

DESERT INTERNATIONAL HORSE PARK



2022/2023 SEASON

SPONSOR REPORT

NOVEMBER 2, 2022 - MARCH 19, 2023

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A NOTE FROM STEVE HANKIN

It's safe to say this was the best – and most important – season we've had at Desert International Horse Park. We started with four priorities: create a premier horse park, run a good horse show, become a place that was hospitable and fun for everyone, and build top sport. These were lofty goals. But we are beginning to see real progress on all of them.

We knew we could build a horse park that horses and athletes loved; it was mostly a question of time and resources. But we gained distinction when our primary arenas – Grand Prix and the grass field – were reviewed by athletes as on par with the best of the world. You can imagine how we feel; from these arenas to the size of our stalls, to the bridle path, we love how our horse park is evolving.

We knew we could run a good horse show if we built the right team. We are incredibly proud of our team. Phil, Pat, Ashley, Skyler, Joseph, Tori, Brian, David, Kyle, Jeanette, Brent, Mark, and many others... They have all come together to be able to work for our customers.

Getting the atmosphere right and building national-level competition would take time. This year, people started to really understand we could be a place of top sport and that they really enjoyed being at the horse park.

Sponsors play a vital role in our efforts. They demonstrate confidence in our brand. They enhance the experience for our athletes. They bring fun to the horse park. So, thank you for your enormous support. It means everything to us.

We strive every day to recognize and express our gratitude for all the sponsors who support us. We hope that we mostly get it right, though we know we have many ways to improve. It is an important focus for us to support your efforts on our behalf and ensure you feel recognized for your important contributions. From our distinctive branding to our media platform, with over 265,000 hours of video watched, to our customer base, we are proud of what we can bring to the table on your behalf.

We look forward to working with you for years to come.

STEVE HANKIN
PRESIDENT & CEO





THE BEST CIRCUIT YET

DESERT CIRCUIT 2023

This was the most ambitious Desert Circuit yet, and it lived up to our expectations. We hit huge milestones in every ring, featuring athletes of the highest caliber, both human and equine. Our schedule succeeded in helping riders, trainers, and owners achieve goals from beginner to the highest levels.

We know Desert Circuit will continue to evolve and improve with time. We hope you will continue to be a huge part of it.

Highlights:

- Kent Farrington and Conor Swail proved to be the big winners in CSI4* Grand Prix action.
- Kyle King was the ultimate National Grand Prix champion, taking home the \$100,000 rider bonus.
- Kaitlin Campbell was the Leading Open Jumper Rider and won the \$50,000 1.40m Jumper Bonus
- Nick Hanes took two \$50,000 USHJA International Hunter Derby wins, plus the \$100,000 WCHR West Coast Hunter Spectacular, and the Leading Hunter Rider title.
- Avery Glynn proved her equitation excellence in the R.W. Mutch Equitation Championship.
- 77 riders competed for \$20,000 in prize money in the inaugural Friends of MeadowGrove Farm 1.20m Classic.
- Skylar Wireman jumped 1.70m in the inaugural \$15,000 6-Bar.
- Dogs took to Main Hunter for the USHJA Foundation Dog Puissance and the Ariat Tails Over Rails to benefit Thrive Animal Rescue.
- Andover, owned by Cathy Morris Schmidt, and Joie Gatlin won the \$10,000 DIHP Under Saddle Championship.



Sunshine Highlights:

- Nick Hanes and HH Elmo won the rescheduled \$100,000 WCHR West Coast Hunter Spectacular, followed by a win in the \$65,000 Butet USHJA International Hunter Derby Regional Championship.
- The Onondarka Medal Final moved to DIHP and Brooke O'Malley took the win.
- James Arkins took the first big Grand Prix victory of the season in the \$100,000 Hygain Feeds National Grand Prix.
- Long-term partnerships paid off in the \$10,000 Ritz Carlton Rancho Mirage USHJA National Hunter Derby, split into two sections, won by Jenny Karazissis aboard Really and Nick Hanes with Reese's.
- Michelle Berry won both the \$30,000 Brown Advisory 1.40m Open Classic AND the \$30,000 Adeptus 1.40m Open Classic.
- Hunter riders participated in the USHJA Hunter Team Challenge.

