



The Willowdale Steeplechase

Saturday
May 9, 2026



More Than a Race –

a Reason to Give

©Jim Graham

RACING FOR LIFE

Proceeds benefit

STROUD
WATER RESEARCH CENTER
www.stroudcenter.org



PennVet
New Bolton Center
UNIVERSITY of PENNSYLVANIA



Welcome to the Willowdale Steeplechase Races,

a thrilling day of equestrian excellence and family-friendly fun nestled in the picturesque Chester County, Pennsylvania. Our annual event is a celebration of tradition, skill, and community spirit.

Experience Equestrian Excellence

At Willowdale, you can witness the very best in steeplechase racing, featuring six NSA-sanctioned races. From the fun and exciting Jack Russell Races to the fast-paced Pony Races, each event is a testament to the rich equestrian heritage of the region.

Classic Car Enthusiasts Rejoice

For classic automobile enthusiasts, our Classic Car Exhibit offers a delightful display of vintage vehicles, adding an extra layer of entertainment to the event.

Family-Friendly Activities

Willowdale Steeplechase Races are not just about the races; we're all about creating lasting memories with your family. Kids can participate in Stick Pony Races and explore educational displays by the University of Pennsylvania's New Bolton Center. Volunteers from Stroud Water Research Center are on-site to offer an enriching experience that combines learning with fun.

Shop, Savor, and Enjoy

For those who love shopping, our event features a variety of shops with unique and handcrafted items. And when it's time to satisfy your taste buds, the on-site food trucks offer a delicious selection of culinary delights, ensuring that no one goes hungry during the festivities.

Tailgate in Style

Experience the races in style with our numbered tailgating spots, available in four different sections. Tailgating allows you to create your own VIP experience, complete with comfortable seating and delicious refreshments. If you prefer a more casual approach, our general admission tickets are also available.

Join us at Willowdale Steeplechase Races for a day filled with equestrian excitement, family fun, and cherished traditions. We look forward to creating unforgettable memories with you.

[Andrea Collins](#) - Race Director :: The Willowdale Steeplechase :: 610.220.3742



Our Mission

The Willowdale Steeplechase is a 501 (c)(3) non-profit organization based in Kennett Square, PA. Our mission is to raise funds for two world class organizations, Stroud Water Research Center and The University of Pennsylvania School of Veterinary Medicine's New Bolton Center, which work to support and sustain life on the planet through clean water research and the advancement of veterinary excellence.

Who Benefits

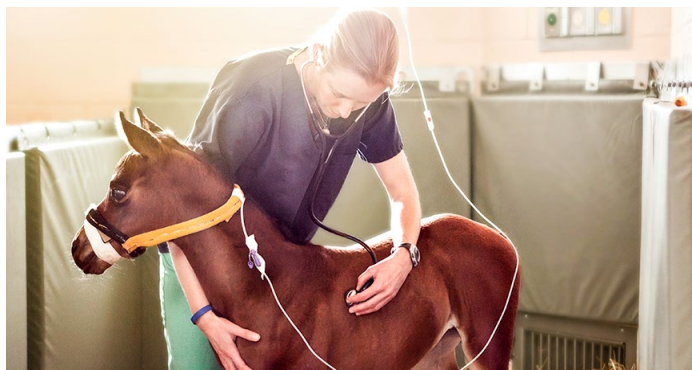
At the Willowdale Steeplechase, we embrace the motto "Racing for Life." Our mission extends beyond the thrill of equestrian competition; it's about racing with a higher purpose. As a 501(c)(3) non-profit organization based in Kennett Square, PA, we are dedicated to making a meaningful impact in two crucial areas: clean water and veterinary excellence.

Preserving Clean Water Resources

We understand the importance of safeguarding our natural resources. That's why we actively contribute to the efforts of Stroud Water Research Center, an organization committed to preserving clean water. Your support of the Willowdale Steeplechase directly contributes to furthering the stewardship of our environment, ensuring a sustainable and healthy future.

Educating Future Veterinary Leaders

We also recognize the significance of educating the next generation of large animal veterinarians. Through donations to The University of Pennsylvania School of Veterinary Medicine's New Bolton Center, we bolster the institution's capabilities, fostering an environment where students can pursue knowledge and expertise, ultimately achieving veterinary excellence in their field.



By attending the Willowdale Steeplechase or supporting our cause, you play an instrumental role in advancing these critical initiatives. Together, we make a positive impact on the environment, promote veterinary excellence, and create a brighter future for all. Join us in our mission to contribute to clean water and educate future veterinarians.

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Why Sponsoring The Willowdale Steeplechase Makes Sense

Deep-rooted Community Involvement: As a key event in Kennett Square, PA, sponsoring the Willowdale Steeplechase elevates your presence in a community that values tradition, equestrian excellence, and environmental stewardship.

Championing Clean Water: Our partnerships with The Stroud Water Research Center ensure that funds raised from the Willowdale Steeplechase directly impact efforts to protect our fresh water systems. By sponsoring, your organization aligns with the noble goal of preserving our planet's most essential resource.

