



BENITA AND LUCIA STRINI

INTERNATIONAL THREE-DAY EVENTERS

THREE-DAY EVENTING

THE TRIATHLON OF HORSE SPORT

Eventing is a thrilling equestrian sport that continues to grow rapidly, attracting interest from sports enthusiasts across the globe. Eventing could be termed an “equestrian triathlon.” It involves working with a horse both on the flat and over fences. The three phases, dressage, cross-country, and show jumping, keep spectators on the edge of their seats with the mix of beauty, elegance, and pure power displayed by horse and rider. The cross-country phase of competition in particular sets Eventing apart from other equestrian disciplines, where horse and rider must be perfectly in sync to conquer massive obstacles at fast speeds, such as water, banks, and ditches.



A great deal of training is involved, especially to reach the top level of the sport, where horses must be perfectly conditioned and riders must be in tune with their equine partner's every move in order to achieve success. Men and women compete against one another on an equal playing field, making Eventing one of the few sports in the world where this is the case.

REACH YOUR TARGET AUDIENCE

THE EQUESTRIAN DEMOGRAPHIC

Being a part of the exciting extreme sport of eventing gives your brand the chance to gain exposure in an elite community with minimal competition from other brands, making thousands of impressions with an affluent audience. The equestrian audience, which includes riders, trainers, grooms, owners and spectators, is an upwardly mobile market segment that is very loyal to its chosen products and services, spending a total of \$1.6 billion a year on equestrian-related products alone. While this market segment is made up of all ages – from children to senior citizens – annual research conducted by US Equestrian, the national governing body for horse sport, indicates these statistics for its over 100,000 members, not including the sport's millions of spectators.



- 🏆 Median age is 35-40 years old
- 🏆 85% are women
- 🏆 66% have a college degree
- 🏆 Average income \$185,000; average net worth \$955,000
- 🏆 80% make or influence purchasing decisions
- 🏆 Average home market value is \$600,000
- 🏆 22% own 2 or more homes
- 🏆 Average 30 nights per year in a hotel
- 🏆 Own average of three vehicles
- 🏆 40% own a farm; 66% of those are 10 acres or more
- 🏆 Own an average of four horses
- 🏆 Compete actively – at least six times per year

BENITA AND LUCIA STRINI

A DYNAMIC TEAM

Benita and Lucia Strini practically grew up on horseback, raised in idyllic Scottsville, VA on their family's Plain Dealing Farm, where they are based to this day. They began their riding careers as young children under the careful instruction of international eventing star Kim Severson, who served as the resident trainer at Plain Dealing Farm throughout the early 2000s, and they attribute much of the foundation of their own training program today to these incredible formative years. They have also had the honor to train with other renowned eventers including Phillip Dutton, Will Coleman, Doug Payne, Jan Bynny, Laine Ashker, and Anne Kursinski.

Both Benita and Lucia had decorated Young Rider careers, competing successfully through the two-star level. They continued to ride and compete full-time throughout college, Lucia earning her BFA in Sculpture from Virginia Commonwealth University in 2010 and Benita graduating from the University of Richmond with a BS in Environmental Studies in 2013. Upon graduating, they made the decision to establish their own business out of Plain Dealing Farm, where they work together to produce and compete a string of exciting event horses while pursuing their shared dream of competing on the international stage.



A background image of a rider on a brown horse jumping over a green hedge. The rider is wearing a helmet and a dark jacket. The horse is in mid-air, clearing the jump. The background shows a grassy field and some trees.

