



# 2023 Sponsorship & Vendor Opportunities

*Chips* BAILEY BEAL



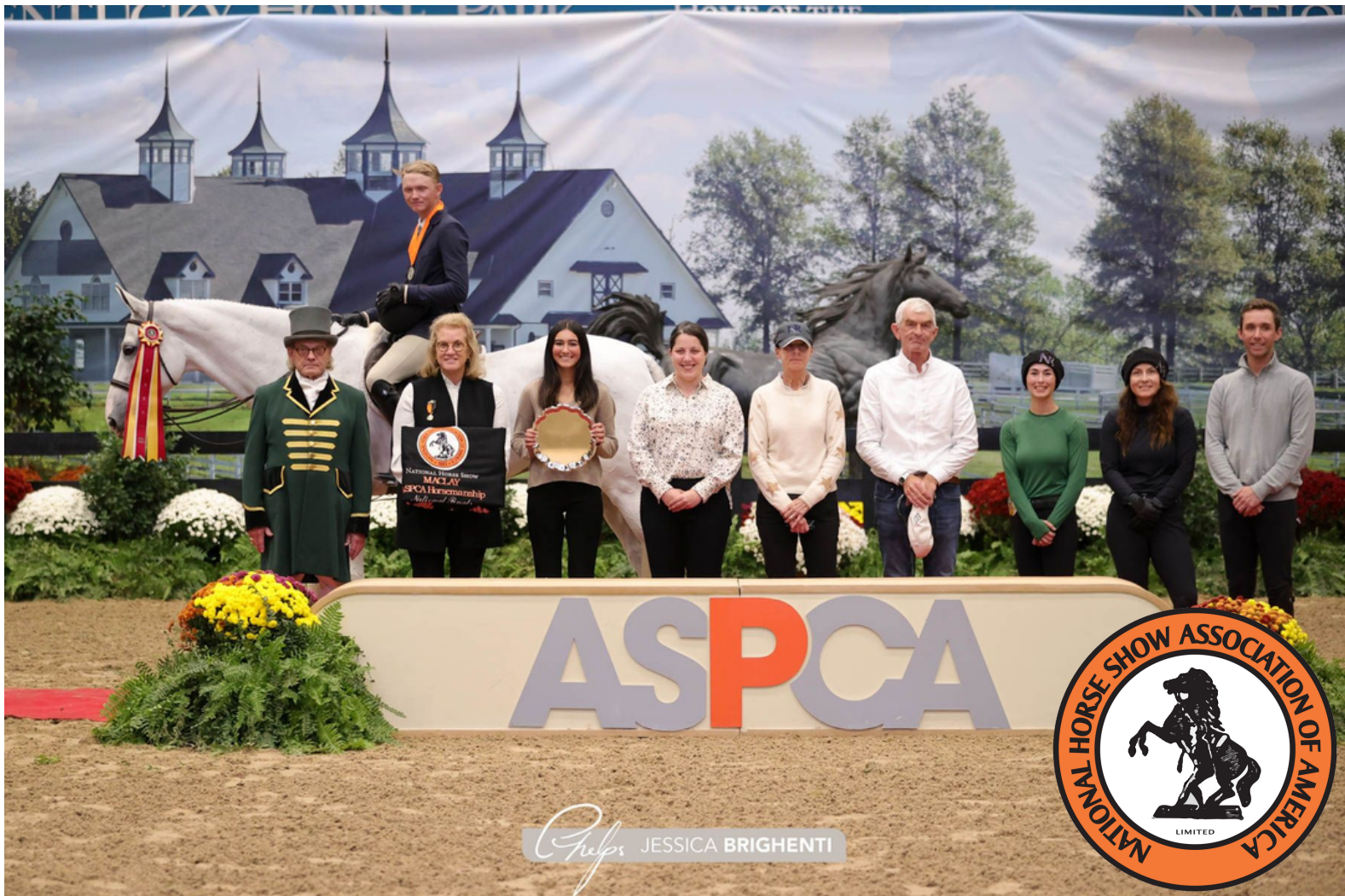
# National Horse Show

*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 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 Nation's Premiere Annual Equestrian Event*

Every year, The National Horse Show hosts an estimated 600 horses and 350 riders from around the globe at the nation's oldest and longest running indoor equestrian event. The popularity of the show skyrocketed entries, so much that hundreds of horses and riders are waitlisted-annually.

