



MAJOR LEAGUE SHOW JUMPING

THE LEAGUE

PREMIUM 5* EVENTS

LEAGUE TEAM FRANCHISE

Professional sport franchise concept brought to North America.

A league of 5* Events, Iconic Destinations, and Historic sites. Show Jumping will never be the same!



WELCOME TO

MAJOR LEAGUE SHOW JUMPING

THE LEAGUE

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1. SUMMARY



Major League Show Jumping “The League” is a new concept to bring Show Jumping into the same franchise model as other top sports in North America (MLB, NBA, NFL, MLS)



A team competition format made for TV that is easy to understand, and exciting for the public



The League’s best riders will compete in Iconic locations and historic Events around North America, creating the center of North American Show Jumping



An incredible experience with social events, action, and world-class sport



2. BUILDING YOUR TEAM



Teams are made up of a minimum of 5 and a maximum of 6 participants



An athlete cannot be on more than one team



Each team must send 3 athletes to each event (League asks for 4)



Each team must appoint a "Team Manager"



Teams must have at least 2 riders in the top 250 in the Longines Rankings as of August 31, 2020. This rider remains eligible as the teams top 250 rider throughout the season, even if their ranking falls after August 31, 2020



It is MANDATORY that every team attends all League events



3. TEAM EVENT FORMAT



FRIDAY

Major League Show Jumping SOCIAL EVENT AND DRAW PARTY

A live draw for teams order-of-go

SATURDAY

CSI 5* LEAGUE TEAM COMPETITION

ROUND 1

**8 TEAMS - 3 RIDERS PER TEAM
24 ATHLETES**

Table A, against the clock (FEI Art 238.2.1)

Eight teams will compete in the order to which they were drawn. Each team will ride all three riders, with score and time added together. The top four teams which stay above "THE STRIKE LINE" will advance to the First Jump-Off.

FIRST JUMP-OFF

**4 TEAMS - 2 RIDERS PER TEAM
8 ATHLETES - JUMP-OFF TRACK**

Table C (FEI Art 239)

The four teams to reach the First Jump-Off will ride two riders each, over a shortened jump-off course, and save the third rider for the final, should they qualify. Strategy comes into play, as the coach must decide which two riders to ride, and which rider to save for a potential final. The two teams with the lowest combined times stay above the "STRIKE LINE" and advance to the Podium Jump-Off.

PODIUM JUMP-OFF

**2 TEAMS - 1 RIDER PER TEAM
2 ATHLETES - JUMP-OFF TRACK**

Table C (FEI Art 239)

In the Podium Jump-Off, The two riders that did not compete in the First Jump-Off, will matchup head-to-head over the jump-off course to determine the winner. The fastest time will win each leg of the tour.

4. WEEKLY EVENT SCHEDULE





5. PRIZES



In total, The League prize money over Season one with TEN 5* EVENTS will exceed

\$6,600,000



\$200,000

PER TEAM COMPETITION



\$2,000,000

TEAM SEASON TOTAL



\$2,500,000

GRAND PRIX MONEY



\$2,000,000+

RANKING CLASSES



TEAM COMPETITION



TEAM SEASON TOTAL

6. SCHEDULE



7. BENEFITS OF COMPETING ON A TEAM



TEAM RIDERS HAVE THE FOLLOWING BENEFITS

- ★ Access to all events (32 team riders and 18 individuals per event)
- ★ Additional \$2.0M in team prize money during the 2021 season
- ★ Hotel accommodation at all 10 events
- ★ Team SUV with driver at all 10 events
- ★ Entry fees included in annual league fee
- ★ Team VIP Table at all 10 Events
- ★ Transportation to and from Mexico included in team annual fee
- ★ Access to Social Events
- ★ Access to North Americas best events
- ★ Guaranteed Qualification for the Grand Prix
- ★ Five (5) Ranking classes at every event
- ★ Option to own Franchise



