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# *Grace Owsley: Equestrian Influencer & Pro Trainer*

EQUESTRIAN TRAINING, FASHION &  
LIFESTYLE ON SOCIAL MEDIA

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GRACEODRESSAGE@GMAIL.COM  
INSTAGRAM: @GRACE\_OWSLEY\_DRESSAGE

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## *PROFESSIONAL DRESSAGE TRAINER*

I am a Pro Athlete that offers training and coaching, and have established myself as a reliable resource for information relating to horses and equestrianism.

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## *EQUESTRIAN FASHION, EQUIPMENT & LIFESTYLE BLOGGER*

Using multiple platforms, I enjoy sharing the brands and products I love with my followers and contacts. I take the time to produce media and write or record thorough reviews. As a recognized source for equestrian fashion and equipment, I have focused on a wide range of products from riding apparel to tack/equipment; show attire to casual lifestyle, fitness, and many things in between.

## *MARKETING FOR PARTNERS & SPONSORS*

It's such an honor to work with a variety of companies and help them expand their presence on social media and beyond. Each partnership is unique! Some of my offerings can potentially include:

- Social Media Promotion
- Sponsored Posts
- Product Reviews
- Model for Product/Brand Media
- Contests & Giveaways
- Reliable Brand Ambassador
- Writing For Blogs/Articles/Features
- Promotion at Shows/Events





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## *Instagram: My Primary Platform*

*@grace\_owsley\_dressage*

As of June 2019:  
Over 7.1K Followers  
Weekly Impressions in the  
Tens of Thousands

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## *OTHER PLATFORMS & PLANS*

- Instagram Stories & iGtv
- Business & Personal Facebook
- YouTube Channel
- Brand new website with blog, business info and partner section coming soon
- WOM marketing (people often inquire where to buy something I have or ask me for suggestions)



## *I love what I do!*

- ~I love being a trainer
- ~I love being a part of the online equestrian community
- ~I love the connections I make worldwide
- ~I love sharing my pictures, videos & words with others
- ~I love discovering new products & brands
- ~Most of all, I love the horses





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*Contact me directly to discuss  
customized partnerships,  
promotions, modeling, or other  
opportunities!*

SEE THE FOLLOWING PAGES FOR  
FEATURED MEDIA EXAMPLES

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CONTACT INFO:

GRACEODRESSAGE@GMAIL.COM

OR DM ON INSTAGRAM @GRACE\_OWSLEY\_DRESSAGE



# Some Examples of Featured Media



## C4

My media has been used for featured posts, marketing ads, post of the week, and website product photos







RIDING WAREHOUSE



**Partnership  
with  
Grace Owsley  
Dressage!**

**Use link  
currently in bio!**

RW

Blog Posts  
Product  
Features  
Reviews  
Promo  
Marketing



## Review: Soless Helmet Visor

👤 Riding Warehouse · 🕒 Jun 5, 2019



Looking for the perfect helmet visor to accompany your summer look? Professional dressage rider and trainer, Grace Owsley, sheds a little insight on her experience with the [Soless UV-Blocking Helmet Visor](#). Read on to see what she thinks and get some other pro tips to stay protected this summer!





UNBOXING Equestrian Prep Collection/Stirrups  
Clothing Ambassador Package



Equestrian Prep  
Collection

Marketing Media  
Easter &  
Mother's Day  
Features  
Unboxing Videos  
Sales Promos







Marketing Media  
Kids Media  
Sales & Promos  
Product Videos



My daughter is also available for  
limited modeling opportunities





# SanSoleil

UPF 50  
APPAREL



YOUR CHOICE  
OF  
COLOR/PATTERN

SanSoleil  
UPF50  
SunShirt

\$100 Value!



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## SanSoleil

Product Features, Giveaways, Sun  
Care Awareness, Story Unboxing