Holiday Highlights:

- Team Helios topped the \$200,000 Brown Advisory CSI5* MLSJ Team Competition to conclude the MLSJ season during Desert Holiday II.
- Daniel Coyle (IRL) won the \$217,200 Whittier Trust CSI5* Grand Prix of Desert Holiday I, plus the \$40,000 CSI2* La Quinta Resort & Club Grand Prix.
- Karl Cook (USA) took home the \$450,000 Marshall & Sterling CSI5* Grand Prix of Desert Holiday II.
- Chelsea Brittner and Berry De Maillet took the win in the \$25,000 El Cristiano USHJA International Hunter Derby.
- Nick Hanes and True That won the \$10,000 HorseFlight USHJA National Hunter Derby - Open during WCHR week.
- Nick Hanes also topped the \$15,000 Valencia Saddlery Pro Equitation Challenge!
- We helped raise over \$50,000 for Uryadi's Village through their Jump for the Village initiative.

THE SEASON BY THE NUMBERS

14

weeks of competition

\$8M+

in total prize money

1032

HUNTER DERBY
ENTRIES

27K+

stalls sold

743

GRAND PRIX
ENTRIES

16K+

horses shown

THE SEASON BY THE NUMBERS



4,474 *new followers*



243K *engaged users*



1.2M *accounts reached*



40% *email open rate*



916K *webpage views*

DIGITAL FOOTPRINT: SOCIAL MEDIA

Our @deserthorsepark social media channels, including Instagram, Facebook, and TikTok, have a combined following of over 24,000.

DIGITAL FOOTPRINT: EMAIL

Our email marketing efforts are distributed to over 15,000 email addresses.

HORSE NETWORK VIDEO CONTENT



130 *videos with* **4,367,355** *views*



70 *articles published*




812 *social media posts*

16,217,627 *impressions*

SOCIAL MEDIA SNAPSHOT

INSTAGRAM | @DESERTHORSE PARK




deserthorsepark
Desert International Horse Park

View insights Boost post

Liked by kkarazis and 894 others

deserthorsepark An epic finish to the most sensational week of show jumping!!! Karl Cook took home the \$450,000 Marshall & Sterling CSI5* MLSJ Grand Prix with Kalinka Van't Zorgvliet in a jump-off against Kent Farrington and Orafina 🥰 Kent was also named individual champion of the MLSJ season, with Karl in second and Ashlee Bond in third! A night we won't ever forget 🌟

deserthorsepark and ushunterjumper




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Desert International Horse Park

View insights Boost post

Liked by toribilas and 2,039 others

deserthorsepark That. Just. Happened 🤯 What a thrilling end to the inaugural \$15,000 Whittier Trust 6-Bar! Skylar Wireman and Karen cleared 🏆🏆🏆m as the last pair to go!

Thanks to everyone who came out to watch this awesome event!



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Desert International Horse Park


View insights Boost post

Liked by delonguequestrianadventures and 1,000 others

deserthorsepark Our youngest competitors have taken to the Grand Prix Arena for Leadline! 🏆 Now, it's time for the big guys in the \$50,000 HorseFlight Grand Prix. Tune in beginning at 5:30pm!

