

Silver Oaks
JUMPER
TOURNAMENT

PARTNERSHIP PROPOSAL

CSI3*

Sept. 3–7, 2025



781 710 4903



silveroakjumpertournament.com



10 Edgewood Road,
Westwood, MA 02090

BECOMING A PARTNER



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The Silver Oak Jumper Tournament, a premier show jumping platform in its sixteenth year, offers an exclusive opportunity for sponsors to align their brand with excellence in sportsmanship, audience reach, and philanthropy. As a tournament sponsor, you join a distinguished group of companies and individuals who recognize the affluence of this market and are committed to making a positive impact on the lives of animals and athletes in need of our charity with profits going to the Kevin Babington Foundation 501(c)(3) 84-3439293, and other charity initiatives. The Silver Oak Jumper Tournaments takes place in Traverse City, Michigan. Undoubtedly the most utopian show grounds in North America for the Summer Circuit. We are proud to partner with Traverse City Horse Shows and the Morrissey management group.



LONG TERM PARTNERS

Our prestigious event made possible with the decades long support of dedicated sponsors like Agero, The Davis McCullough Foundation, Canine Support Teams, GGT Footing, Stud Tree, Riderzone, Fratelloi Fabbi, Equifit, Flex-on, Flexi Equine, Rood + Riddle, CWD, Brookledge Horse Transportation, TackNRider, Dalmon Jump Co., and Jumper Bridle Elite to name a few.



THE SILVER OAK MISSION

What sets the Silver Oak Jumper Tournament apart is our unique dual mission: a top level sporting event and a foundation partner with all profits going towards the Kevin Babington Foundation 501c3 84-3439293. In addition, we proudly support dog and horse rescue programs, exemplified by the leadership of our title sponsor The Davis McCullough Foundation leading to the rescue of more than 14,000 horses and the eradication of horse slaughter.

When you become a sponsor, you become a vital part of this compassionate dual mission, contributing to the well-being of athletes, both human and equine.



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WHY BECOME A PARTNER



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EXPOSURE

Align your brand with a prestigious event attended by equestrian enthusiasts, professionals, and affluent individuals. Your sponsorship will be prominently featured, providing valuable exposure and recognition. Silver Oak is not just an event but also a year-round social media, web, and outreach communications platform with a significant number of viewers and extensive reach.



PHILANTHROPY

Demonstrate your corporate responsibility by supporting our 501(c)(3) charity initiatives. Your sponsorship not only promotes your brand but contributes to making your participation a tax deductible transaction.

All Silver Oak Jumper Tournament Profits go towards the Kevin Babington Foundation
Id# 84-3439293



NETWORKING

Connect with a diverse and influential audience, including fellow sponsors, riders, and equestrian industry leaders. The Silver Oak Jumper Tournament offers unique networking opportunities to forge meaningful connections.



EXCLUSIVE ACCESS

Experience the excitement of world-class Show Jumping both in person and online through live streaming on ClipMyHorseTV.com, with exclusive access to VIP areas, hospitality suites, and special events during the tournament.



OUR AUDIENCE



16,000

Database



208,000

Digital Connections



42%

Email Open Rate



42%

\$500k + Net Worth



12.2K

Combined Social Media Followers



85%

Control Purchase Decisions at Work



85%

Female



22%

Own 2+ Homes



34-54

Average Age



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IMPACT

The Silver Oak Jumper Tournament is more than just a sporting event—it's a beacon of hope and a real-world solution for those who have faced immense challenges. Through the incredible work of the Kevin Babington Foundation, the Silver Oak Jumper Tournament helps provides love and unwavering support to show jumping athletes who have endured spinal injuries, making a life-changing impact on their recovery and future.



KEVIN BABINGTON

Kevin Babington, the namesake of the Kevin Babington Foundation, suffered a life-changing injury in 2019. His remarkable journey over the past six years has inspired thousands, all centered around one powerful belief: "We Cannot Go Forward Without Each Other." Watch the video to witness Kevin's incredible determination as he tirelessly works to regain the use of his body, embodying resilience and hope.



JONATHAN MILLAR

In 2022, Jonathan Millar faced a life-altering injury that completely transformed his professional career. Since then, he has been on a challenging journey to regain motor functions and retrain his body. Watch this video to follow his inspiring path back to the show ring.

As a Silver Oak Jumper Tournament partner YOU are contributing to the recovery of these and other individuals.



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