



FOX LEA FARM
VENICE, FLORIDA



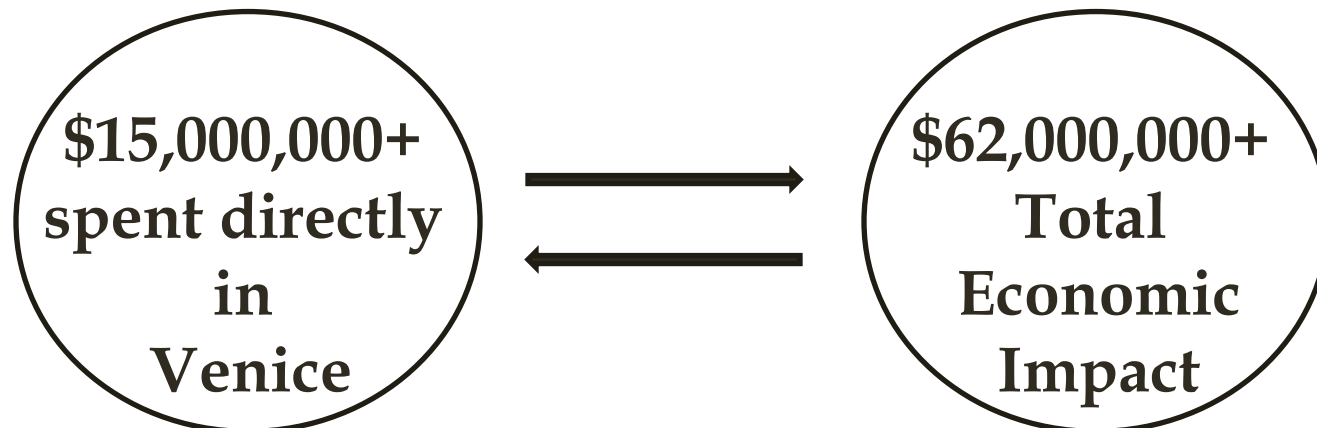
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Why It Matters...

Fox Lea Farm drives a *significant economic impact* to the City of Venice and her surrounding areas



In 2015, competitors at Fox Lea Farm resulted in:



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We Can Do More!

Horse people are well-educated, successful, and financially secure...

Demographics of United States Equestrian Federation

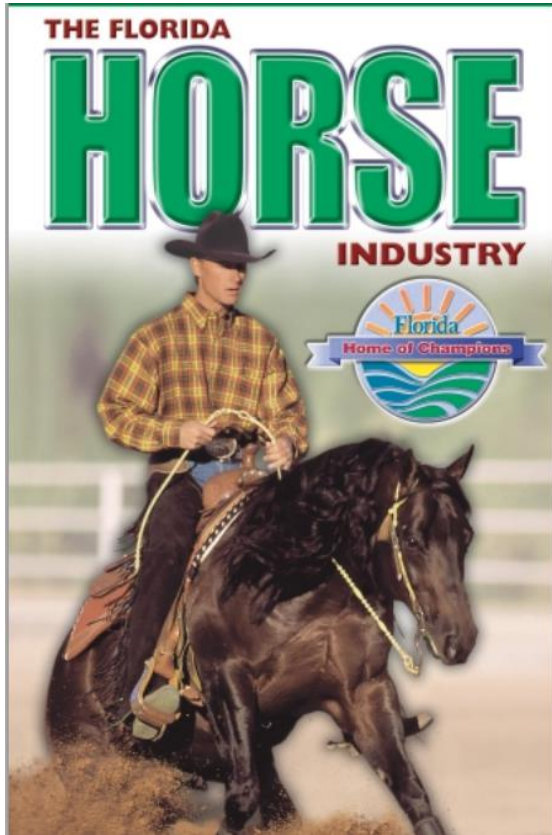


- 85% are women
- 66% have a college degree
- 80% make or directly influence purchasing decisions at work
- The market value of the average home is \$594,000.
- Own three vehicles
- 40% own a farm; 66% of those are ten acres or more
- Own an average of four horses



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The Florida Horse Industry is Big Business



- Generates a **\$6.5 billion** economic impact
- Produces goods and services valued at **\$2.2 billion**.
- **244,200** Floridians are involved in the industry
- Generates more than **72,000** jobs.

Taking it to the Next Level...



New Winter Circuit in 2016 will drive:

- 29 additional competition days
- 24% incremental economic impact...
- \$3.5MM incremental spending directly in Venice
- \$14.8MM incremental total impact

*Projected total impact of
\$80MM+ in 2016*



Catalyst for Improvements and Upgrades:

New rings and upgraded footing

All within existing site

Additional Barns, Refresh Existing Facilities

New and Upgraded Spectator facilities

Scoreboards

Additional Sound System

Signage



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What Else You Should Know

- Typical Horse Show week runs Wednesday through Sunday
- There will be time for other activities – visiting beaches, golf, shopping, dining, sightseeing, etc.
- Many competitors will attend for multiple weeks
- Many first-time visitors to the area
- Many horse owners travel with dogs
- This is a well-traveled audience, they will share their experience!



Equestrian enthusiasts are incredibly passionate about their sport!



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Incorporate Your Brand Into the Experience



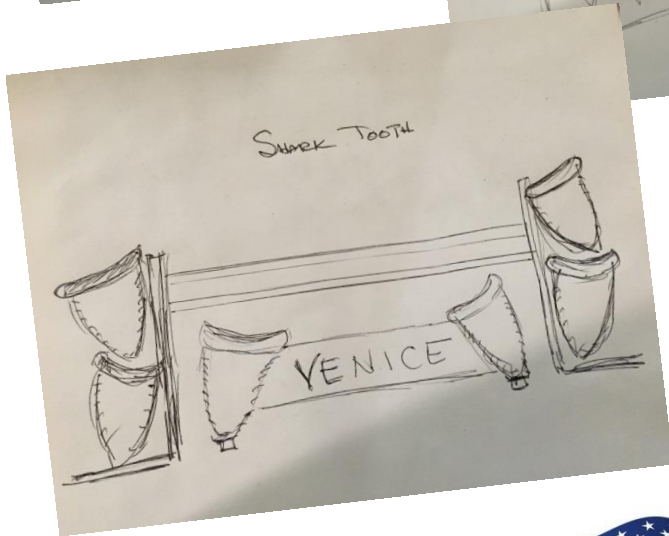
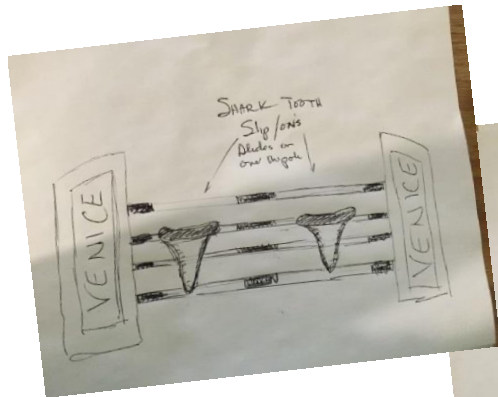
\$20,000 Sponsorship includes:

- Exposure year-round
- Two custom Venice jumps
- Select Events will be Live-Streamed
- Signage
- VIP access
- Much more



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Custom Designed Jump



Designed by International and Olympic Course Designer Steve Stephens, who lives in Palmetto

Main Events will be live-streamed and have industry press coverage

