



Morven Park Sponsorship Opportunities - Athletics

MORVEN
Park

About Morven Park

Considered the “**Central Park**” of **Northern Virginia**, Morven Park attracts nearly **250,000** visitors each year. The acclaimed historic estate and equestrian park are set among **1,000 acres** of rolling landscapes:

- Iconic mansion, museums & historic boxwood gardens
- International Equestrian Center, site of over 60 events annually
 - Horse Trials, Dressage & Hunter Jumper Shows
 - Carriage Driving
 - Arena Polo
 - Point-to-Point Steeplechase racing
 - Pleasure riding and trails
- Athletic Field Complex
- Green space and hiking trails
- K-12 programs and outreach
- Wedding and corporate events



Morven Park Mission

Our mission is built around **four core values:**

- **Conservation**
 - 1,000 acres of park land, open space, historic trails and riding facilities
- **Preservation**
 - Stewardship of the iconic Davis Mansion, art and collections
 - Our world-renowned International Equestrian Center
- **Education**
 - Educational programs serving 7,000 Loudoun County Students
 - Art and collections forums
 - Cultural heritage and slavery research database
 - Equestrian community symposiums
- **Building for the future**
 - New opportunities and sustainable revenue sources:
 - Athletic Field Complex – 75,000+ attendees and growing
 - International Equestrian Center Revitalization
 - Arena Polo and Racing
 - Weddings, rentals and events
 - Developing new private/public partnerships





Partnering with Morven Park

We are committed to creating **win-win collaborations** to help our partners realize their goals while helping us maintain our park and continue hosting events that make Loudoun a special place to live.

- **Why invest in a sponsorship with us?**
 - **Reach** a wealthy audience with disposable income
 - **Build** brand awareness and loyalty
 - **Acquire** new leads and customers



Athletic Field Complex From Above



Athletic Field Complex Attendance

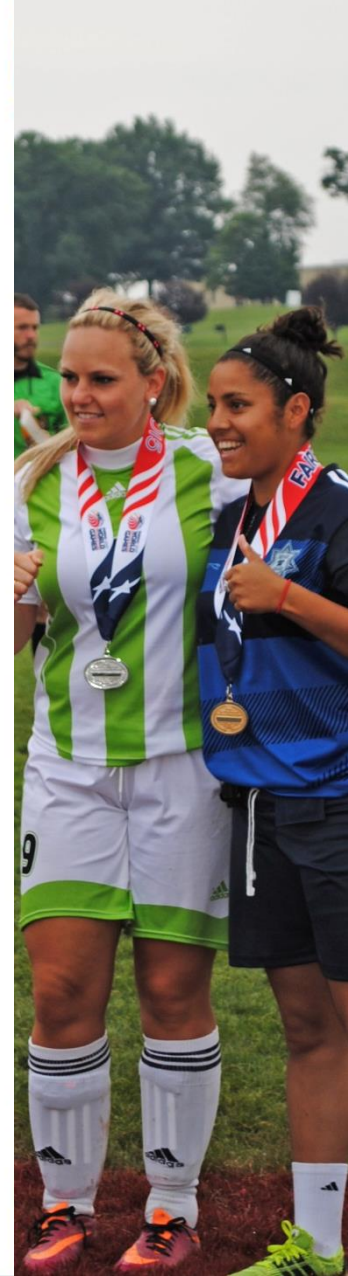
- Over **75,000** participants and spectators attended athletic events at Morven Park in 2017
- Thanks to recent facility improvements, close to **100,000** participants and spectators are projected in 2018
- The athletic fields saw over **2,400** hours of use in 2017
- **20** different field layouts are used across **7** sports:
 - Soccer
 - Lacrosse
 - Rugby
 - Flag Football
 - Ultimate Frisbee
 - Gaelic Football
 - Field Hockey





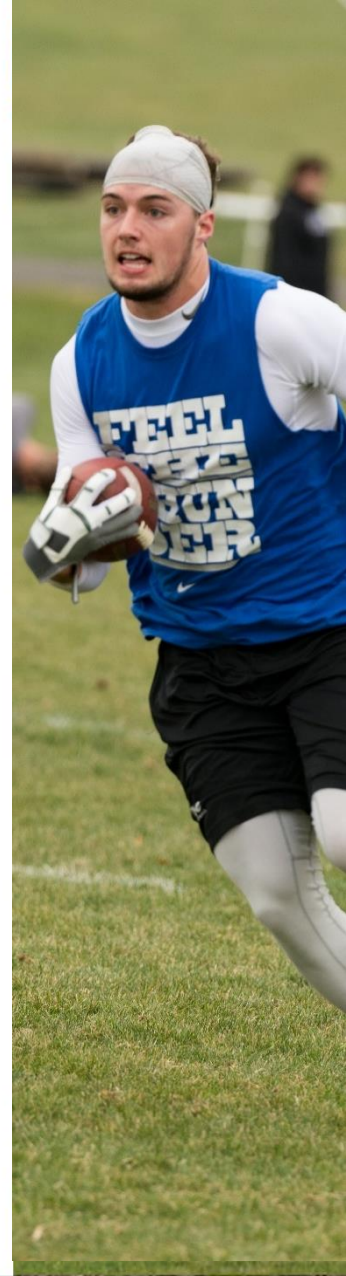
Banner Sponsor - \$2,000/yr

- Double-sided 3'x8' sign on field sidelines for the year
- Logo & URL link on Morven Park websites



T-Shirt Sponsor - \$2,500/yr

- Sponsor logo featured on all t-shirts for leagues or tournaments hosted by Morven Park
- 600-800 shirts expected to be printed in 2018
- Logo & URL link on Morven Park websites



Complex Sponsor – starting at \$25,000/yr

- Opportunity for one brand to be showcased as the featured sponsor of the entire athletic field complex. Inventory may include...
 - Naming rights to the athletic field complex
 - Branded welcome sign
 - 8 double-sided banners on fields
 - Company logo stenciled on field-side berm
 - Corner flags featuring sponsor logo
 - Full page in all Morven Park event programs
 - Sponsor logo & URL link on Morven Park website
 - Mentions in all athletic e-communications
 - Logo on all Morven Park league and tournament shirts
 - Branding on information boards throughout the park







Thank You!

Contact: Suzanne Musgrave, Director of Philanthropy
strategicpartnerships@morvenpark.org (703) 777-2414 x6610

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