BENITA STRINI

CAREER HIGHLIGHTS

9th Place, 2017 Loudoun Hunt Pony Club Spring HT – Intermediate (Cooley All Out)

8th Place, 2017 Plantation Field April Horse Trials – Preliminary (Cooley All Out)

3rd Place, 2017 Rocking Horse Winter I HT – Preliminary/Training (LVS Dasset Charisma)

7th Place, 2016 US Eventing National Standings – Intermediate Adult Amateur

3rd Place, 2016 US Eventing National Standings – Preliminary Adult Amateur

10th Place, 2016 Virginia International HT CCI2* (Cooley All Out)

Top 20, 2016 Morven Park International HT CIC2* (Cooley All Out)

Top 20, 2016 American Eventing Championships – Preliminary Horse (Cooley All Out)

Qualified Cooley Daydream for 2016 YEH 5 Year Old East Coast Championships

1st Place, 2015 Kelly's Ford Horse Trials – Preliminary (Cavallino Cocktail)

10th Place, 2015 Virginia International CCI* (Cavallino Cocktail)

1st Place, 2015 US Eventing National Standings – Preliminary Adult Amateur

NAJYRC Area II CCI* Team - Sportsmanship Award

NAYRC Area II CCI** Team - Sportsmanship Award; 4th Place Team

1st Place, US Eventing National Standings – Preliminary Young Rider

Virginia Horse Trials CCI* Champion – Young Rider division

4th Place, 2013 US Eventing National Standings – Intermediate Adult Amateur

4th Place, 2013 US Eventing National Standings – Preliminary Adult Amateur

LUCIA STRINI

CAREER HIGHLIGHTS

Top 20 finish, 2017 Jersey Fresh International CIC2* (MTF Cooley Classic)

9th Place, 2017 The Fork CIC2* (MTF Cooley Classic); 12th Place CIC1* (A Real Cooley)

10th Place, 2017 Carolina International CIC1* (MTF Cooley Classic)

4th Place, Red Hills International CIC1* (A Real Cooley), 5th Place, Intermediate (Galway Bay Cooley)

3rd Place, 2016 Virginia International HT CCI* (MTF Cooley Classic)

3rd Place, 2016 American Eventing Championships- Training Horse (MTF Cooley Classic)

3rd Place, 2016 Horse Park of New Jersey CIC** (JMF Master Cooley)

4th Place 2015 Bromont International CIC** (Sammy Jo)

3rd Place, 2015 Bromont International CCI* (My Royal Cooley)

6th Place, 2015 Richland Park CIC2* (Galway Bay Cooley)

4th Place, 2015 Plantation Field International CIC* (JMF Master Cooley)

12th Place, 2015 Morven Park International CIC** (Galway Bay Cooley)

15th and 17th Place, 2014 Fair Hill International CIC2* (Sammy Jo and Petit Filou II)

16th Place, 2014 Carolina International CIC2* (Sammy Jo)

Bronze Medal, NAYRC Area II CCI* Team

1st Place, Morven Park CCI* (Addis Abba)

1st Place, Virginia Horse Trials CCI* (Pandora II)

5th Place, Radnor Hunt CCI** National Championship - Top Young Rider, National Young Horse Champion (Top Young Horse), Best Conditioned Horse (Addis Abba)

6th Place, Virginia Horse Trials CCI** (Addis Abba)

US Eventing National Standings - 8th Place - Young Rider Overall

4th Place, Richland Park CIC** (Gibstar)

Top 20 finish, 2010 Fair Hill International CCI** (Oudo)

Selected for 2010 Developing Rider Program

MARKETING FOR SUCCESS

WHY BENITA AND LUCIA?



Benita and Lucia are passionate about standing behind and supporting the products they represent, and in partnering with the Strinis, you gain the endorsement of not one but two elite athletes and up-and-coming professionals.

They will represent your brand well as nationally recognized athletes who are highly respected in the eventing community and whose opinions and recommendations are constantly sought by clients, students, and peers.

You will have extensive opportunities to display your company's logo at Plain Dealing Farm, with additional promotional opportunities available at their biannual VHT Schooling Horse Trials, as well as on any negotiated items used by the team both at home and in competition, including clothing, saddle pads, blankets, and their trailer.

Benita and Lucia will provide personal testimonials and posts supporting your brand and products through their popular Facebook and Instagram pages as well as on the Plain Dealing Farm website.

JOIN THE TEAM!



Each sponsorship opportunity with Benita and Lucia is uniquely tailored to meet your marketing needs. We will work with you to create a sponsorship package that will help you reach your marketing goals. Contact us today to get started!

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