

**Horse  
Country**  
Campground

# 2017 Sponsorship Guide



As seen on...  
**RED TV**



**Horse Country Campground**  
**503 Rafting Road Foresters Falls, Ontario**  
**www.horsecountrycampground.com Tel: (613) 867-0585**

# The Opportunity For Your Brand and Business



The white water region of the Ottawa Valley is an established and world class tourism destination. Each summer over **50,000** people travel to the region to enjoy world renowned white water rafting and kayaking along the last preserved stretch of the mighty **Ottawa River**, a 17km section known as the 'Rocher Fendu' (trans. Jagged Rock).

In the Spring of 2013, **Horse Country Campground** established an equestrian friendly camping and trail riding facility and guided horseback riding program in the heart of the Rocher Fendu. The business is co-located and partnered with **Wilderness Tours Resort**, white water region's leading resort and rafting company. **Horse Country** has quickly established as a leading equestrian campground and horseback riding vacation facility in Eastern Canada, attracting visitors from **Ontario, Quebec, Rest of Canada** in addition to **International** tourists (Europe, China, USA).

With over 50 kilometers of trail systems inter-connecting **Horse Country, Wilderness Tours Resort, River Run Rafting Resort, The Ottawa River Provincial Park** and the **White Water Brew Pub**, thousands of horse owners and the general public enjoy our facilities.

**YOUR BRAND CAN REACH THIS AUDIENCE VIA A RANGE OF SPONSOR OPPORTUNITIES AT OUR CAMPGROUND! THIS GUIDE PROVIDES INFORMATION ON THOSE BUSINESS OPPORTUNITIES FOR YOUR ORGANIZATION.**

# Who We Work With

In less than four years our brand has established as one of Canada's most recognizable equestrian vacation lifestyle choices.



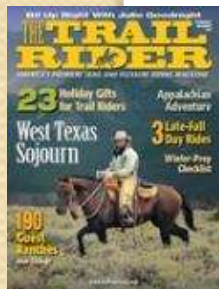
## Marketing Partners



## 2016 Sponsors



## Earned Media



# How We Promote Your BRAND!

We will promote YOUR BRAND via our website, social media sites, onsite signage, special events and word of mouth promotion.

Key Stats (as of Oct 2016)

Website Unique Visitors (prev. 12 Months) – **68,000**

Facebook Page Followers – **8,900**

Youtube Channel Views – **10,500+**

Facebook Daily Reach (avg) – **51,000+**

E-newsletter opt-in subscribers – **4,100**

LinkedIn Corporate Page – **4,600** connections



A screenshot of a Facebook post from 'Horse Country Campground'. The post text reads: "Thinking of getting a seasonal paradise for you and your horse? Now is the best time to plan for enjoying a seasonal site for next season and SAVE MONEY! By booking in between now and the end of the year... you get to book in at 2016 rates. JOIN OUR COMMUNITY OF HORSEBACK RIDERS! To book your personalized tent at the lake, campground and view available campsites call Vivian at 619-887-6666 or email vwalker@horsecountrycampground.com". The post has 63,561 people reached, 601 reactions (285 likes, 315 love, 33 care, 7 wow), 168 comments, and 4,799 post views. It also shows 6,799 post clicks and 4,799 photo views.

A screenshot of the Facebook page for 'Horse Country Campground'. The page header shows the name and navigation tabs for Home, Photos, Events, Reviews, and More. A featured post is visible, titled "A morning horseback riding at Horse Country Campground". Below the post, there are sections for 'Popular uploads' and 'Recent uploads', each showing a small thumbnail of a horse-related image.



[www.horsecountrycampground.com](http://www.horsecountrycampground.com)

# 2017 Corporate Sponsor Packages



	<b>Value</b>	<b>Recognition</b>	<b>Added Benefits</b>
<b>Friend Level</b>	\$150 (cash or in-kind equivalent)	Logo on Website Social Media Post	
<b>Supporter Level</b>	\$250 (cash or in-kind equivalent/prizes value)	Logo on Website Social Media Post Sign on Sponsor board	Complimentary Weekend For Two Camping With Horses
<b>Builder Level</b>	\$500 (cash or in-kind equivalent/prizes value)	Logo on Website Social Media Post Ad In E-Newsletter Sign on Sponsor Board	Complimentary Weekend For Two Camping With Horses  Four Day Passes – Pick N Ride Bluegrass Festival
<b>Partner Level</b>	\$1000+ contribution (cash or in-kind/prizes equivalent)	We will customize a visibility package for your company to maximize signage, visibility and branding.	We will customize a visibility package for your company to maximize signage, visibility and branding.