View all 5 comments

paigewalkenbach.eq @abbysteller89 🥰🥰🥰



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Desert International Horse Park


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Liked by megangiesephotography and 1,357 others

deserthorsepark What a day for Nick Haness! 🏆

To top off his Friday, he and McQueen 🐎 claimed the win in the \$100,000 WCHR Hunter Spectacular, sponsored by Irene Neuwrith, with a score of 185.5 🏆

Nicole Bourgeois & Mc Queen




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Desert International Horse Park

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Liked by elisabroz_ and 923 others

deserthorsepark The ladies dominated the \$15,000 Ritz Carlton Speed League Final!!! Skylar Wireman was the fastest of the bunch with Karen ! and took home the win 🏆

Alexis Taylor and La Capitol
Erin Davis-Heineking and Contan




deserthorsepark
Desert International Horse Park

View insights Boost post

Liked by grace_belmont and 175 others

deserthorsepark Guess who won again! 🏆 Daniel Coyle! This time it was aboard Gisborne VDL in the \$30,000 Brown Advisory 1.45m Open Classic! The week is still heating up, how many more wins will he take !? 🏆

Thanks to Jeffrey Jarden for standing in for Gisborne




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Desert International Horse Park

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Liked by megangiesephotography and 983 others

deserthorsepark Adding a little 🌈 color 🌈 to your Friday because Totoka Fuji and Madison Nadolenco won Section A of the \$10,000 Platinum Performance USHJA National Hunt & Go Derby !!! Their score of 168.5 sealed the deal 🏆

Shannon Kelly and Can Do This VA




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Desert International Horse Park

View insights Boost post

Liked by megangiesephotography and 727 others

deserthorsepark Chelsea Brittner strikes again! 🏆 She and Berry De Maillet took the win in the \$25,000 USHJA International Hunter Derby, sponsored by El Cristiano! Much more hunter action coming up this afternoon 🏆

View all 18 comments



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Desert International Horse Park

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Liked by tmacjumper and 871 others

deserthorsepark Smile, you're the winner! 🏆 🏆

Michelle Berry takes top honors in the \$7,500 Valencia Saddlery 1.40m NAJC Classic with Mecho Van't Kiezelhof 🏆

View all 3 comments

March 11

SOCIAL MEDIA SNAPSHOT

FACEBOOK | @DESERTHORSE PARK

Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 Mar 5 · Thermal, CA · 🌐

Katie Laurie gets the win in the \$145,100 CSI3* TALUS Grand Prix with Django II! 🏆

🏆 Conor Swail 🇮🇪 and Theo 160
 🏆 Marie Valdar Longem 🇩🇪 and Echo De Virton

Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 Mar 3 · Thermal, CA · 🌐

Karli Schroeder takes the first win of derby Friday during Desert Circuit VII with Lighthouse!! 🏆
 Scores of 88 and 91 put them in the top spot in the \$10,000 Antares SELLER USHJA National Hunter Derby - Open, with Nick Haness and True That in second 🏆 and Katrina Karazissis and Picnic in third 🏆

Desert International Horse Park
 Posted by Tori Bilas
 Feb 28 · 🌐

It's not too late to win a beautiful custom Desert Circuit pillow from The Surrey! These pillows are so soft and also 100% sustainable, making them the ultimate horse show prize. We have three weeks left for you to snag one as a prize! Plus, swing by The Surrey's pop-up shop across from Koffie Velo on Vendor Row!

Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 Mar 19 · Thermal, CA · 🌐

We're closing out Desert Circuit 2023 in Vinny bucking style! 🌟 It was none other than Conor Swail and Vital Chance de la Roque who took h... See more

Desert International Horse Park
 Posted by Tori Bilas
 5d · 🌐

What a night for Avery Glynn! 🌟 She captured the win in the R.W. Mutch Equitation Championship, sponsored by Hayutin. Her sky-high scores in round two propelled her to the win by 15 points!

And to boot, her grandparents chose to spend their 51st wedding anniversary watching her shine under the lights of the Grand Prix Arena. 🌟

Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 6d · Thermal, CA · 🌐

A few memories for the road 📸 nine weeks of Through the HD Lens! Swipe to see the incredible squad behind these stunning photos 🌟

Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 Feb 19 · Thermal, CA · 🌐

Mic. Drop. 🏆 Kent Farrington 🇺🇸 wins the \$226,000 Adequan CSI4* Grand Prix!! Congratulations to Kent and Orafina on a spectacular victory, with a win margin of almost 5 seconds.