8. TEAM COST ANALYSIS



COST DIFFERENCE COMPETING ON A TEAM VS AS AN INDIVIDUAL

	TEAM COST \$800k	INDIVIDUAL COST per event
Entry Fees (4/5* per athlete)	\$0	\$9,800
Hotel Costs	\$0	\$1,500
Car / Taxi	\$0	\$1,000
VIP Table	\$0	Additional Cost
Mexico Flights (2 horses)	\$0	\$30,000
Total (5 on team)	\$160,000	\$153,000
Total (6 on team)	\$133,000	\$153,000

- *NOTES 1) TEAM RIDERS COMPETE FOR AN ADDITIONAL \$2.0M OVER 10 EVENTS
2) TEAM RIDERS HAVE EXCLUSIVE RIGHT TO OWN FRANCHISE

9. 5* TEAM LEASING AND FRANCHISE OPPORTUNITIES



WHAT IS THE PROCESS?

2021

- EIGHT (8) Exclusive Franchises will be available for LEASE in the 2021 season for \$1.00 USD
- Each FRANCHISE will pay an annual fee to THE LEAGUE of \$800,000 USD
- Each LEASING group will have the option to purchase their FRANCHISE from January 2021 through December 2021 for a price of \$1,000,000 USD
- Only FOUR (4) FRANCHISES will be sold in 2021 (First come, First Serve) with the remaining FOUR (4) available for LEASE in 2022

2022

- FRANCHISE OWNERS will pay THE LEAGUE the annual fee
- LEASING groups who do not purchase their FRANCHISE in 2021 will have the right to LEASE their FRANCHISE again in 2022 for \$1.00 USD, plus pay the annual fee
- In 2022, TWO (2) FRANCHISES will be available for purchase at a price TBD by THE LEAGUE (First come, First Serve)
- LEASING groups who do not purchase their FRANCHISE in 2022, will have the right to lease their FRANCHISE in 2023

2023

- FRANCHISE OWNERS will pay THE LEAGUE the annual fee
- LEASING groups who do not purchase their FRANCHISE in 2022 will have the right to LEASE their FRANCHISE again in 2023 for \$100,000 USD, plus pay the annual fee
- The remaining FRANCHISES will be available to purchase by the remaining LEASING groups in 2023 for a price TBD by THE LEAGUE
- If the remaining LEASING groups do not purchase their FRANCHISE in 2023, the remaining FRANCHISES will be offered for sale to parties outside the LEASING groups starting January 2024

**2024
and beyond**

- FRANCHISE OWNERS will pay THE LEAGUE the annual fee

NOTE - Once a franchise is purchased, it is a hard asset that the owner can operate, lease, or sell at any point in time.
The limit of EIGHT FRANCHISES creates value for the owner.



10. 2* SEASON PASS

BENEFITS OF A 2* SEASON PASS

- ★ Entry and Stall Fees at all 10 events
- ★ Hotel Room at all 10 Events
- ★ VIP Table for four (4) at all 10 Events
- ★ Flights to and from Mexico for 2 Horses
- ★ Access to League Social Events at each tour stop
- ★ First right at 2* Teams in 2022

SEASON PASS **10** EVENTS
.....
\$89,000 USD
(Mexico flights included)

SEASON PASS "YOU PICK **7**"
.....
\$60,000 USD
(Flight to and from Mexico additional cost)

SEASON PASS "YOU PICK **5**"
.....
\$45,000 USD
(Flight to and from Mexico additional cost)



11. THE LEAGUE HUNTER DERBY SERIES



HOW DOES IT WORK?

