The Del Mar Classic
960 Postal Way #85
Vista, CA 92085

Dear Prospective Sponsor,

On behalf of the Pacific Coast Quarter Horse Association, I would like to invite you to become a founding sponsor of the inaugural Del Mar Classic. The event will be held June 2–6, 2027, at the newly renovated Del Mar Horse Park in Del Mar, California.

The Del Mar Classic will bring together exhibitors, families, trainers, breeders, and horse enthusiasts who share a passion for the equine industry. The event will celebrate outstanding horsemanship, showcase the American Quarter Horse, and create a fun and rewarding experience for competitors and spectators.

We are seeking sponsors who would be willing to support the show through financial contributions, donated products, gift certificates, or goods and services. Your generosity will help us provide quality awards, memorable exhibitor experiences, and the special touches needed to establish The Del Mar Classic as a premier destination event.

In appreciation of your support, we would be pleased to recognize your business through a variety of sponsorship benefits. The enclosed prospectus outlines available opportunities designed to provide meaningful visibility before and during the show. We would also be happy to discuss a customized sponsorship that aligns with your interests and business goals.

Thank you for your time and consideration. We hope you will join us in supporting the equine industry, bringing Quarter Horse competition back to Del Mar, and making the inaugural Del Mar Classic a success.

Sincerely,

Cathy Hanson
Sponsor Coordinator
PCQHA Board of Directors
714.743.6555 | Chansonqh@aol.com

Founding Partnerships

The DEL MAR CLASSIC

A PCQHA signature event.
Sand, Sun, Surf, & Show.

Sponsorship Prospectus

June 2-6, 2027
Del Mar Horse Park
Del Mar, CA

Join Us for the Inaugural Del Mar Classic

From June 2-6, 2027, The Del Mar Classic will bring Quarter Horse exhibitors, owners, trainers, families, and fans to Del Mar Horse Park for five days of competition and connection. The event is designed to pair a high-quality show experience with everything that makes Del Mar a destination: a coastal setting, inviting early-summer weather, celebrated dining, nearby beaches, and a strong local equestrian culture.

The inaugural year offers a rare opportunity for brands to become part of the event from the beginning. Founding partners will receive visible, meaningful ways to connect with the Quarter Horse community while helping establish a show intended to become a signature stop on the West Coast calendar.

We welcome partnerships with equine brands and service providers, Del Mar-area businesses, hospitality partners, and companies that value direct engagement with a loyal, highly involved audience.

This prospectus outlines exclusive naming rights, arena and venue partnerships, official product and service categories, premium barn-end visibility, awards, and custom activations. Packages can be tailored to align with each partner's goals, audience, and preferred level of involvement.







The Del Mar Classic is produced by the Pacific Coast Quarter Horse Association, AQHA's first state affiliate, and a cornerstone of the California Quarter Horse community since 1945

PCQHA
80 Years of Leadership

PCQHA has supported exhibitors, recognized achievement, and advanced the American Quarter Horse throughout California for more than 80 years. Its show portfolio includes the California Championship in Paso Robles, currently the largest AQHA show in the state.

The 2026 California Championship grew from 3,054 entries judged in 2025 to an estimated 3,440. That track record gives partners confidence that The Del Mar Classic is backed by an organization with the relationships, operating experience, and community trust to build a successful new event.

For sponsors, the combination is distinctive: the credibility of an established AQHA affiliate, the energy of a new show, and the visibility of an iconic Southern California destination.

1945 PCQHA founded	**1st** AQHA state affiliate	**3,440** Entries judged at the 2026 California Championship

The Del Mar Classic is being built as a competitive, welcoming event that rewards versatility, and gives exhibitors a reason to make Del Mar part of their show season.

The Del Mar Classic

The planned program will feature AQHA competition across all-around events, ranch classes, and English and Western versatility, with opportunities for exhibitors at multiple levels.

The schedule is designed to serve serious competitors while preserving the camaraderie and accessibility that make the Quarter Horse community unique.

- Five days of competition at Del Mar Horse Park
- AQHA-focused class offerings with NSBA and PCQHA approvals
- All-around, ranch, English versatility, and Western versatility competition
- Recognition for horses and exhibitors across multiple divisions
- A destination experience for California exhibitors and competitors traveling from beyond the state

Partners can align with the parts of the show that best fit their brand - from an arena or competitive division to a signature award, exhibitor experience, or official product category.
Final approvals, showbill, divisions, and class offerings are subject to confirmation.





