

FOR IMMEDIATE RELEASE

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Sporthorse Online, LLC Announces Marketing Partnership with Topline Equestrian Marketing

By Topline Equestrian Marketing for the Pacific Sporthorse Selection

Sporthorse Online, LLC has selected Topline Equestrian Marketing to develop sponsorship programs and opportunities for their Pacific Sporthorse Selection.

The Pacific Sporthorse Selection is an auction for foals and Dressage horses slated for October 19-20, 2012, at the Christiane Noelting Dressage Center. An exclusive selection of dressage horses including foals, young horses and horses with proven show records will be pre-selected by an expert selection jury that includes Hilda Gurney, Lilo Fore, Melissa Creswick, William Solyntjes, and Christiane Noelting. Horses selected for the auction will have the following information available to potential purchasers: veterinary exams and x-rays and be available for training viewing and trial prior to auction day. The two day event will feature a presentation of the Dressage selection, educational seminars, review and presentation of the foals, an evening gala fundraiser to benefit Breast Cancer research, premier stud fee auctions to benefit Junior Riders, the Sporthorse Auction itself and a post auction party. The Pacific Sporthorse Selection is dedicated to presenting quality dressage horses at this premier auction and providing educational and charitable giving opportunities to the sporthorse community of northern California.

Topline Equestrian Marketing will develop sponsorship, support programs and partner marketing opportunities affiliated with the Selection. The event provides a platform for sponsorship brand and product information to be accessed through multiple channels directed to a targeted group of equestrians. Topline Equestrian Marketing, LLC is a brand, sponsorship and promotional product marketing firm serving the equestrian industry.

"We are thrilled to see the Pacific Sporthorse Selection taking shape for its debut this Fall. With the help of Topline Equestrian we know the PSS will be a winning event for everyone involved! By offering an educational forum and charity donations as well as the auction itself, we expect this event will have something exciting for everyone," said Ellie Johnson, D.V.M., Medical Director of Woodland Veterinary Hospital and organizing partner of Pacific Sporthorse Selection.

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Pacific Sporthorse Selection
www.sporthorse-selection.com

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