🏆 Alison Robitaille 🇺🇸 and Oakingham Lira
 🏆 Katie Laurie 🇺🇸 and Django II

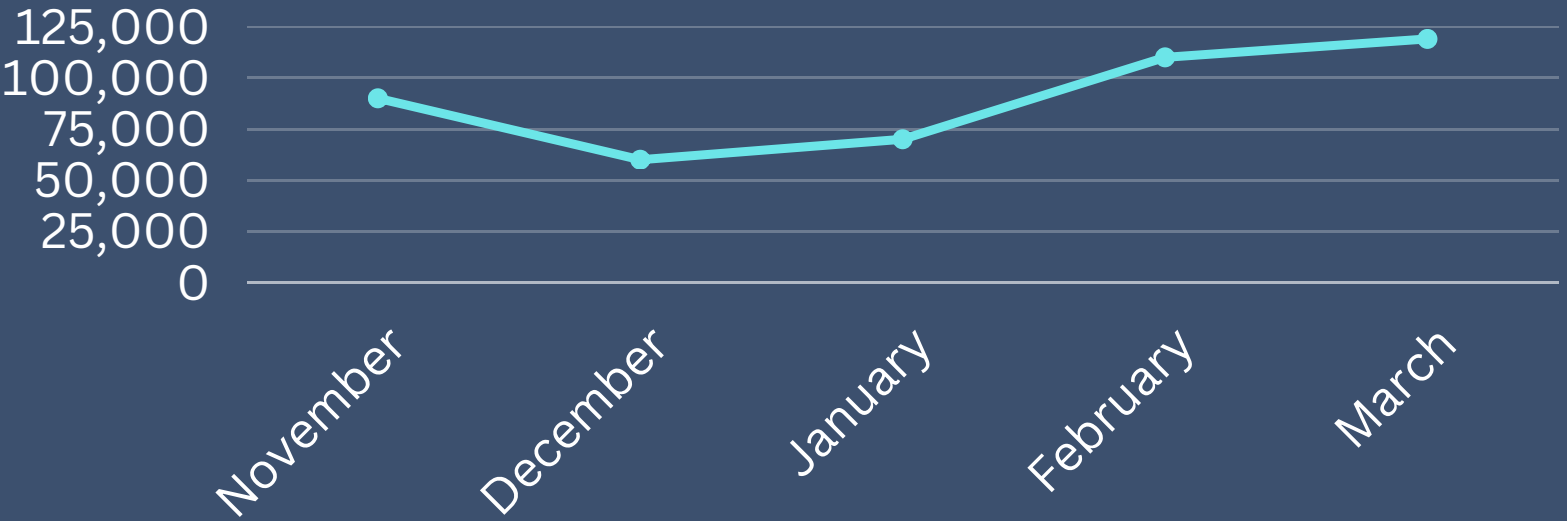
Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 Mar 8 · Thermal, CA · 🌐

FarmVet Jog 🏆 We're excited to get FEI jumping on the grass starting tomorrow! Thank you FarmVet for the tasty 🍌 and smiles! Loo... See more

Desert International Horse Park is at Desert International Horse Park.
 Posted by Instagram
 Mar 19 · Thermal, CA · 🌐

Let's hear it for the grooms! The winner of the \$25,000 Peninsula Beverly Hills Grooms' Class was Samuel Espinoza! He flawlessly displayed... See more

