



EQUESTRIAN MEDIA & PUBLIC RELATIONS

The
Sponsorship Portfolio

*A professional method for equestrian sponsorship,
built by an insider.*

BUILT ON WORK FOR OLYMPIC MEDALISTS
AND INTERNATIONAL GRAND PRIX ATHLETES

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A portfolio, not a proposal.

Sponsorship in equestrian sport is one of those subjects almost everyone talks about and very few people do well. Riders at every level understand that the financial reality of this sport demands partnership. What most lack is a clear, professional method for pursuing it.

The word choice matters. A proposal asks for something. A portfolio presents who you are, what you have accomplished, and why the relationship makes sense for both sides. Brands receive countless requests. They receive far fewer portfolios that feel authentic, specific, and assembled with genuine care.

Brand managers read these documents for a living. They can tell the difference between an athlete who has used a product for fifteen years and one who added the logo to a wish list last week. Authenticity either comes through on the page or it does not, and no amount of good design covers for its absence.

“The equestrian world is full of extraordinary athletes whose public presence has not kept pace with the quality of their riding. That is a solvable problem.”

RICK SILVIA

The Sponsorship Portfolio is that method, built for you from start to finish. It is the same process I use for the Olympic and international athletes I represent: a document a marketing team will take seriously from the first page to the last, submitted to the right person, in the right format.

Five sections. One document brands take seriously.

I The Cover & Introduction

A first impression of your professionalism and the level at which you operate. Who you are, where you compete, what makes your story specific, and why this brand. Never generic.

II Career Highlights & Credentials

Your record and biography, organized for impact rather than chronology. The achievements that carry weight outside the sport, the horses you developed, the press that validates you.

III The Sphere of Influence

The most important page in the document: a designed, one-page accounting of your full reach across social, web, email, press, students, and events, formatted the way marketing teams actually read.

IV The Competition Calendar

Where their brand will appear and when. Every show, clinic, and event attached to your name, presented as the sponsor-access document it truly is.

V The Value Proposition

Written in your voice, not corporate language. Why this product, what you bring, and concrete partnership ideas tied to your actual season and your actual audience.

ALSO INCLUDED IN EVERY ENGAGEMENT

- ◆ Decision-maker identification: the right marketing contact at each target brand, found by name through my network of nearly 30,000 on LinkedIn.
- ◆ Outreach guidance: a personalized cover letter template and a professional follow-up plan.
- ◆ A polished digital edition plus a print-ready file with a printer spec sheet, so any premium print shop can produce the physical portfolio exactly as intended.

A single fee.
A two-week build.

\$1,500

COMPLETE · DELIVERED IN TWO WEEKS

*One price. Everything included.
No tiers, no add-ons, no surprises.*

THE PROCESS

01 The Questionnaire

You receive it the same day you reach out. It captures your record, your reach, and your genuine relationship with the brands you want to approach.

02 The Conversation

A focused strategy call. This is where your real story surfaces, the material no public record can provide.

03 The Build

Career narrative, Sphere of Influence page, calendar, and value proposition, written and designed to an agency standard over two weeks.

04 The Delivery

Your finished portfolio arrives as a polished digital edition plus a print-ready file. Email it to the premium print shop of your choice with the included spec sheet, and the physical edition is ready to mail.

I take on a limited number of portfolios each season so that every one is built properly. If show season is on your calendar, the time to begin is before it starts.



BEGIN WITH THE QUESTIONNAIRE

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