



The 143rd Annual
**NATIONAL
HORSE SHOW**

OCTOBER 21 – NOVEMBER 1, 2026

TRYON INTERNATIONAL
EQUESTRIAN CENTER

**SPONSORSHIP &
VENDOR
OPPORTUNITIES**





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 Alltech Arena at the Kentucky Horse Park, where it was held for 14 years. Beginning in 2026, the National Horse Show will proudly call the Tryon International Equestrian Center home.

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 has caused entries to skyrocket, with hundreds of horses and riders placed on a waitlist annually.

The 2026 National Horse Show will be held from October 21 through November 1 at the Tryon International Equestrian Center in Mill Spring, North Carolina. The National Horse Show offers premier equitation championships, including the NHS 3'3" Equitation Championship sponsored by the Hamel Foundation, the NHS 3' Adult Equitation Championships sponsored by Taylor Harris Insurance Services, as well as a full day of age-group equitation classes.

The National Horse Show is home to the \$75,000 Hunter Classic and the NHS ASPCA Maclay National Championship presented by Chansonette Farm.

The National Horse Show is a 501(c)(3) organization supported by generous charitable donors, including the Hamel Family Foundation and the WSJ Foundation, among others. Sponsoring companies include Horseflight, Taylor Harris Insurance Services, John Deere, and many more.



2025 MEDIA OVERVIEW

SOCIAL MEDIA

October 1 – November 12, 2025



23,000

Facebook Followers

989,924

Views

16,492

Interactions



29,000

Instagram Followers

2,036,904

Views

79,475

Interactions

PRESS RELEASES



32

Press Releases



1,102,462

Total Sends



7,405

Total Clicks

45%

Average
Open Rate



STREAM & VIDEO

October 22 – November 17, 2025



54,937

Livestream Views

18,370

Livestream Viewers



55,077

Video Views
(Website)



102,227

Video Views
(Mobile App)

NATIONAL HORSE SHOW SPONSORSHIP

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 and on our livestream coverage.

SPONSORSHIP OPPORTUNITIES

Title Sponsor	\$350,000
Presenting Sponsor	\$150,000
Endowment Sponsor	\$100,000
Exhibitor Lounge	\$75,000 SOLD
Official Category Sponsorship	\$25,000+
Jump In Arena	\$25,000+
Warm-Up Arena	\$20,000
Class/Division Sponsorship	\$10,000+
Schooling Ring	\$15,000
Bootshine	\$10,000
Bottled Water for Riders/Grooms	\$10,000
Grooms' Pizza Party	\$7,500 SOLD
Rider Gift	\$5,000 + est. 625 gifts
Custom Sponsorships Available—Contact for Details: karla@nhs.org or 859.321.1309	

Sponsorship opportunities are available on a first-come basis.

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.

SPONSORSHIP BENEFITS	\$5,000– \$14,999	\$15,000– \$29,999	\$30,000– \$49,999	\$50,000+
Exhibitor Lounge/Club Lounge Access	0	2	4	6
Banner in Arena	0	0	1	2
Banner in High Traffic Area		X	X	X
PA Announcement	X	X	X	X
Ad in Digital Prize List	1/4 Page	1/2 Page	Full Page	Full Page
:30 Ad on Jumbotron	X	X	X	X
Mentions on NHS Social Media		X	X	X
Logo on NHS Website with Live URL	X	X	X	X
Opportunity to Provide Rider Gift	X	X	X	X

CLICK HERE

To Inquire About Sponsorships



VENDOR INFORMATION

The National Horse Show is pleased to offer retail space for qualified vendors. Situated in the corridor of the Indoor Arena, 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

Vendor Space Includes:

- One parking pass
- One 6' skirted table
- Two folding chairs
- Electrical outlet
- 8' high back drapery, 3' high side drapery

[CLICK HERE](#)

To Apply





*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 sponsorship
and vendor space,
please contact:
Karla DiNardo
karla@nhs.org
859.321.1309