LIVESTREAM VIEWS

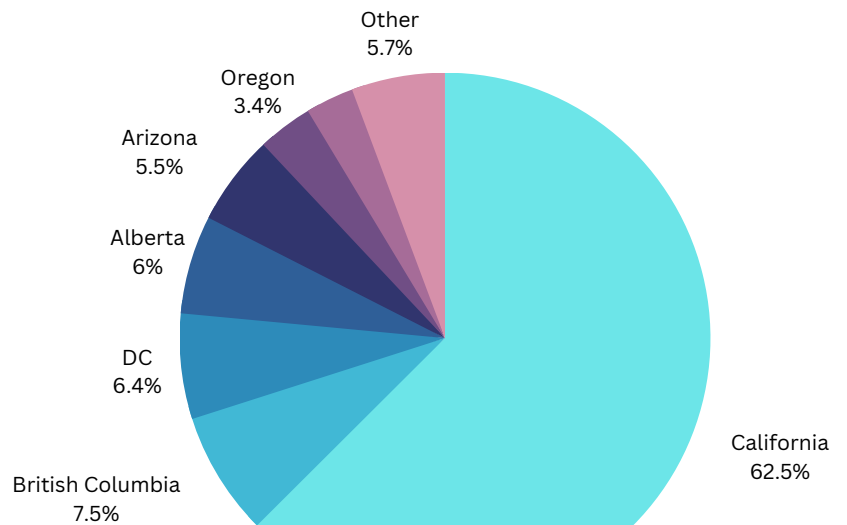
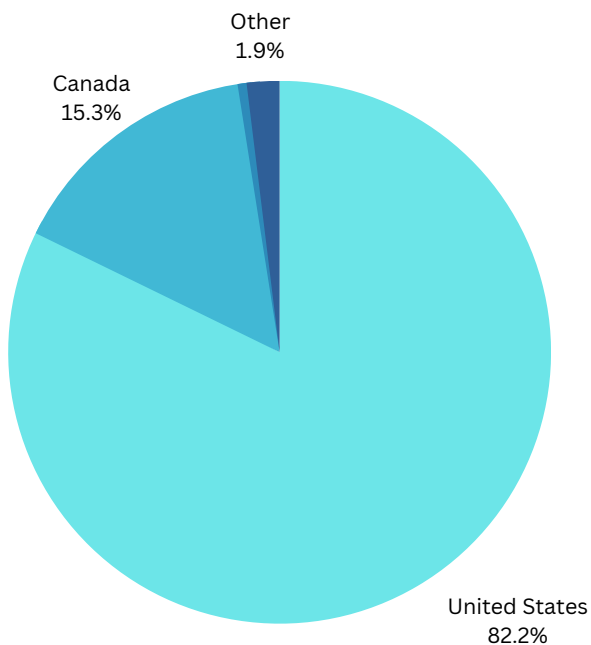


407,205
VIEWS

49,852
VIEWERS

267,151
HOURS WATCHED

VIEWERS



EQUESTRIAN MEDIA CONTENT

THE PLAID HORSE


 **The Plaid Horse** 2d · 🌐

"He's always a feisty horse; I think that what makes him so good. But he really is boiling over on me at the minute and I'm struggling to try to manage that. This was a big step forward, winning the four-star Grand Prix. We're going in the right direction. He's one of the best horses in the world when he's in top form."
[Desert International Horse Park](#)




Following: 65,000

HORSE NETWORK

 **Horse Network** posted a video to playlist **Desert Horse Park 2023.** 3h · 🔒

In the immortal words of Dr. Seuss: "Don't be sad it's over. Smile because it happened."
[#desertcircuit2023](#)

Already dreaming about 2024, tho. 😊



Following: 384,000

CHRONICLE OF THE HORSE

 **The Chronicle Of The Horse** 2d · 🌐

Ten grooms competed for \$25,000 in the Peninsula Beverly Hills Grooms' Class at the [Desert International Horse Park](#) last week, and Sammy Espinoza came out on top. "He's a really, really, really good worker; we'd be lost without him," said Mark Kinsella of MK Equestrian.



