

FOR IMMEDIATE RELEASE

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Taylor Equestrian Marketing Secures Memphis Sports Council Sponsorship

Taylor Equestrian Marketing is pleased to announce that Memphis Sports Council's premium sponsorship of the West Tennessee Hunter Jumper Association (WTHJA).

The Memphis Sports Council will participate as a four year Title Sponsor for the WTHJA. TEM developed this successful relationship for both organizations by developing a sponsorship platform that benefits both groups substantially.

As WTHJA's designated Title Sponsor, the Memphis Sports Council will play an active role in the association's events, outreach, member association, online, print and social media presence throughout Tennessee and surrounding areas. The Title Sponsorship platform was created by TEM to provide monetary support for the association allowing them to continue their long relationship with the Germantown Horse Show grounds. This sponsorship enhances the Memphis Sports Council's outreach to the local community and visitors.

As part of the Memphis Convention and Visitors Bureau, the Memphis Sports Council is dedicated to enhancing events in the Memphis area. The Council works with sports leagues, city and neighborhood organizations, along with government and media. These networks enhance visitor's experience of enjoying all Memphis has to offer.

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

"We were able to cultivate this sponsorship by customizing the package to create a platform for both organizations that will have a tremendous positive impact. It is

very gratifying to create a win-win situation for both parties that can significantly impact the community and the association” said Taylor Equestrian Marketing CEO and president, Morgan Taylor.

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Taylor Equestrian Marketing
www.taylorequestrianmarketing.com

Memphis Sports Council
www.memphistravel.com/sports-council