The setting expands the value of the show beyond the arena and gives sponsors a natural connection to both the equestrian community and the Del Mar market.

Del Mar Horse Park

Del Mar Horse Park offers a newly renewed setting for top-level equestrian competition, with renovated permanent barns, multiple competition and warm-up arenas, and ample space for vendors, displays, and sponsor activations.

Beyond the showgrounds, Del Mar is one of Southern California's best-known coastal destinations. Beaches, restaurants, shopping, hotels, and resorts are all within reach, giving exhibitors and their families reasons to extend their stay and engage with local businesses throughout the week.

For local partners, The Del Mar Classic introduces their brand to visiting owners, trainers, exhibitors, and families. For equine partners, the destination helps create an event people will remember, photograph, share, and plan to attend again.

A Coastal Destination

- Mild early-June weather and coastal breezes
- Convenient access to dining, shopping, beaches, and accommodations
- A recognized equestrian venue with renewed facilities
- A setting suited to premium brand presentation and personal engagement



The Audience & Reach

The Del Mar Classic audience: horse owners, amateur and youth exhibitors, trainers, families, spectators, and industry professionals. This elite group invests year-round in equine care, equipment, and travel, while also supporting local lodging, dining, and retail during show week.
This creates a valuable meeting point for two sponsor groups:

- Equine brands and service providers seeking direct access to active competitors, trainers, and owners
- Del Mar and San Diego-area businesses seeking to welcome a visiting audience with meaningful local spending power

The California Championship Show provides a useful benchmark for the digital attention PCQHA can generate around a major event.
From August 2 through September 20, 2026 (the month leading into the September 2-6 California Championship and the two weeks following it) the event website attracted sustained, high-intent traffic.

1,618 Unique Website Visitors	**4,375 Website Sessions**	**5,199 Website Views**	4 min 26 sec average session time

California accounted for 3,641 sessions and 1,354 unique visitors, approximately 83% of total sessions. The site also reached audiences in Arizona, Nevada, Washington, Oregon, and other U.S. markets.

83% Share of Website Sessions from CA	**393 Sessions on the September 5 event peak**	**160,288 Facebook views from Aug 1-Sept 19**	17,843 Facebook engagements from Aug 1-Sept 19

Facebook engagement included 3,920 reactions, 350 comments, and 165 shares, as well as post clicks. Together, these results demonstrate meaningful attention before, during, and after a premier PCQHA-owned event and provide a credible example of the visibility PCQHA can build around an important competition.

California Championship results are provided as a proxy, not a forecast for The Del Mar Classic. Website figures do not represent event attendance or guaranteed sponsor impressions. Facebook views are content displays or plays, not unique reach; engagement includes reactions, comments, shares, and clicks.

Sponsorship Opportunities





The setting expands the value of the show beyond the arena and gives sponsors a natural connection to both the equestrian community and the Del Mar market.

