



CENTRAL EAST TRILLIUM

Sponsorship Package

2025



Central East Trillium Zone
cez.sponsorships@gmail.com



www.centraleastzone.com



[cezonetrillium](https://www.instagram.com/cezonetrillium)



Images Courtesy of Madeline Ball Photography

ABOUT THE TRILLIUM HUNTER JUMPER ASSOCIATION AND CENTRAL EAST

The Trillium Hunter Jumper Association (THJA) was established in 1983 as an organization for silver level equestrian competition in Ontario. The THJA runs affordable, high quality, Equine Canada Silver and Bronze sanctioned hunter jumper competitions that provide a space for equestrians to compete, grow and develop their horsemanship and sportsmanship skills. We are a volunteer-run association providing top-quality competition and are proud to host the largest silver rated hunter jumper series in the east GTA.

The horse industry contributes more than \$19 Billion annually to the Canadian economy and employs over 250,000 people per year. Sponsors can capitalize on reaching a diverse fiscal group who are demographically inclined to be spending rather than saving.

- 80% of adults have post secondary education
- 80% Female Ages 3-60+, ~55% over 18
- 40% of competitors earn over \$100k average annual income
- Audience of 250+ per show
- Our digital audience reaches 4000+ members from across all of North America, that continues to grow over 10% annually with high engagement
- Events run in Newmarket, incredibly close to the 400 Highway series and city centre
- Competitors joining from York and Durham Regions, Toronto, Muskoka, Georgian Bay, Peterborough, and the Kawarthas

Our coveted year-end banquet is something that all our competitors look forward to. For over 15 years, Central East has come together to put on a night of celebration in honor of all the dedication our competitors, horses and trainers have put forth for 2025. This event is not possible without the generosity of our sponsors, and we are thrilled to extend our sponsorship guide to you for 2025. Part of the evening consists of a fundraiser in the form of a Silent Auction. This auction is a favourite amongst parents and riders alike, with prizes such as unique experiences, branded goods, baskets and so many other goods up for bidding.

The Central East Zone offers multi-level sponsorships in our regular season and our year-end banquet celebrations. Please see below how your business can gain recognition within our community...



REGULAR SEASON SPONSORSHIP OPPORTUNITIES

Please keep in mind we run sponsorship opportunities on a first-come first-served basis...

\$200

Bronze Sponsor

- One equitation class or medal class title of your choice.
- Social media Advertisement throughout regular show season, links to socials/website, will also include a spot on the Central East Sponsorship Page on the Website

\$500

Silver Sponsor

- One Division title of your choice.
- Social Media Advertisements throughout regular show season, links to socials/website, will also include a spot on the Central East Sponsorship Page on the Website
- Announcements per show, company to provide any information they would like included in advertisement
- Sponsor may provide banners/sign to be on display at our sponsorship tent at show

\$1000

Gold Sponsor (Limited Availability)

- Ring named after your business throughout the whole season
- Social Media Advertisements throughout the regular show season, links to socials/website, will also include a spot on the Central East Sponsorship Page on the Website
- Announcements per show, company to provide any information they would like included in advertisement
- Sponsor may provide banners/sign, or marketing materials to be on display at our sponsorship tent at shows
- Includes 1/2 page advertisement in banquet program

Prize

Prize Sponsor

- We are happy to accept merchandise donations to be given to competitors throughout the season and/or at our year-end banquet. With prize donations we will give social media acknowledgement and will include a spot on the Central East Website.

BANQUET SPONSORSHIP OPPORTUNITIES

Bronze, Silver and Gold Sponsorship's cover ribbons for the top ten riders and prizes for the Champion and Reserve Champion.

\$150

Specialty Award Sponsor (Limited Availability)

Specialty Award level sponsors become the presenting sponsor of one award of their choice (Jr. and Sr. Sportsmanship, Jr. Equestrian of the Year, Outstanding Contribution Award, Outstanding Show Staff). They will receive title recognition in the banquet program and are welcome to submit a logo to be included in the program and on our zone website.

\$250

Bronze Sponsor

Bronze level sponsors become the presenting sponsor of one equitation class or medal class of their choice. They will receive title recognition in the banquet program and are welcome to submit a logo to be included in the program and on our zone website.

\$350

Silver Sponsor

Silver sponsors become the presenting sponsor of one division of their choice. They are invited to include a 1/4 page advertisement in our banquet program. They will receive shared social media recognition and a clickable link with their logo on our zone website.

\$500

Gold Sponsor

Gold sponsors become the presenting sponsor of one division of their choice. Gold sponsors are invited to include a 1/2 page advertisement in our banquet program. They will receive standalone social media recognition and are invited to display an advertisement on our website for the year, through the 2024 season.

Program Advertisements

We will be happy to accept program advertisements and have 1/4 to full page pricing available, starting from \$50-150.



SILENT AUCTION

Every year, CEZ puts on a fundraiser in the form of a Silent Auction. This is a favorite amongst parents and riders alike, with prizes such as unique experiences, branded goods, baskets and more starting bidding wars every year.

Our silent auction will take place to raise funds to ensure the longevity of our circuit and what we stand for. Proceeds will be reinvested into 2026 competitions and beyond. We rely on the generosity of local businesses and supporters to make our silent auction a success.

With all donations we will give social media acknowledgement and will include a spot on the Central East Website as well

Popular items in the past have included:

- Equestrian Items
- Equestrian Experiences (Lessons, Schooling Opportunities, Clinics, etc.)
- Home Goods and Decor
- Gift Cards (\$50 minimum value)
- Pet Items
- Artwork or Art Classes
- Memorabilia
- Gift Baskets
- Spa Packages or Experiences
- Food Items (Alcohol, Packaged Goods, etc.)
- Travel Packages (Hotel Stays, Weekend Getaways, etc.)
- Experiences (Escape Rooms, Spa Packages, Fairs, etc.)
- Tickets (Sporting Events, Theatre, Attractions, The Royal, etc.)

Central East Trillium hopes you will support us by donating an item or experience for our fundraiser.

Thank you!

We hope to work with you soon.

Contact Us:

Website	https://centraleastzone.com/
Email	cez.sponsorships@gmail.com
Instagram	ceztrillium
Facebook	Central East Trillium Hunter Jumper Association

Don't see the type of sponsorship you are looking for? We would be happy to work with you to create a unique package customized to your interests.



Central East Trillium 2025 SPONSORSHIP GUIDE

CEZ would like to thank Madeline Ball Photography for providing all images in this guide.