



MEDAL SPONSOR

KENTUCKY THREE-DAY EVENT FACTS AND STATS

84,000
in attendance in 2016



85% FEMALE

80% attendance from
outside Kentucky



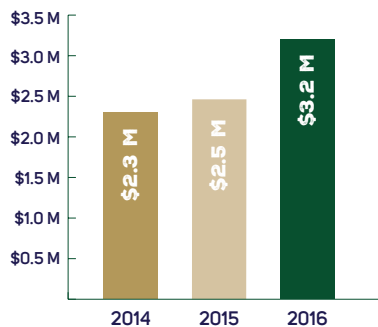
35%
have attended the
event for **6+ years**



60% of patrons have an annual income of **100K+**
33% of patrons annual income range from **150K+**

**69.3% STAY FOR THREE
NIGHTS OR GREATER**

VENDOR PRODUCT SALES



WWW.RK3DE.ORG

received an average of **420,825 page views** from
April 2015 – May 2016, with April 2016 receiving
2.4 MILLION PAGE VIEWS

**7,000 Official Event
Programs will be
produced**



**KENTUCKY THREE-DAY EVENT'S
ANNUAL ECONOMIC IMPACT ON
KENTUCKY = \$14 MILLION**





The Kentucky Three-Day Event Medal Sponsorship packages are designed to provide networking opportunities along with sponsor recognition in several key areas of the event.

GOLD MEDAL SPONSORSHIP: \$8,500 *This sponsorship includes the following:*

- 8 Tickets per day to the Sponsor Hospitality Pavilion
- 8 Invitations to the Sponsor and Competition Welcome Reception on Wednesday Evening
- 8 Invitations to the Winner's Champagne Celebration on Sunday Afternoon
- 8 Official RK3DE Programs
- 4 Sponsor Parking Passes
- Website and Program Acknowledgments
- Discount on Additional Program Advertising
- Acknowledgments on the Official Master Scoreboard
- Acknowledgment on the sponsor signage located at each ticket gate

SILVER MEDAL SPONSORSHIP: \$7,500 *This sponsorship includes the following:*

- 6 Tickets per day to the Sponsor Hospitality Pavilion
- 6 Invitations to the Sponsor and Competition Welcome Reception on Wednesday Evening
- 6 Invitations to the Winner's Champagne Celebration on Sunday Afternoon
- 6 Official RK3DE Programs
- 3 Sponsor Parking Passes
- Website and Program Acknowledgments
- Discount of Additional Program Advertising
- Acknowledgments on the Official Master Scoreboard
- Acknowledgment on the sponsor signage located at each ticket gate

BRONZE MEDAL SPONSORSHIP: \$6,500 *This sponsorship includes the following:*

- 4 Tickets per day to the Sponsor Hospitality Pavilion
- 4 Invitations to the Sponsor and Competition Welcome Reception on Wednesday Evening
- 4 Invitations to the Winner's Champagne Celebration on Sunday Afternoon
- 4 Official RK3DE Programs
- 2 Sponsor Parking Passes
- Website and Program Acknowledgments
- Discount of Additional Program Advertising
- Acknowledgment on the Official Master Scoreboard
- Acknowledgment on the sponsor signage located at each ticket gate

For the 2017 Kentucky Three-Day Event Medal Sponsorship agreement, please contact Layson Griffin, Director of Development, Layson@eq-events.com or 859-233-2362.



Contact: Layson Griffin, Director of Development
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