The 2023 National Horse Show will be held Oct. 25-Nov 5 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.

The National Horse Show is a 501c3 organization, supported by many charitable donors like the Hamel Family Foundation, WSJ Foundation, The Gochman Family, and more.

Sponsoring companies include; Longines, Horseflight, Taylor Harris Insurance Services, Nutrena, John Deere, and many, many more.



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# National Horse Show

## 2022 Media Report



Total Number of Posts: 257  
Reach: 212,539  
Interactions: 6,738  
Likes: 18,991  
Shares: 468  
Link Clicks: 334  
New Page Likes: 654



Total Number of Posts: 268  
Reach: 95,224  
Comments: 338  
Shares: 3,670  
Followers: 22,317  
New Followers: 2,839



Total Number of Press Releases: 50  
Total Reach: 366,799  
Average Reach: 7,336  
Average Click Rate: 8.7%



Video Views: 103,290  
Live Stream Views: 77,693  
On-Demand Video Views: 25,597  
Total Viewers: 21,849  
Mobile App Views: 41,191  
Average View Time: 1:14:35



Est. 9,000 Unique Attendees





# National Horse Show

## *Sponsorship Opportunities*

By joining the National Horse Show as a sponsor, you're supporting the legacy of the Nation's oldest and longest-running indoor equestrian event. As well, you'll reach 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.

### **Current Opportunities**

**(sold on a first-come, first-served basis)**

- Title Sponsor, \$350,000
- Presenting Sponsor, \$150,000
- Endowment Sponsor, \$100,000
- VIP Hospitality Suites, \$50,000 **SOLD**
- Rider Lounge, \$35,000
- Official Category Sponsorship, \$25,000+
- Jump In Arena, \$25,000+
- Warm-Up Arena, \$20,000
- Class Sponsorship, \$25,000
- Schooling Ring- \$15,000
- Bootshine- \$10,000
- Bottled Water for riders/grooms- \$10,000
- Photo Booth- \$10,000
- Grooms' Pizza Party- \$7,500
- Rider Gift- \$5,000 + est. 625 gifts
- Custom Sponsorships Available- call for details



# National Horse Show

## Sponsorship Benefits

With your sponsorship, you'll receive a robust offering of benefits. Sponsorship benefits are determined by investment level and can vary based upon sponsorship package offered.



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 provider rider gift	x	x	x	x

**CLICK HERE**



to inquire about sponsorship



# National Horse Show

## *Vendor Information*

The National Horse Show is pleased to offer retail space for qualified vendors. Situated around the perimeter of Alltech Arena on the concourse level, you'll reach the affluent equestrians and those with the propensity to shop. Vendor space is limited and sold on a first-come, first-served basis. Priority placements will be given to those who sponsor and those who occupy vending space for the entire event.

**All space sold in  
10'x10 increments  
at a rate of  
\$1,750/100sf**



**CLICK HERE**

**to Apply!**



### **Vendor Space Includes:**

- One Parking Pass
- One 6' slotted table
- Two folding chairs
- One trash can
- 500 watt electrical outlet
- 8' high back drapery, 3' high side drapery

# *Get Involved with The National Horse Show!*

It would be our pleasure to welcome your organization as a sponsor and/or vendor at the nation's premiere equestrian event.

To secure your space, please contact:

Karla DiNardo

[karla@eq-events.com](mailto:karla@eq-events.com)

859.321.1309

