



SAN ANTONIO SHOOT OUT

2018 sponsorship

Demographics of Horse Show Competitors & Spectators

In general equine competitors and spectators comprise an ideal market for high quality products and services. As a group they are well educated, have plenty of disposable income and enough time to pursue their passions. Other factors, including age and profession, make them a perfect target audience for corporations seeking an upscale client. Research compiled by the United States Equestrian Federation offers these indicators of the buying power and influence held by equine sport enthusiasts:

- 85% are women
- 63% are married
- A majority are between the ages of 34-54 years old
- 66% have a college degree or better
- 56% are employed full time
- 80% make or directly influence purchasing decisions at work
- 38% have a net worth over \$500,000
- Average income is \$180,000
- 40% live on a farm; 66% of those are ten acres or more
- 63% have traded stocks, bonds or mutual funds in the last year
- The market value of the average home is \$594,000
- 22% own two or more homes
- On average, they spend 30 nights per year in a hotel and rent a vehicle four times per year
- They own three vehicles; 53% own a pick-up truck
- Over half have purchased a new automobile within the last year

The San Antonio Shoot Out expects over 100 horses to descend on the Hill Country area for the show. This translates into an average of 250 people creating an economic impact of approximately \$450,000.

*provided by sponsor at sponsor's expense

For more information or to secure your place as a sponsor, contact Taumi Martin at 830-249-7835 or by email at todd@toddmartin.net

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