

# TAKING SPONSORSHIP TO NEW HEIGHTS



*Marissa Nielsen*  
*Black Diamond Equestrian*

# WHY SPONSOR MARISSA

- ✓ Increase your brand awareness every day, everywhere Marissa travels, for competitions and for horse sales.
- ✓ Extend your product exposure through Marissa's high volume of top sales horses that introduce people to your products.
- ✓ Heighten your brand value every time Marissa and her horses exhibit your logos, banners, signage, and post to social media.
- ✓ Sponsorship is a win/win/win for your business, Black Diamond Equestrian, and equestrian sport.



# MEET MARISSA NIELSEN

Competitors, clients, students, and fans  
relate to Marissa's philosophy:  
**"If I can do it, you can do it!"**



Marissa's positive philosophy adds value to her sponsorships.



# RESPECTED EQUESTRIAN



## Qualified

United States Pony Club 'A' Graduate  
USHJA Certified Trainer  
USDF Bronze Medal  
USPC Examiner



## Respected

US Equestrian &  
USEA Competitor  
Eventing at the  
FEI CCI4\*-L Level



## Motivated

Marissa's goal is to compete at FEI CCI5\*  
and international events by 2022

# SUCCESSFUL CAREER

## **Eventing**

2020 Area 6 Novice Horse of the Year

Top 5 Finishes, Beginner Novice through Advanced  
Current CCI1\* through CCI4\* Competitor

## **Show Jumping**

Top Placings, Beginner through Grand Prix

## **Dressage**

USDF Bronze Medalist

Top 10 CDS & USDF Championships, 3<sup>rd</sup> Level

## **Young Event Horses**

USEA Young Event Horse Classes - Multiple Wins

## **United States Pony Club**

'A' Graduate

National and Regional Examiner

## **Coaching Students to Win**

USEA Junior Training Level Young Rider of the Year

Open Division Training Level 3 Day, Rebecca Farms



# ESTABLISHED & CONNECTED



## Established Influence

Since 2008, Marissa has been training, teaching, coaching, and competing, with a focus on eventing and its disciplines of dressage, show jumping, and cross-country.

## International Experience

Worked in England and Ireland as a groom, rider, and working student

## Professional Influences

Helen McNaught and Duncan McFarlane/Outwoods Farm ,  
Earl and Jen McFall/ Dragonfire Farm, Beth Temkin/Full Circle Training,  
Butch Thomas/Willow Tree Farm; John Michael Durr/Durr Eventing,  
Phillip Dutton/Phillip Dutton Eventing



# EQUESTRIAN INFLUENCER



## At Home

Clients: Teaching and training

Customers: Horse purchases and sales



## Away

Competitors

Spectators

Fans

Clinics



## And Online

Facebook: #BlackDiamondEquestrian

Instagram: @marissa\_nielsen\_blackdiamond

Website: [www.blackdiamondequestrian.com](http://www.blackdiamondequestrian.com)

# RAISING SPONSOR AWARENESS

## Marissa's 2021 season schedule:

Feb 12-14, Fresno County Horse Park Horse Trials

Feb 26-28, Twin Rivers Winter Horse Trials and FEI

March 9-14, Northern Winter Classic 4 Jumper Show

March 26-28, Galway Downs International and FEI

April 8-11, Twin Rivers Spring International FEI

May 28-30, Woodside Horse Trials

June 11-13, Aspen Farms Horse Trials and FEI

July 1-3, Twin Rivers Summer Horse Trials

July 21-25, The Event at Rebecca Farm FEI

August 12-15, The Summer Event at Woodside

August 27-29, Shephard Ranch Horse Trials

September 23-26, Twin Rivers Fall International and FEI

October 7-10, Woodside International Horse Trials and FEI

November 3-7, Galway Downs International Event and FEI





# ADDING SPONSOR VALUE



Build brand awareness with Marissa

Logo placement on clothing and equipment



Product exposure at home and at events

Testimonials endorsing product quality and use



Media coverage online, in print, on social media

Influential product promotion and sales to clients

Add value to your marketing budget

Personal networking

Special event appearances

Employee participation

Customized sponsor benefits



# READY TO TAKE YOUR BUSINESS TO NEW HEIGHTS?



**Jump At The Chance.**

*Marissa Nielsen | 650.743.4482 | bdequest@yahoo.com*