# 2017 Clinic Sponsorships



	Clinic Sponsor	Recognition	Added Benefits
<b>Cindy Fuerth</b> <b>De-Spook</b> <b>May 20-21</b>	\$250 (cash or in-kind prizes equivalent)	Logo on Website Social Media Posts Table/Kiosk and campsite during clinic	2 Weekend Audit Passes To Clinic
<b>Lindsay Partridge</b> <b>Harmony Horsemanship</b> <b>July 1-3</b>	\$250 (cash or in-kind equivalent/prizes value)	Logo on Website Social Media Posts Table/Kiosk and campsite during clinic	2 Weekend Audit Passes To Clinic
<b>David Cowley</b> <b>Two Way Trust &amp; Extreme Cowboy</b> <b>Aug 10-11-12-13</b>	\$500 (cash or in-kind equivalent/prizes value)	Logo on Website Social Media Posts Table/Kiosk and campsite during clinic	4 Weekend Audit Passes To Clinic (includes passes to the Pick N Ride Bluegrass Festival)

# 2017 Major Event Sponsorships



As seen on...  
**RFD TV**



## Sept 15-17 - First Time In

**Ontario!** America's most beloved trail riding show is coming to the Ottawa Valley. Your brand will be featured on the TV program that reaches thousands of viewers across North America! Join hosts Tom Seay and Del Shields at Horse Country this fall for a week long live shoot and trail riding memories!



## Aug 10-14 - 4 Days of bluegrass music, equestrian events and first nations demonstrations!

This 2<sup>nd</sup> annual event at Horse Country brings together a half dozen bluegrass music acts playing on the main stage, features the Anishanabe Experience dancers and David Cowley horsemanship clinics. Festival passes includes full resort access! Plan your vacation!

	Value	Recognition	Added Benefits
<b>Top Tier (max 3 companies)</b>	\$5,000	Main Banner Signage during filming, credits, interview by company rep	Invite To host seminar during event, banquet table
<b>Middle Tier</b>	\$1,500	Small banner signage, credits	5 Weekend Passes
<b>Lower Tier</b>	\$500	Vendor table during location shoot. campsite	2 Weekend Passes

	Value	Recognition	Added Benefits
<b>Presenting Sponsor (exclusive)</b>	\$2,500	Prominent Signage Main STAGE, and All Promo Materials, vendor space on grounds	10 Weekend Passes
<b>Supporting Sponsor</b>	\$1,000	Signage and Promo Materials, vendor space on grounds	5 Weekend Passes
<b>Vendor</b>	\$500	Kiosk Location At Festival	2 Weekend Passes

# The Destination

Since the early 1970's, the "**Rocher-Fendu**" section of the Ottawa River has been home to **Canada's #1** white water rafting and kayaking destination!

Thanks to the vision of Wilderness Tours founder Joe Kowalski, the **WT Land Trust** was established to preserve and protect this last "WILD" stretch of the mighty Ottawa River.

To date over **5,000** acres have been added to the trust. Connecting **Horse Country Campground**, **River Run Resort**, **Wilderness Tours Resort** and accessible public lands, an extensive network of over 50 kilometers of multi-use trail systems are accessible for horseback riding, mountain biking and hiking.

Each summer, over **50,000** people from across Canada, the USA and Internationally, visit the famous "**White Water Region**" of the Ottawa Valley to enjoy a truly Canadian outdoor adventure experience.





# The Location

The heart of white water rafting on the Ottawa River

Traffic of **50,000+** rafting vacationers within 10 minute drive of property

County of Renfrew favourable to tourism expansion and development

Co-located with **Wilderness Tours Resort & River Run Resort**

1.5 hour drive from **Ottawa Intl Airport**

3 hours drive from **Montreal**

4.5 hours drive from **Toronto**

12 hours drive from **New York**

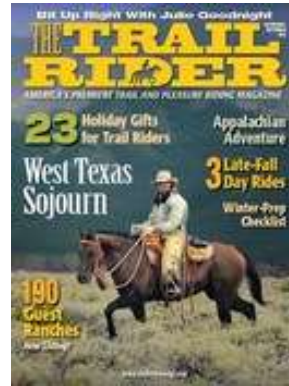


# Who We Are

Established in 2013,  
Eastern Ontario's largest  
horse campground and  
horseback riding  
vacation business

Partnered and co-  
located at Canada's #1  
adventure company  
Wilderness Tours Resort

- 56 campsites with corrals.
- Outdoor arena (100x200) and 30 station horse obstacle course.
- 50+ km's of trails including access to the Ottawa River.
- Clinics, Festivals and Special Events
- Full resort including restaurant, bar, beach, swimming, fishing, rafting and much more!



# Horse Country Campground



[www.horsecountrycampground.com](http://www.horsecountrycampground.com)

# Contact Information



**Walter Willett**

**Mobile: (613) 716-9373**

**Email: [walter@horsecountrycampground.com](mailto:walter@horsecountrycampground.com)**

**LinkedIn: <https://ca.linkedin.com/in/walterwillett>**

**[www.horsecountrycampground.com](http://www.horsecountrycampground.com)**



**Horsecountry Campground Inc. Head Office  
326 Wagon Dr. Dunrobin, ON K0A 1T0 Tel: (613) 867-0585**