



PROGRAM

SPONSORSHIP

Dusty Britches Equestrian is a horseback riding lesson program and show producer based in Dayton, OH. We are seeking individuals and businesses who have interest in partnering with us as sponsors of our horse show series - The Farmer's Tan Series (typically April - October) and the Ugly Sweater Series (typically November - March).



OUR MISSION

We believe horses teach more than just riding - they build courage, confidence, and connection. Our lesson program generates confident riders of all ages through a strong horsemanship foundation - both on and off the horse. We believe these skills translate into so many other facets of life.

OUR IMPACT

At Dusty Britches, we strive to make a difference in our community through our initiatives:



MENTAL HEALTH

We make a point of giving charity options at every show that give back to programs that promote mental health awareness and suicide prevention.



SPORTSMANSHIP

Our youth sportsmanship award is given to riders who exemplify qualities that we promote in our program - kindness, helpfulness, and leadership.

PARTNER BENEFITS

- Sponsors directly contribute to helping produce our events that are open to all ages and skill levels.
- Our events generate wide social media and in-person connections with potential customers
- Contribute to causes that make a difference through our charity programs

ABOUT US

With a combined over 30 years in the horse industry, we turned our passion for horses into a business dedicated to guiding the next generation of cowgirls. Dusty Britches was founded officially in 2023 and has since grown into a thriving lesson, training, and show production program. We are proud to produce riders who redefine their limits both in the arena and in life.

SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS & BENEFITS	PLATINUM SPONSOR \$1000	GOLD SPONSOR \$500	SILVER SPONSOR \$250	BRONZE SPONSOR \$100
WEBSITE LOGO & LINK	✓	✓	✓	✓
SOCIAL MEDIA POSTS	✓	✓	✓	✓
EVENT ANNOUNCEMENTS	✓	✓	✓	✓
CLASS SPONSOR	✓	✓	✓	
ARENA BANNER	✓	✓	✓	
BANNER SIZE	3X6	2X4	2X4 SHARED	2X4
BUCKLE SPONSOR	✓			
BARREL WRAP	✓			
EVENT BOOTH	3 EVENTS	1 EVENT		

IN-KIND / PRODUCT DONATIONS

In addition to monetary donations, we also appreciate donations of products and/or services that can be awarded to our participants as prizes and or used for our charity raffles. All in-kind donations will be considered equal to their monetary value and sponsor will receive benefits equal to that level.

DEMOGRAPHICS

Our events average between 100 and 300 attendees at every event, with a wide demographic that encompasses youth riders as young as 2 up to riders in their 60s and beyond. Additionally, we see rider from multiple states including Ohio, Kentucky, and Indiana so our sponsors benefit from widespread exposure both in person and via our social media outlets. Online we promote all sponsors on the homepage of our website prominently as well as via social media posts on Facebook, Instagram, and TikTok.