

MORRISVILLE STATE COLLEGE
BELGIAN DRAFT HORSE HITCH

-Sponsorship Proposal-



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Introduction:

The Morrisville College Foundation (MCF) Equine Institute Six-in-hand Belgian Draft Horse Hitch consists of 6 horses: Zach and Master, our wheel horses (Zach is the tallest and heaviest); Glory and Rusty, our swing team; and Ziggy and Bruce, our lead team. They all range from 3 to 8 years of age, weigh anywhere from 1,900 to 2,300 pounds and stand anywhere from 17.3 to 18.3 hands.

Despite their enormous size, they are like very well-behaved children, and our students can tell you more about the loveable personalities of each. Six of Morrisville's upperclassmen work with Morrisville's Belgians full-time as part of their curriculum. Through Morrisville State College's B.T. equine science program, the only degree of its kind offered in the northeast, another 40 students take driving as an elective and have the rare opportunity to get to know these beautiful horses.

The Morrisville College Foundation's driver, faculty member and Belgian manager, Mr. Scott Seymour, graduated from Morrisville State College in 1992

with a degree in Equine Science. Scott grew up in Plattsburgh, New York, and has worked with horses all his life. He is most proud of being named "Top Reinsman" at the New York State Fair a remarkable three years in a row—in 2000, 2001, and 2002. He and this incredible hitch travel over 7,000 miles each year competing in places like Boston, Massachusetts; Toronto, Canada; The New Jersey Horse Park; and as far away as Indiana and Middleburg, Virginia. The MCF wagon is a replica of a Studebaker, an old freight wagon first produced in 1852 in Henry and Clem Studebaker's blacksmith shop in South Bend, Indiana.

Morrisville's Six-in-hand Hitch's breed is known specifically as the American Belgian, longer and taller than their ancestors, they are usually blonde and sorrel (almost a chestnut color). The American Belgian has a relatively large head and short, feathered, muscular legs and large quarters. The feet are large and have minimum feather. In America, its color is usually chestnut or roan with white or blonde mane, tail and points. Its weight averages between 1,800 and 2,000 pounds; some stallions can reach 2,400 pounds.



History of the Belgian Breed:

Belgians are direct lineal descendants of the “Great Horse” of medieval times. The Belgian, as the name implies, is native to the country of Belgium. This little country is blessed with fertile soil and abundant rainfall, providing the thrifty farmers of Belgium with the excellent pastures and the hay and grain necessary to develop a heavy, powerful breed of horse. The modern Belgian is still a great worker, and has become an excellent wagon horse. The fact that the Belgians are equally effective in pulling competition as in a hitch competition says much for the breed. More information on Belgian horses can be found at <http://www.imh.org/imh/bw/bel.html#hist>.



Highlights:

The Morrisville College Foundation's Equine Institute has limited its program to an enrollment of 350 students and classes for September are filled by May.

Morrisville State College offers New York State's only Baccalaureate of Technology in Equine Science. According to *USA Today* (June 2001), Morrisville's equine program was the most diverse in the nation. Its facilities include three indoor riding arenas, a track, a breeding and training center, as well as several other barns that are home to approximately 500 horses during breeding season. Each September the students operate the 14th largest yearling sale in North America, which grosses nearly \$3 million.

The MCF Six-in-hand Belgian Draft Horse Hitch

- High point six-horse hitch at Syracuse the last two years
- First place six-horse driving competition at Syracuse 2001
- Finished 10th in points of all Belgian Six-in-hand hitches in the country
- First place Four-in-hand at Sussex, New Jersey
- First men's cart at Syracuse
- Second Belgian Four-in-hand at Syracuse 2001
- Fifth out of 26 in men's cart at Michigan Great Lakes International
- First place NYS millennium cart horses the last two years (24 in class)
- Third in the Eight-in-hand at Syracuse
- Fifth out of 11 in the Eight-in-hand at Michigan
- First Four- and Six-in-hand at Essex Junction Expo, Vermont
- Top Reinsman award at Syracuse three out of the last six years

MCF's hitch competes in approximately 14 shows each year and two or three parades.

A Rare Sponsorship Opportunity:



MCF is able to customize a unique sponsorship package including all or part of the following opportunities. While sponsoring an equestrian event often requires a significant investment, our hitch can place your brand in the public eye at these same events for a fraction of the cost.

- MCF's tractor trailer is completely white at the present time, and represents a terrific branding opportunity for a logo and web address. It is highly visible, both on the highway and parked at the equestrian events MCF's hitch attends.
- Additionally, MCF's hitch is frequently followed by a second horse van, pick-up truck, and motor home, all of which can also be branded.



- During events, MCF's hitch is supported by its driver and no less than three students; jackets, t-shirts, hats, etc. will all be branded and worn at all times.
- Horse blankets and coolers placed on horses before and after competitions and parades can also be branded—and when MCF's Eight-in-hand is competing, there are usually ten horses on the road.
- Our Partner's banners and/or logo will be displayed on our stalls (both on the road, and at home), tack room (social center for many farms), exhibitions, and charity events
- Advertisements: MCF often purchases ads in the event programs wherever competition takes us and our Partner's logo would be included.

- Press Releases: Press releases are issued and our Partner's name and support would be included. Press releases are also posted on www.morrisville.edu.
- Whenever possible, our Partner will receive complimentary tickets to events. VIP Hospitality and Gala invitations will also be made available to our Partner.
- Our Partner will also be invited to ride along with our driver in Awards Presentations.
- Customized "freight" with our Partner's logo will be produced and carried in the wagon.

The preceding list of benefits will be made available, exclusively, to the Title Sponsor of the MCF Belgian Draft Horse Hitch for a charitable pledge to the Morrisville College Foundation of \$150,000 over a three- year period (with a cash donation of \$75,000 in the first year, \$50,000 in the second, and \$25,000 in the third).

Interested donors are also encouraged to inquire about packages without any branding starting at one week for \$6,500 plus expenses (entries, hotel, travel, etc.).

On behalf of the MSC students benefiting from your generosity, thank you for your consideration.