

James Lala's Wellington Quarantine, LLC

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Opportunities for Sponsorship & Advertising



Equestrian Enthusiast Demographics

Average annual expenditure on equestrian-related products and services:
Over \$2.5 Billion

- ◆ Average age is between 34–54
- ◆ 66% have a college degree or better
- ◆ 38% have a net worth of more than \$500,000
- ◆ 40% live on a farm, 10 acres or more
- ◆ 63% have traded stocks, bonds or mutual funds in the last year
- ◆ The market value of the average home is close to \$600,000
- ◆ 22% own two or more homes
- ◆ 94% own a pet besides a horse or pony
- ◆ The average enthusiast spends 30 nights per year in a hotel
- ◆ Own three or more vehicles
- ◆ Have been active in equestrian sports for 22 years
- ◆ Own two or more horses, 25% own five or more

Based on a study conducted by SOS for the United States Equestrian Federation (USEF).

About CEM and Import/Export Quarantine

Contagious equine metritis (CEM) is an acute, highly contagious venereal disease of horses transmitted primarily during breeding, but infected fomites (instruments and equipment) also play a role.

The USDA requires that all stallions and mares importing from CEM countries undergo additional testing. Mares stay with us for about 16 days while stallions stay for about 36 days. During this time riders, trainers, managers, owners, friends, vets, blacksmiths and potential buyers can come and use our facility.

This unique environment provides you, as advertisers, the ability to directly target your product or service to our clients.

Wellington Quarantine, LLC is the leader of all quarantine facilities in Florida and the southeastern United States located in Wellington Florida, “The Winter Equestrian Capital of the World.” Wellington Quarantine is busy year round but the fall and winter are the most advantageous for advertising.

With an average of 200 horses annually, Wellington Quarantine is host to horses and riders from over 20 countries and the sport’s most decorated, affluent and passionate equestrian enthusiasts.



Why Showcase Your Business with Wellington Quarantine?

Marketing to high net worth clients is more effective when associated with activities they are passionate about. When clients and their associates are visiting Wellington Quarantine, it is typically a very positive experience. Many are seeing their newly imported horse for the first time.

For others having just returned from competing abroad, the excitement level is high as riders and trainers set their sights on the upcoming show season. An escape from the hustle and bustle of the show grounds allows quarantine clients to take a deep breath and enjoy some private time in a low-key and friendly environment.

Wellington Quarantine...

- ◆ is minutes from Palm Beach International Equestrian Center, International Polo Club, Global Dressage Village and Jim Brandon Equestrian Center,
- ◆ has a client list of who's who in international equestrian sports,
- ◆ is owned by James Lala, who is highly regarded in the international equestrian world and often requested to offer a multitude of recommended products and services both horse related and non horse related,
- ◆ has many clients who are new to the Wellington area. Wellington Quarantine is often their first contact and we can direct them to your product or service,
- ◆ offers opportunities to meet on-site with potential clients.

Your Future Clients are at Wellington Quarantine

Wellington Quarantine, LLC

ON-SITE Advertising/Sponsorship Options

- ◆ Banner – Post two 3 x 10 banners for display in the rings or other appropriate locations \$750/year. Each additional banner - \$150/year (banners to be supplied by advertiser).
- ◆ Jump – Provide Wellington Quarantine with your jump to be placed and used by Wellington Quarantine clients. \$900/year. A custom-built jump is approximate cost \$1000 and up.
- ◆ Website – Banner with link to website \$250/year.
- ◆ Product Samples – Place product samples and/or products for trial use. Prices vary by product, space requirements and supervision involved – starting at \$100.
- ◆ Official Naming Rights – Become the “Official Sponsor of Wellington Quarantine” \$2500/year.



“James Lala’s Wellington Quarantine is the only quarantine option for my clients and me. As a former student, James is aware of the level of perfection I demand. At Wellington Quarantine, he and his staff have never let me down.”

– Katie Prudent

Produce a loyal following at Wellington Quarantine LLC!

Contact James (561) 906-6668

or email james@jameslalaquarantine.com