

Southwestern Fair Commission, Inc.
Pima County Fair Grounds Tucson, AZ

Hunter/Jumper Horse Shows

Tucson Fall Preview, October 27 – October 31, 2010
Tucson, Fall Festival, November 3 – November 8, 2010
Tucson Fall Classic, November 10 – November 14, 2010

Demographic Profiling

Who attends horse shows?

Hunter/Jumper participants and spectators are typically in the high-end segment of income demographic. This segment is an influential group with affluent consumers who normally include corporate executives, physicians, lawyers, politicians and other professionals. With a high expendable income, this demographic spends on travel, leisure, dining, luxury items and real estate investments.

****Participant and Spectator Demographic Profile:***

- Average Household Income: \$134,000.00
- Net Worth: \$995,400.00
- Average Age: 38 years
- Female: 85%
- Married: 52%
- College Graduate: 58%
- Own home: 84%
- Horses: 350 – 500
- Spectators/Participants 700 – 1000

Why should a company sponsor a Hunter/Jumper Horse Show?

Sports marketing at equestrian events provide businesses with a highly effective means to reach a specific, high end and rapidly expanding target market. This segment is highly educated, brand loyal and committed to spending on products that have been consistent in quality and performance.

Examples of corporate sponsors who've benefited from Equestrian Sports Marketing:

Merill Lynch, Baxter International, Blue Cross & Blue Shield, Discount Tiers, Pulte Homes, United health Care, Simply Sterling, Chevrolet, Lexus, Carnival Cruise Lines, HBO, Hertz, Nutramax Laboratories, United Airlines

To view our facilities please visit our website at www.Pimacountyfair.com/Horse Shows.

Thank you,

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**Data provided by Hitsshows.com.*