Following: 405,000

USHJA

 **United States Hunter Jumper Association - USHJA** 4d · 🌐

"It was definitely a challenge. [The course] really made us think outside the box and figure out what the best formula for that horse you're ridi... See more



Following: 49,000

LOCAL MEDIA EXPOSURE

550,068

impressions

\$47,932

PR value



DIHP and Major League Show Jumping gained exposure with the following local outlets:

KESQD10 (CBS), KESQ (ABC), KDFXCA (Fox), KMIR (NBC), The Desert Sun, Yahoo! Sports, Life Equestrian, Palm Springs Life Magazine, Visit Palm Springs, Discover Palm Desert,

LOCAL MEDIA EXPOSURE

TOP EQUESTRIANS SET TO SADDLE UP



Professional show jumper Kyle King tries to stop his horse, Etalon, from eating carrots during an interview at the Major League Show Jumping Tour at Desert International Horse Park in Thermal on Thursday.

Major League Show Jumping tour leaps into desert for finale



Powers of Observation
Shad Powers
Palm Springs Desert Sun
USA TODAY NETWORK

If I told you that Olympic athletes were competing for millions of dollars in the desert and you could watch them for free, you'd be excited, right? • Well, get excited. It's happening. • The newly formed Major League Show Jumping circuit will finish off its second season in Thermal at the Desert International Horse Park (the site formerly known as H.I.T.S before a change in ownership) on Friday and Saturday. The circuit features the best show jumpers in North America, including many who participated in and won medals at the Olympics. **See POWERS, Page 2A**

Desert Sun

PALM SPRINGS LIFE

Current Stories | Calendar | Be Well | Things To Do | Food & Drink | Fashion | Hotels & Resorts | Real Estate | Shop

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS



An Evening with Celebrity Chef Cu
THREE-COURSE DINNER & WINE PAIRING
Saturday, March 25, 2023



Major League Show Jumping Tour

Traveling across North America since May, Major League Show Jumping's final "Desert Holiday" competition will take place from December 1st through December 11th, where the best in the horse-sport will compete for their share over \$8 million dollars. The exciting events are all family-friendly with free admission, and open to the public. Guests can cheer on their favorite horses (and riders) as they race against the clock and clear decorative jumps at the highest Grand Prix level.

- Saturday, Dec 3rd - 2:00 pm: \$200,000 MLSJ Team Competition
- Sunday, Dec 4th - 1:00 pm: \$217,200 MLSJ Grand Prix
- Friday, Dec 9th - 5:30 pm: \$200,000 MLSJ Team Competition
- Saturday, Dec 10th - 6:00 pm: \$450,000 MLSJ Grand Prix

Palm Springs Life

World's best show jumping horses trot into desert for high-stakes event



Professional show jumper Ashlee Bond warms-up during the Major League Show Jumping Tour at Desert International Horse Park in Thermal, Calif., on Thursday, December 1, 2022.

This weekend and next weekend, the newly formed Major League Show Jumping circuit will finish off its second season in Thermal at the Desert International Horse Park (the site formerly known as H.I.T.S before a change in ownership). It features the best show jumpers in North America, including many who participated in and won medals at the Olympics.

"This event is one of the best-kept secrets in the valley, there's no doubt," said Steve Hankin, president and CEO of Desert International Horse Park on Thursday during a media event to promote the competition. "It's a thrill for us to invite the world's best equestrian athletes to come here and show what they can do. We'd love for people from the community to come out and see what is, really other than the actual Olympics, the best