Advancing Veterinary Excellence: In an agriculture-based state like ours, large animals play a pivotal role. Your sponsorship helps The University of Pennsylvania School of Veterinary Medicine's New Bolton Center offer cutting-edge treatments for these animals and train the next generation of veterinarians.

Commitment to Education and Research: Both, The Stroud Water Research Center and University of Pennsylvania's New Bolton Center, use funds from the Steeplechase to further research, education, and training, ensuring a brighter, more informed future.

Engaging in Genuine Social Responsibility: As a 501(c)(3) non-profit, the Willowdale Steeplechase gives back to the community. By sponsoring, your organization demonstrates a commitment not just to business but to societal well-being, it signifies your commitment to community, environmental conservation, and educational advancement.

Tailored sponsorship packages offer benefits such as VIP parking, special mentions, advertising opportunities and more, enhancing the event experience for your team and clients. Sharing the thrill of the race and the satisfaction of supporting two vital causes creates an environment of camaraderie and shared purpose, offering your the opportunity to strengthen employee and client relations.

In essence, sponsoring the Willowdale Steeplechase is more than a business opportunity. It's a chance to be part of an ongoing mission in Kennett Square to nurture our environment, support our state's agricultural backbone, and engage with a community that cherishes these values.

[Andrea Collins](#) - Race Director :: The Willowdale Steeplechase :: 610.220.3742



Make a Difference: Discover Multiple Ways to Give!

Title Sponsor of the Willowdale Steeplechase– \$50,000

As our Title sponsor, your brand will have the unique privilege of being integrated directly into the event's name. This exclusive sponsorship level provides an unmatched level of brand exposure, placing your company front and center in all event-related communications and promotions.

Additionally, you will have the prestigious honor of presenting trophies to our winners. This provides a prime photo opportunity and ensures that your brand is at the forefront during one of the event's most memorable moments.

Choose from the following marketing benefits:

Race Day Program Advertisement:

Feature your brand in our widely distributed race day program, ensuring visibility among all attendees.

Hospitality & Entertainment:

Choose a premium hospitality tent, thoughtfully designed to provide comfort, luxury, and a prime viewing experience. Create a memorable environment for your guests, complete with customizable decor options.

NSA Live Stream

Your message will appear on the NSA Live stream.

Social Media Shout Outs:

Leverage our active and engaged social media following with custom shout outs.

PA Announcements:

Get your message heard loud and clear with dedicated public address announcements during the event.

Banners:

Maximize your brand visibility with prominently placed banners.

Tickets:

Enjoy complimentary tickets to the event, perfect for hosting clients, rewarding employees, or for personal use.

Let us know your preferences, and we'll tailor a package that ensures you receive maximum value and exposure. Remember, with our customizable benefits menu, you're in the driver's seat to design a sponsorship experience that fits seamlessly with your needs.

[Andrea Collins](#) - Race Director :: The Willowdale Steeplechase :: 610.220.3742





©Robert Keller



©Robert Keller



©Jim Graham Photography



Classic Cars

©Tisa Della-Volpe



Stick Pony Games

©Tisa Della-Volpe

Tiered Sponsorship Levels • Tailored Rewards

Explore our sponsorship levels to find the perfect fit for your goals, and customize your benefits to maximize impact and visibility.

Purse Sponsor of the Willowdale Steeplechase Stakes Race – \$35,000

You will receive exclusive naming rights to the featured Stakes Race, recognized as the “[Your Name] Willowdale Steeplechase Stakes Race.” Your brand will appear across all race promotions, media, and announcements, and you will present the trophy in one of the most photographed moments of the day. Includes premium VIP hospitality options and tailored marketing benefits.

Full or Partial Race Sponsor – \$5,000 - \$15,000

If you sponsor the full purse money for a race, you will receive the naming rights to that race and you will present the trophy to the race winner. You may also choose additional marketing and entertainment perks commensurate with the value of your sponsorship.

Owner Trainer Rider Tent Sponsor – \$10,000

As the O/T/R Tent Sponsor, you host the main participants of the races: the owners, trainers, and riders. You get exclusive naming rights on the tent, and several reserved tables in the catered hospitality area. The tent overlooks the paddock, giving you and your guests one of the best views of the horses and all the pre-race activity. You can also choose extra marketing or hospitality benefits that match the level of your sponsorship.

Activity Sponsor - \$2,500

As an Activity Sponsor, you have the exclusive choice to sponsor one of the following events: Pony Races, Jack Russell Races, Hat Contest, Tailgate Contest, Antique Cars, Kids Alley, or Vendor Village. Your name will be prominently attached to the chosen activity, and if awards are given out, you’ll have the honor of presenting them. You may also choose additional marketing and entertainment perks commensurate with the value of your sponsorship.