- ★ Hunter Derby QUALIFYING EVENTS will be offered at all 5 East Coast Venues (Traverse City, Ottawa, Toronto, New York, Bromont)
- ★ Each Qualifying Derby will be exclusive to LEAGUE PASS HOLDERS and will offer \$10,000 USD in Prize Money
- ★ The TOP 30 from Qualifying, plus 10 Wild Cards from the West, will Qualify to compete in the \$150,000 FINAL at Desert Horse Park and Coachella
- ★ Each Derby will be a showcase event in the main ring at each leg of The League

WHATS INCLUDED IN A SEASON PASS

- ★ Entry Fee and Stall Fee at all 7 Derby Events
- ★ VIP Table at all 7 Derby Events
- ★ Hotel Room at all 7 Derby Events



12. PARTNERSHIPS THAT CREATE STABILITY



LEAGUE PARTNERSHIPS WITH EVENTS THAT HAVE A HISTORY OF EXCELLENCE



13. BUILDING ICONIC EVENTS IN 2022 AND BEYOND



THE LEAGUE will add one additional Iconic Event
in 2022, 2023 and 2024 to increase the number of events to 12-14

FUTURE DESTINATIONS

.....

ASPEN

NEW
ORLEANS

PEBBLE
BEACH





12. VENUE DETAIL

1. VANCOUVER, BC CANADA | [Thunderbird Show Park](#)
2. TRAVERSE CITY, MI USA | [Flintfields Horse Park](#)
3. BROMONT, QC CANADA | [International Bromont](#)
4. TORONTO, ON CANADA | [Angelstone Tournaments](#)
5. SAN MIGUEL DE ALLENDE, GT MEXICO | [Otomi Club Hipico](#)
6. MONTERREY, NL MEXICO | [Concurso La Silla](#)
7. THERMAL, CA USA | [Desert International Horse Park](#)
8. COACHELLA, CA USA | [Empire Polo Club](#)



VANCOUVER, BC CANADA

Thunderbird Show Park | May 27~30



www.tbird.ca


[thunderbirdshowpark](https://www.instagram.com/thunderbirdshowpark) 

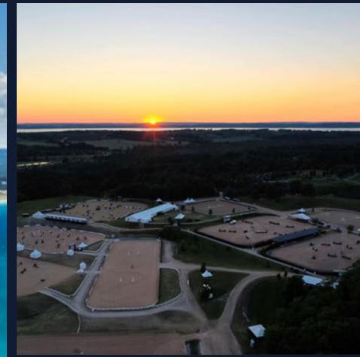
TRAVERSE CITY, MI USA

Flintfields Horse Park | July 22~25, September 16~19



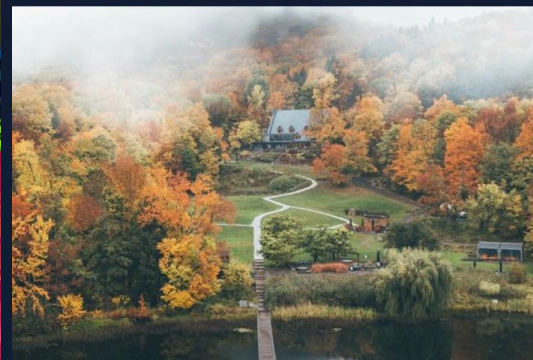
www.traverscityhorseshow.com

greatlakeseqfestival 




BROMONT, QC CANADA

International Bromont | July 29 ~ August 1



www.internationalbromont.org


peobromont 

TORONTO, ON CANADA

Angelstone Tournaments | August 19~22, 25~28



www.angelstone.ca


[angelstonetournaments](#) 

