

# Good News.

We've located your ideal customer.  
(She's the one with the horse.)

American equestrians, their families, and their fans are among the world's most affluent consumers. Prestigious companies regularly spend tens, even hundreds of thousands of dollars or more to get their names and their products in front of these trendsetters. Now **SharpSwag™** has pioneered a new way for your company to enjoy access to this market at a fraction of the normal cost.

The **Swag Trunk™** is designed to put your brand, a sample of your product, and information about your company directly into the hands of horse show participants. We've opened the door to this elite group of customers by making horse show managers and promoters an offer they simply can't turn down -- a custom designed package of free products for their clients.

More than a collection of free samples or a traditional "swag bag," the **Swag Trunk™** employs recent advances in digital printing technology to create a precise marketing tool that is guaranteed to capture and hold the attention of your target audience. By bringing together a selection of high quality brands in a package that's custom designed to celebrate and complement the equestrian culture, the **Swag Trunk™** is truly greater than the sum of its parts.

As a sponsor of the **Swag Trunk™**, you'll enjoy recognition among horse show participants as a supporter of their sport. At the same time, you'll be accomplishing what no arena banner, custom designed jump, prize money, or trophy can . . . the direct delivery of your product into the hands of your ideal customer.

Space on the **Swag Trunk™** is strictly limited, and all sponsors will enjoy exclusivity within their product category. Book your panel now and reach the customers your competition can only dream of.

For more information about **SharpSwag™**, call us at

**815.751.3076**

**www.ocimageworks.com**

or email us at

**david@ocimageworks.com**



## Swagstistics:

A recent profile of 70,000 members of the USA Equestrian Federation revealed the following information:

- Majority of participants are female.
- Average age is 39. Participants range from young children to senior citizens.
- The average household income of members is \$134,000, compared to \$55,000 for all households in the U.S. Forty percent have an individual income in excess of \$150,000 a year.
- The average net worth of members is \$995,000.
- Eighty-one percent own their residence outright, with an average value of \$520,000, and fifteen percent own a second home.
- Fifty-five percent of the automobiles owned were new last year.
- Average member owns three vehicles.
- Forty-three percent travel on airlines more than 16 times per year.
- Average member spends 29 nights per year in hotels.
- Average number of horses owned: 5.
- Average member spends \$7,200 annually on horse related products.



## Swagonomic Impact:

Industry statistics from Barents Group of Washington DC

- The horse industry has a total economic impact of \$112.1 billion, U.S. Gross Domestic Product.
- The horse industry's contribution to the U.S. GDP is greater than the motion picture services, railroad transportation, furniture & fixtures manufacturing, and tobacco product manufacturing industries. It is only slightly smaller than the apparel and other textile products manufacturing industry.

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