Fence Sponsor - \$1,500

- (1) Banner* 3’x7’ Displayed Prominently on the Paddock Fence :: Social Media Recognition :: Logo and Link on Willowdale Steeplechase Website :: Public Address Announcements :: Listing in Race Day Program, Printed & Virtual - all copy, logo, banner and ad is responsibility of the sponsor.
- (2) GA Willowdale Steeplechase Tickets :: (2) GA Brandywine Polo Tickets

Friend of Willowdale - \$500

Company or Individual Name and Phone on Plate Prominently Displayed on the Friend of Willowdale Wall outside Landhope Farms Store, Unionville, PA for 1 Year (10,000 visitors daily) :: Social Media Recognition :: Listing in Race Day Program, Printed & Virtual

Customizable Benefits:

To further tailor your sponsorship experience, choose from our diverse menu of benefits. Whether it’s prominent advertising, special mentions, your message on the life stream, or other offerings, we empower you to design a sponsorship package that aligns seamlessly with your marketing objectives.

[Andrea Collins](#) - Race Director :: 610.220.3742



The Willowdale Steeplechase

© Tisa Della-Volpe Photography

Sponsorship Benefits - Marketing Options

Advertising on Livestream - \$600 value:
30 sec spot on NSA live stream.

Advertising on Livestream - \$1,200 value:
60 sec spot on NSA live stream.

Advertising in Official Program:
Race day program which will be printed and will be available as epub.
Back Cover (Priority Presenting Sponsor) - \$ 2,000
Inside Front or Back Cover - \$ 1,800
Full Page - color - \$900 • Half Page - color - \$500
Full Page - b&w - \$750 • Half Page - b&w - \$400

Banner on paddock fence \$300 value

Banner on tower \$500 value

PA announcements: \$300 value
Provide us with your message and reach your target audience in a beautiful atmosphere

Logo on website \$300 value

Social Media Shout Outs: \$300 value
Provide us with your customized brand message. Your message will be seamlessly integrated into our communications.

On-Site Activation: \$tbd
Booth space/sample hand out etc.

We're excited to create a sponsorship package that aligns perfectly with your specific objectives. If your needs or vision diverge from our existing offerings, we invite you to reach out for a conversation. Your goals are our priority, and we're here to design a package that works seamlessly for you. Give us a call today, and together, we'll forge a partnership that stands out and makes a meaningful impact.

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©E. Hedley Photography



Sponsorship Benefits - Entertainment Options

The Turf Club - Exclusive Hospitality Tent

Enjoy a fully catered tent with prime racecourse views and closed-circuit TV to follow the action in comfort. Savor a changing menu throughout the day, paired with fine wines and signature cocktails crafted by Pennsylvania Distilling Company.

Turf Club tickets provide access to the VIP Tent only. They must be paired with a ticket or credential that grants entry to the event grounds, such as a General Admission ticket or other approved event credentials.

Turf Club – per person: \$150 (Tent access only)
Turf Club – table for 8: \$1,200 (Tent access only)

Tailgating

All tailgate package include (1) Reserved Tailgate Space and (4) General Admission Tickets
Members Hill Tailgate – Rail side - \$550 value
Members Hill Tailgate – Hill side - \$500 value
Water Jump Tailgate – Rail side - \$500 value
Water Jump Tailgate – Hill side - \$450 value
The Turn Tailgate – Rail side - \$375 value
The Turn Tailgate – Hill side - \$325 value
The Field Tailgate – Rail side - \$280 value
The Field Tailgate – Hill side - \$250 value
General Admission Tickets per person - \$50 value

Social Events

Willowdale in White - table for 8 - \$300 value
Willowdale in White - per person - \$40 value



©E. Hedley Photography

Corporate Entertainment Tents

Entertainment Tent – 35' x 40' - \$10,000 value

Hilltop tent with 16' x 40' picket fence terrace
(16) Sponsor car passes and (100) admission tickets
Full page ad in race day program

Entertainment Tent – 35' x 40' - \$11,250 value

As above but complete with tables, chairs, and linens

Tents on the Turn - 20' x 20' - \$2,500 value

Railside Tent with space for one car behind the tent,
(4) Sponsor car passes and (25) admission tickets

Tents on the Turn – Complete with all tables, chairs, and linens. - **\$3,000 value**

Entertainment Tent – 20' x 30' - \$5,000 value

20' x 30' Hilltop Tent with 16' x 30' picket fence terrace
(8) Sponsor car Passes and (50) admission tickets

Entertainment Tent – 20' x 30' Complete with all tables, chairs, and linens - **\$5,750 value**

Entertainment Tent – 20' x 20' - \$2,500 value

Hilltop Tent with 16' x 20' picket fence terrace
(4) Sponsor car passes and (25) admission tickets

Entertainment Tent – 20' x 20' - Complete with all tables, chairs, and linens - **\$3,000 value**

Hilltop Private Party Paddock - \$1,100 value

10' x 10' Hilltop Tent, Parking for one car and
(10) admission tickets. One table (linens not included)

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