

FOR IMMEDIATE RELEASE

February 21, 2012

Contact: Morgan Taylor
Taylor Equestrian Marketing
(770) 827-0175

morgan@taylorequestrianmarketing.com



The Jumper Classic® Selects Sponsorship Marketing Firm

By Taylor Equestrian Marketing for The Jumper Classic®

Taylor Equestrian Marketing (TEM) is pleased to announce its newest client, The Jumper Classic®, Inc. TEM will facilitate sponsorships for the prestigious event making its return to the Boston area in 2013.

As a premiere social and sporting event, The Jumper Classic® showcases Olympic caliber show jumping during the four day spectacular at Maplecroft Farm in Ipswich, Massachusetts. Established in 1989, The Jumper Classic® holds the spot as New England's only International Show Jumping Competition. During July 10-14, the event attracts thousands of spectators to one of the key competitions on the east coast show jumping circuit.

The Jumper Classic® attracts top national and international competitors. This elite equestrian sporting event offers over \$200,000 in prize money. Athletes compete in 60 classes designed to challenge horse and rider. More than 500 horses, 100 corporate sponsors and 12,000 spectators converge for what the Boston Globe dubbed "the Social Sporting Event of the Season." The premiere Jumper Classic® event creates an incredible branding opportunity.

"We are very excited and honored to be working with Melissa Lovasco, CEO and President of The Jumper Classic®, Inc.," said Morgan Taylor, president of Taylor Equestrian Marketing. "This 24 year tradition brings the highest level of horses and riders of show jumping to the general public as a major spectator event."

TEM's partnership with The Jumper Classic® will focus on the creation of additional sponsor relationships. "Our first order of business is to secure a Title Sponsor for the Classic. Fidelity has stepped down after 14 years leaving a terrific opportunity for the right corporate partner", commented Morgan Taylor.

Taylor Equestrian Marketing is a brand, sponsorship and promotional product marketing firm serving the equestrian industry. TEM creates comprehensive marketing and public relations programs for all types of businesses to reach the dynamic equestrian consumer market.

###

The Jumper Classic
www.jumperclassic.com

Taylor Equestrian Marketing
www.taylorequestrianmarketing.com