Yahoo! Sports

TOP SOCIAL POSTS BY PLATFORM

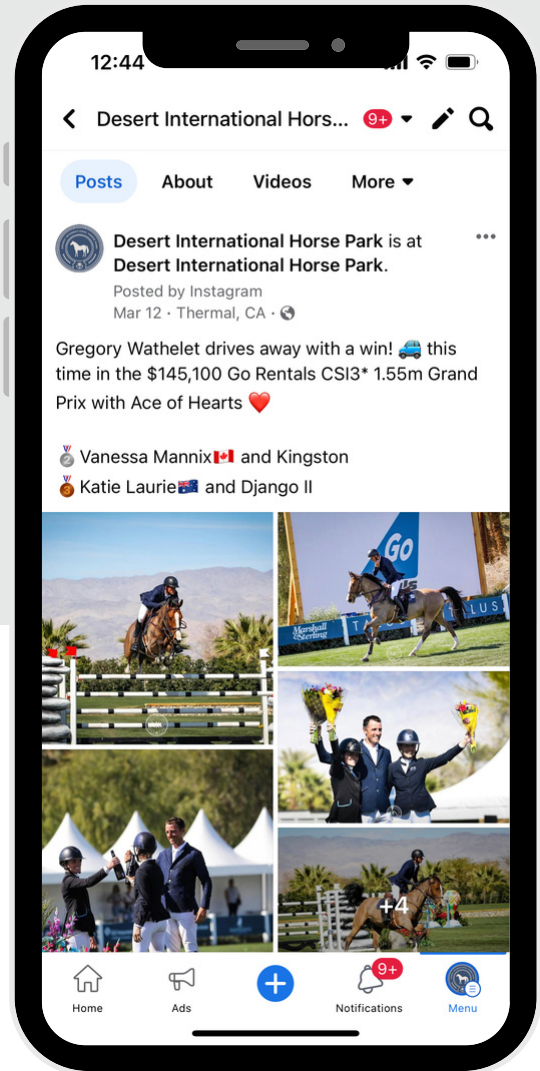
INSTAGRAM



\$10,000 Premier Equine Center Under Saddle Championship
Plays: 48,492
Engagement: 4,313

FOLLOWING: 17.6K+

FACEBOOK



Gregory Wathelet wins the \$145,100 Go Rentals CSI3* Grand Prix.
Reach: 31,403
Engagement: 2,354

FOLLOWING: 7K+

THANKS TO 2022/2023 SPONSORS



ELIZABETH BALL



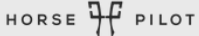
CALLIDAE



Kathy & Brad Coors Family



it's a good life podcast



ELIZABETH KEADLE



LAURA MALONEY



TALUS



TUCCI





"EquiFit has been a proud supporter of the Desert International Horse Park and the new management since its inception. The team at DIHP works collaboratively with us to deliver solutions that not only best cater to their exhibitors, but showcase our brand in a unique and special way."

- EQUIFIT -



"Whittier Trust is thrilled to be a returning sponsor of DIHP. Each person we interacted with was excited about Whittier's participation and sponsorship. We were blown away by the support from the team at DHIP and their willingness to collaborate on rider prizes, promotional opportunities, and VIP experience. We loved having the opportunity to provide a unique experience for our guests and hear the overwhelming positive feedback."

- WHITTIER TRUST -



"Our partnership with DIHP continues to be an important part of our overall marketing mix. The partnership provides us unmatched access to a demographic of highly affluent households with propensity for spending mixed with a love of the destination. Additionally, the venue and event itself has been a great resource for entertaining clients, partners and VIPs while introducing an entirely new audience to the sport. The team at DIHP continue to invest in the facilities and the events creating a world-class destination attracting some of the top riders in the world – and is largely the reason that we will continue to partner going into the future."

- LA QUINTA RESORT -



LOOKING AHEAD TO 2023/2024

The season is over, but it's still just the beginning for Desert International Horse Park.

Next season already promises thrilling competition, including TWO \$1 million finals on the last stop of the Major League Show Jumping Tour.

No matter the level of competition, DIHP is dedicated to growing the sport and aiding in the promotion, exposure, and opportunity for your brand in the equestrian industry on the West Coast and with our worldwide reach.







DESERT INTERNATIONAL HORSE PARK



85-555 AIRPORT BLVD | THERMAL, CA 92274