

20<sup>TH</sup> ANNIVERSARY 

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**THE EVENT**  
AT REBECCA FARM

JULY 21-25, 2021



**WORLD CLASS  
EQUESTRIAN EVENT**

The Event at Rebecca Farm will proudly celebrate its 20th Anniversary this summer. Established in 2002 as a small regional competition, it is now one of the largest eventing competitions in the United States.

The Event begins with dressage, followed by the cross country and endurance phases, and culminates with show jumping. The challenging and beautiful cross country courses, which span more than four miles, have been designed by former Olympian Ian Stark, and feature 5 water complexes and more than 150 obstacles.

The Event is officially recognized by the USEA, FEI and US Equestrian organizations, the three governing bodies of the sport. It serves as an Olympic qualifier and is one of only five competitions in the U.S. with athletes competing at the FEI CCI-L4\* level, which is the 2nd highest level of competition in the world. Demand for the 700 competitor slots is high for this "bucket-list" event, and registration is full within hours.



**POPULAR  
COMMUNITY EVENT**

Admission free to the public, the family-friendly Event attracts thousands of local residents each July. In addition to the exciting equestrian competition, they enjoy scenic vistas, gracious hospitality and a growing Shopping Fair area, with its food and beverage court, craft and retail vendors, and popular Kid Zone offerings.



**SCENIC  
DESTINATION EVENT**

Over 45% of attendees travel to the Flathead Valley from out of state. These visitors stay an average of 5 nights, attending The Event and enjoying the beauty and recreational offerings of the area, including Glacier National Park and Flathead Lake. As a result, The Event is estimated to boost local tourism and retail sales by several million dollars annually.



**AN ENDURING  
LEGACY**



Jerome and Rebecca Broussard created The Event in 2002, with Becky's vision that it would become a premiere competition that would not only provide riders from the west with the opportunity to compete at the highest levels of the sport, but would also draw top riders from across the nation.

There were 262 competitors at the first Event, riding Novice through Intermediate courses. Two decades later, Becky's daughter Sarah oversees a competition with close to 700 athletes, competing Beginner Novice through Advanced (national), and CCI 2\* through CCI 4\* (international) levels.

Becky was inducted posthumously into the United States Eventing Association Hall of Fame in 2015, in recognition of her tireless efforts to advance the sport and to encourage and develop U.S. riders.



In 2012, Sarah Broussard created the charitable initiative Halt Cancer at X in memory of her mother. To date, the initiative has awarded over \$700,000 in grants to national research projects seeking a cure for breast cancer, and to Flathead Valley non-profits that offer financial and wellness support services to individuals impacted by breast cancer.

**OUR MISSION**

To provide a World Class venue in the Northwest for competitive and educational equestrian events and community activities, while generating an economic and charitable impact on the Flathead Valley.



Montana Equestrian Events, Inc.  
a 501(c)(3) non-profit organization  
PO Box 595, Whitefish, Montana 59937  
[www.rebeccafarm.org](http://www.rebeccafarm.org)

JANUARY 2021

# SPONSORSHIP LEVELS AND BENEFITS

## BRONZE

\$2,000

### SPONSOR TENT/ PARKING

2 Daily Tickets,  
Wednesday-Sunday  
1 Parking Pass

### STARTBOX PARTY

2 Invitations

### ADVERTISING

1/4 page Program Ad  
Social Media Post (Group)

### LOGO PLACEMENT

In Program  
With hyperlink on Website

## SILVER

\$5,000

### SPONSOR TENT/ PARKING

4 Daily Tickets,  
Wednesday-Sunday  
2 Parking Passes

### STARTBOX PARTY

4 Invitations

### ADVERTISING

1/2 page Program Ad  
Social Media Post (Individual)  
Customized PA  
Announcements

### LOGO PLACEMENT

In Program  
With hyperlink on Website  
On Live Stream

### BANNER/SIGNAGE

Banner on "Banner Row"

## GOLD

\$10,000

### SPONSOR TENT/ PARKING

8 Daily Tickets,  
Wednesday-Sunday  
4 Parking Passes

### STARTBOX PARTY

8 Invitations

### ADVERTISING

Full page Program Ad  
Social Media Posts (Individual)  
Customized PA  
Announcements

### LOGO PLACEMENT

In Program  
With hyperlink on Website  
On Live Stream  
On Volunteer Shirts

### BANNER/SIGNAGE

Banner on "Banner Row"

## PLATINUM

\$20,000

### SPONSOR TENT/ PARKING

10 Daily Tickets,  
Wednesday-Sunday  
5 Parking Passes

### STARTBOX PARTY

10 Invitations

### ADVERTISING

2 Full page Program Ads  
Social Media Posts (Individual)  
Customized PA  
Announcements

### LOGO PLACEMENT

In Program  
With hyperlink on Website  
On Live Stream  
On Volunteer Shirts  
In Print Ads

### BANNER/SIGNAGE

Banner on "Banner Row"  
Banner on X-Country Course  
Branded Show Jump

### EXHIBITOR SPACE

10'x20'

## RHODIUM

\$35,000

### SPONSOR TENT/ PARKING

12 Daily Tickets,  
Wednesday-Sunday  
6 Parking Passes

### STARTBOX PARTY

12 Invitations

### ADVERTISING

2 page Spread in Program  
Social Media Posts (Individual)  
Customized PA Announcements  
Named in Radio Spots  
Sponsor of Live Stream

### LOGO PLACEMENT

In Program  
With hyperlink on Website  
On Live Stream  
On Volunteer & Competitor Shirts  
In Print Ads  
On Poster

### BANNER/SIGNAGE

Banner on "Banner Row"  
Banner on X-Country Course  
Branded Show Jump  
Banner on Entrance Drive

### EXHIBITOR SPACE

10'x30'

## CCI-L4★ PRESENTING SPONSOR

\$50,000 AND ABOVE

CUSTOMIZED  
BENEFITS



For more information, contact Marcia Spano at 406.321.1377 or [marcia@rebeccafarm.org](mailto:marcia@rebeccafarm.org)