



2022 National Horse Show



National Horse Show

A Heritage Event Unparalleled in Tradition

Founded in 1883 in the original Madison Square Garden in New York, NY, the National Horse Show is the country's oldest indoor horse show and a highlight on all national and international equestrian and social calendars.

From 1915 through 1925, The National became an American military competition. Notable competitors included Generals John J. "Black Jack" Pershing, William "Billy" Mitchell, and George S. Patton. In 1915, Eleanora Sears became the first woman to ride and compete "astride" at the National Horse Show. In 1926, the National Horse Show moved to the third Madison Square Garden located on 8th Avenue and 50th Street, where it would remain for the next 40 years. Then, in 1968, the National Horse Show moved to the present Madison Square Garden at Pennsylvania Plaza.

After three years in Syracuse, NY, the National Horse Show moved to its current home at the Alltech Arena at the Kentucky Horse Park in Lexington, KY — the Horse Capital of the World and home to the 2010 Alltech World Equestrian Games (WEG).



National Horse Show

The Premiere Annual Equestrian Event

Every year, The National Horse Show hosts nearly **600 horses and 350 riders** from around the globe. The popularity of the show skyrocketed entries, so much so that hundreds of horses and riders are wait-listed annually.

The 2022 National Horse Show will be held **October 26 – November 6** at the iconic Kentucky Horse Park in Alltech Arena. With over \$700,000 in prize money offered, the National Horse Show is a designated CSI4*-W event by the FEI. The National Horse Show offers equitation championships, including the Hamel Foundation NHS 3'3" Eq. Championship, the Taylor Harris Insurance Services NHS 3' Adult Eq. Championships and a day of age group equitation classes.

The National Horse Show is home to the \$50,000 Hunter Classic, The ASPCA Maclay Finals presented by Chansonette Farm, and the world- renowned \$225,000 Longines FEI Jumping World Cup™ Lexington.



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2021 MEDIA REPORT

PRESS RELEASES

Total Number of Releases: **34**
Total Reach: **357,611**
Average Reach: **10,518**
Click Rate: **10.54%**

SOCIAL MEDIA

FACEBOOK

Total Number of Posts: **137**
Reach
Average: **4,520** Total: **610,244**
Engagement
Average: **358** Total: **48,384**
Likes
Average: **94** Total: **12,704**
Comments
Average: **12** Total: **1,593**
Shares
Average: **7** Total: **901**

INSTAGRAM

Total Number of Posts: **104**
Reach
Average: **5,225** Total: **538,220**
Likes
Average: **672** Total: **69,249**
Comments
Average: **4** Total: **406**

EARNED MEDIA

Total Number of Earned
Media Articles: **188**
Total Reach: **8,015,324**
Average Reach: **70,932**

LIVE STREAM

Equitation Week

Video Views: **15,958**
Live Stream Views: **12,649**
Total Viewers: **5,640**
Mobile App Views: **4,937**
Countries Viewed in: **53**
Average View Time: **45:47**

World Cup Week

Video Views: **63,077**
Live Stream Views: **52,124**
Total Viewers: **18,606**
Mobile App Views: **23,260**
Countries Viewed in: **81**
Average View Time: **57:21**

WEBSITE

Oct.25-Nov. 8

New First Time Visitors: **35.74%**
Average Session Duration: **3:38**
Hits: **276,903**
Unique Page Views: **202,003**
Sessions: **123,753**
Users: **45,920**



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Sponsorship Opportunities

It is our pleasure to provide sponsorship opportunities for the largest and longest running indoor equestrian event. We look forward to working with your organization to promote your brand to our affluent and expansive group of riders, owners, spectators, and those individuals following the event on social media, during our national broadcast, and on our livestream coverage. Your sponsorship includes promotions in advance, during, and after the event to create a lasting impression. Sponsorship opportunity is sold on a first-come, first-served basis.

Option A: NHS VIP Hospitality Club, \$55,000

Sponsor the National Horse Show VIP Hospitality Club and position your organization front and center in the exclusive Alltech Arena Hospitality Suites and private stadium seating.

This exclusive club caters to the most affluent and influential equestrian owners, riders, sponsors and VIP dignitaries, and carries significant branding before, during and after the event.

As the sponsor of the Rider's Lounge, your organization will receive significant branding and visibility, as well as a robust benefit package including arena signage, advertising, social media coverage, press releases, hospitality, PA announcements, livestream exposure, and much more!

Option B: Rider's Lounge, \$35,000

Nestled in Alltech Arena (indoor arena used during the prestigious World Equestrian Games) at the iconic Kentucky Horse Park, the Rider's Lounge on the concourse is where riders, owners, and family/friends congregate, watch riders compete. This intimate setting provides a unique view of the nation's premier equestrian event.

Accessible from the main concourse and adjacent to vendor spaces, guests appreciate the amenity of comfortable seating, tables for dining, and a cash bar.

Sponsor today and position your organization front and center with highly affluent equestrians and those decisionmakers who can impact your business.



National Horse Show

Sponsorship Opportunities (cont.)

OPTION C: Branded Jump in Arena, \$25,000+

This sponsorship includes premium visibility in the arena and the potential to be seen on the national broadcast and livestream.

As well, this sponsorship has a long-lasting life beyond the event in the minds of the riders and owners.



ADDITIONAL OPPORTUNITIES:

- Relaxation Station- \$10,000
- Kiss & Cry Branded Area- \$15,000
- Warm-Up Arena- \$20,000
- Rider Gift- \$5,000 + gift item
- Daily Updates, Digital edition- 10,000
- Cell Phone Charging Stations- 15,000
- Competitor Bottled Water- \$12,000
- Branded Show Management Apparel- \$10,000 + Apparel
- Schooling Ring- \$15,000
- Rider Study Hall- \$10,000
- Official Category Sponsorship- \$25,000+
- Boot Shine- \$10,000
- Kid's Activity Sponsor- \$7,500
- Grooms' Pizza Party- \$7,500
- Award/Endowment Sponsor- \$100,000/min 10 years
- Other custom opportunities. Call for details.

NHS Sponsorship Benefits	\$5,000- \$14,999	\$15,000- \$29,999	\$30,000- \$49,999	\$50,000 +
Exclusive VIP Club Tickets	0	2	4	6
Banner in Jumper Arena	0	0	1	2
Banner in high-traffic area	1	2	3	4
Daily PA Announcement	1	2	3	4
Ad in Digital Prize List	1/4 Page	1/2 Page	Full Page	Full Page
:30 ad on jumbotron/day		1	2	3
Post on NHS Social Media Outlets	x	x	x	x
Logo in all press releases	x	x	x	x
Opportunity to provide rider gift	x	x	x	x

Thank you for your consideration of sponsorship at the National Horse Show—the nation's premiere equestrian event, attracting 600 horses and 350+ riders annually.

To secure your sponsorship, please contact:
Karla DiNardo, Business Development & Sponsorship Sales
P: 859.321.1309
E: karla@eq-events.com



Thank you