SAN MIGUEL DE ALLENDE, GT MEXICO

Otomí Club Hipico | October 29~31

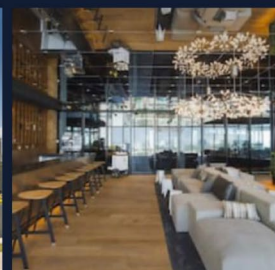
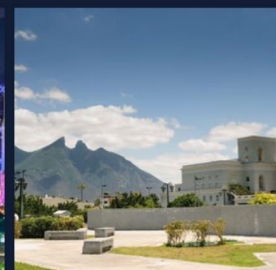
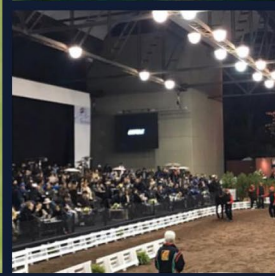
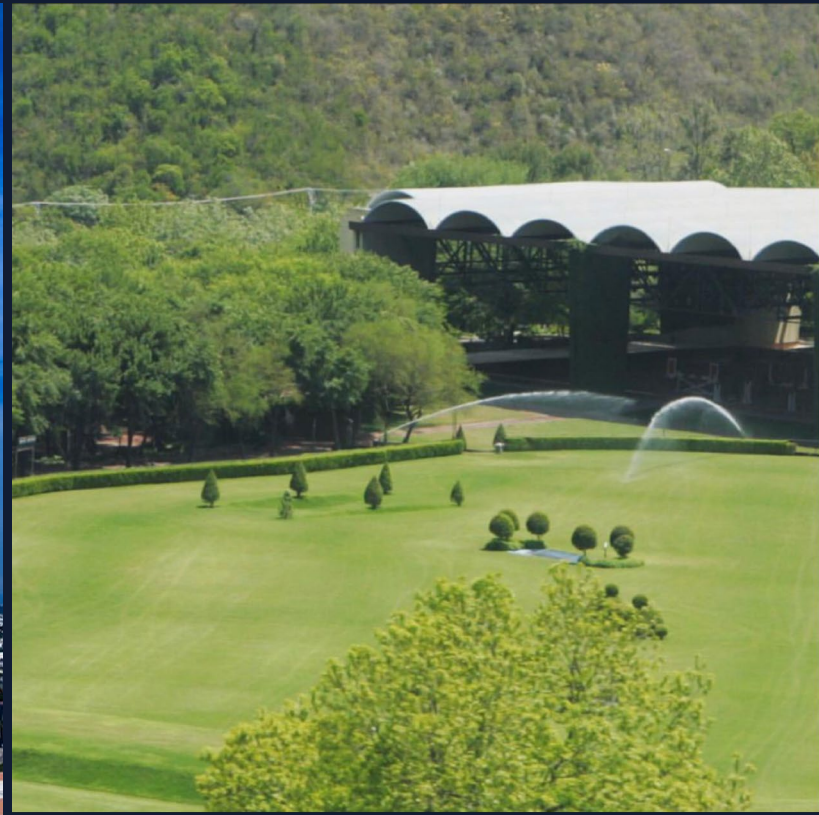


www.otomi.mx


otomiresidencialhipico 

MONTERREY, NL MEXICO

Concurso La Silla | November 11~14



conkursolasilla.com

[conkursolasillagnp2019](https://www.instagram.com/conkursolasillagnp2019) 

THERMAL, CA USA

Desert International Horse Park | December 2~5



www.deserthorsepark.com


deserthorsepark 

COACHELLA, CA USA

Empire Polo Club | December 8~11



www.empirepolo.com

empire_polo_club 

15. BRANDING YOUR FRANCHISE



ONLY 8
EXCLUSIVE FRANCHISES AVAILABLE

Customize your Team, Logo, Brand - Take advantage of this exclusive opportunity!



San Francisco
49ers



Kansas City
Chiefs



Green Bay
Packers



New England
Patriots



Dallas
Cowboys



Tennessee
Titans



Philadelphia
Eagles



Seattle
Seahawks

*Examples



16. CONCIERGE SERVICE

The MLSJ team is set up to help you organize your entire season!
Our goal is to make your MLSJ experience simple and straightforward.
Our team can organize;

- Flights
- Hotels
- Shipping
- Layovers
- Restaurants
- Pre-orders
- Tee times
- Spa appointments
- Special requests

Let the MLSJ team make the experience easy for your team!
Contact kellie@majorleagueshowjumping.com for more details.



17. SPONSORSHIP OPPORTUNITIES



**Major League Show Jumping offers a unique opportunity to Global Sponsors to get their brand out in major markets around North America.
For inquiries, please contact Matt@majorleagueshowjumping.com**



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