Build a Partnership That Fits Your Brand

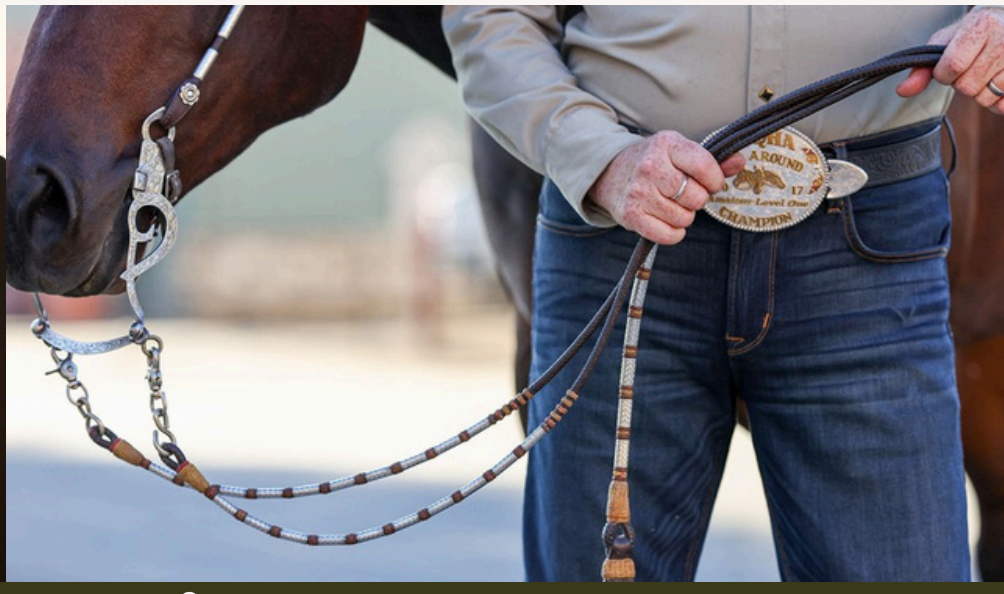
The strongest sponsorships begin with a clear goal: visibility, product trial, customer engagement, community support, hospitality, or ownership of a memorable competition moment.
The opportunities in this prospectus are a starting point. Major assets may be combined, and custom partnerships can be developed for brands seeking a specific audience, activation, or level of exclusivity.

To begin

- Select the opportunity or category that best fits your brand
- Share your preferred investment range and business goals
- Identify any product, display, sampling, or hospitality needs
- Confirm availability, benefits, and exclusivity
- Finalize the sponsorship agreement and production timeline

We look forward to creating a partnership that serves your brand, supports exhibitors, and helps launch a new AQHA tradition in Del Mar.





Custom sponsor packages available

The DEL MAR CLASSIC

Sponsorships

Title Sponsor | $10,000

- Exclusive Naming Rights for the Show
- Vendor Space
- Full Page Ad in The Pacific Coast Journal
- Recognition on the Sponsor Board
- Social Media and Website Recognition
- Arena Daily Announcements

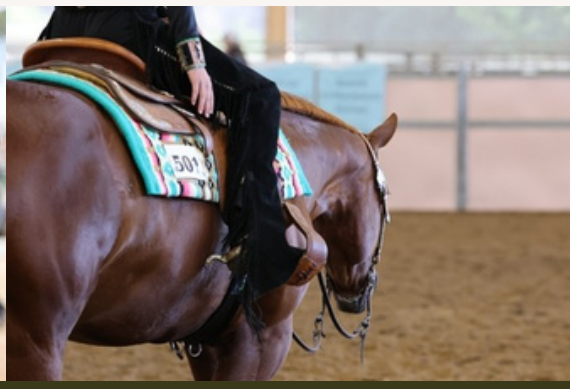
The Legacy Arena Sponsor | $5,000

- Exclusive Naming Rights for an Arena
- Vendor Space
- Full Page Ad in The Pacific Coast Journal
- Recognition on the Sponsor Board
- Social Media and Website Recognition
- Arena Daily Announcements

The Classic | $2,500

- Priority Stalls - Tier 1 (location based on date sponsorship received). Permanent barn. End of the aisle marketing opportunity
- 1 Free stall
- ½ Page Ad in The Pacific Coast Journal
- Recognition on the Sponsor Board
- Social Media and Website Recognition
- Arena Daily Announcements
- Dining Gift Card



Custom sponsor packages available

The DEL MAR CLASSIC

Sponsorships

Surf & Turf | $1,500

- Priority Stalls - Tier 2 (location based on date sponsorship received). Permanent barn.
- Recognition on the Sponsor Board
- Social Media and Website Recognition
- Arena Daily Announcements
- Dining Gift Card

Silver Spur | $1,000

- Priority Stalls – Tier 3 (location based on date sponsorship received)
- Recognition on the Sponsor Board
- Social Media and Website Recognition
- Arena Daily Announcements
- Dining Gift Card

Surf's Up | $500

- Recognition on the Sponsor Board
- Social Media and Website Recognition
- Arena Daily Announcements

Class Sponsor | $350

- Social Media Recognition
- Recognition on the Sponsor Board
- Your Name Announced During the Class

Friends of The Del Mar Classic | $250

- Social Media Recognition
- Recognition on the Sponsor Board
- Arena Daily Announcements