRIX TITLE | \$50,000<br>ELITE          | \$100,000+<br>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

Benefits *outline*

|                                    | \$10,000<br>DIVISION   | \$15,000<br>ENHANCED DIVISION | \$25,000<br>GRAND PRIX TITLE | \$50,000<br>ELITE      | \$100,000+<br>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              | I               |
| \$25,000 LEVEL | \$50,000 LEVEL | \$100,000 LEVEL |

Caledon Equestrian Park, Palgrave

|                |                |                 |
|----------------|----------------|-----------------|
| 4              | 2              | I               |
| \$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.

|    |                     |   |                                   |
|----|---------------------|---|-----------------------------------|
| I4 | National Grand Prix | 5 | FEI Qualifiers                    |
| I4 | Modified Grand Prix | 5 | FEI Grand Prix                    |
| I4 | Open Welcomes       | I | Nations Cup                       |
| I4 | Hunter Classics     | I | Great Pony Challenge              |
| IO | Derbies             | 3 | Arenas (Indoor, Astamax, Premier) |
| 7  | Pony Classics       |   |                                   |



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

# Signage, *by collection*

\$10,000  
DIVISION

- Two (2) 4 x 8 signs at both venues
- Two (2) 2 x 8 signs at both venues
- Signage placement excluding Main Stadium

\$15,000  
ENHANCED DIVISION

- At each venue: two (2) 4 x 8 signs and two (2) 2 x 8 signs; total 8 signs across both venues
- Distributed between hunter rings, annex jumper rings, and high-traffic areas

\$25,000  
GRAND PRIX TITLE

- Main stadium signage at one venue (2 x 8)
- Four (4) 4 x 8 signs and four (4) 2 x 8 signs at both parks (8 total each)

\$50,000  
ELITE

- Main stadium signage at both venues plus additional ring locations
- Six (6) 4 x 8 signs and six (6) 2 x 8 signs at both parks (12 total each)

\$100,000+  
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
- Caledon Stadium: five (5) 4 x 8 signs on the main fence facing the Pavilion
- 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.

For riders, by riders.



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

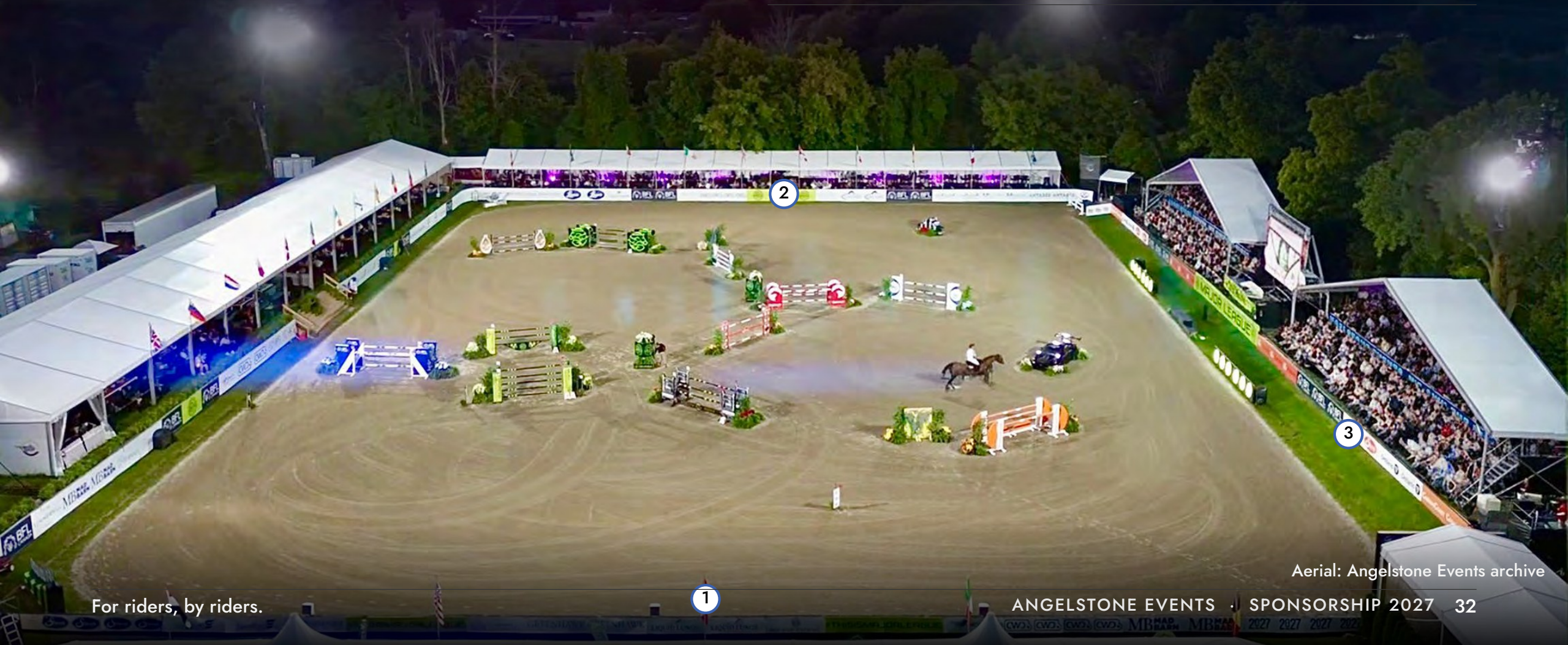
11 OF 2 X 8  
Half of Cloud 9 wall

2 \$50,000

12 OF 4 X 8  
Half of VIP wall

3 \$100,000

6 OF 3 X 8  
Full colour logo



# 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

## 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  
Half of the arena; mapped 2x8 x 21 + 2x8 x 14

② \$50,000

17 OF 4 X 8  
Half of the arena; mapped 2x8 x 17 + 2x8 x 14

③ \$100,000

14 OF 4 X 8  
7 on each side; mapped 4x8 x 21





## VENDOR PACKAGES

# Corporate exhibitors, boutique booths and *food concessions*

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

**\$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

[sponsorship@angelstone.ca](mailto:sponsorship@angelstone.ca)

[angelstone.ca](http://angelstone.ca)

Photography: Mackenzie Clark (Major League Toronto and event photographs). Other photographs from the Angelstone Events archive; credits to be confirmed.  
Dates: official 2027 Gold and Silver event dates, Angelstone Events.