

2023 2024

Sponsorship Guide



**Desert
International
Horse Park**

sponsor@deserthorsepark.com
www.deserthorsepark.com

Schedule of Events

National Sunshine Series

NOVEMBER 1-12, 2023

- NSS I***: November 1-5, 2023 – National Hunter / Jumper Level 6
- NSS II***: November 8-12, 2023 – Premier Hunter / Jumper Level 6

Desert Holiday

NOVEMBER 29 - DECEMBER 10, 2023

- DH I***: November 29 – December 3, 2023 – CSI5* / Jumper Level 6 / National Hunter
- DH II: December 6-10, 2023 – CSI5*-AA / Jumper Level 6 / Premier Hunter / WCHR**

Desert Circuit

JANUARY 10 - MARCH 17, 2024

- DC I: January 10-14, 2024 – Jumper Level 4 / Premier Hunter
- DC II: January 17-21, 2024 – Jumper Level 5 / Premier Hunter
- DC III: January 24-28, 2024 – CSI3* / Jumper Level 6 / Premier Hunter
- DC IV: January 31 - February 5, 2024 – CSI2*/CSI4* / Jumper Level 6 / Premier Hunter
- DC V: February 7-11, 2024 – Jumper Level 6 / Premier Hunter
- DC VI: February 14-18, 2024 – Jumper Level 5 / Premier Hunter
- DC VII: February 21-25, 2024 – CSI3* / Jumper Level 6 / Premier Hunter
- DC VIII: February 28 - March 3, 2024 – Jumper Level 5 / Premier Hunter
- DC IX: March 6-10, 2024 – CSI3* / Jumper Level 6 / Premier Hunter
- DC X: March 13-17, 2024 – CSI4* / Jumper Level 6 / Premier Hunter

*Pending USEF Final approval | **Pending USHJA approval | ***Included in 2022 USEF calendar year

Sponsorship Deliverables & Due Dates

National Sunshine Series

NOVEMBER 1-12, 2023

- Logos - ASAP
- Prize List ads - July 31
- Program ads - October 1
- Banner art - October 1
- Video spots - October 19
- PAs - October 19
- Prizes, materials for distribution - October 19

Desert Holiday

NOVEMBER 29 - DECEMBER 10, 2023

- Logos - ASAP
- Prize List ads - July 31
- Program ads - October 1
- Banner art - November 1
- Program Editorial - November 1
- Video spots - November 16
- PAs - November 16
- Prizes, materials for distribution - November 16

Desert Circuit

JANUARY 10 - MARCH 17, 2024

- Logos - ASAP
- Prize List ads - July 31
- Program ads - October 1
- Banner art - December 1
- Video spots - December 21
- PAs - DC - December 21
- Prizes, materials for distribution - December 21

*Please denote what file type you are sending in subject of email

Submission Details

Digital Assets

- Logos - Specs: .eps or vector file preferred or high res png, jpeg or pdf file
- Banner art- high res for 3' x 8' chloroplast
- Video spots - Specs: MP4 file; 720p; 16:9 ratio; -3dB to -6dB; 30 seconds or less

EMAIL TO: sponsor@deserthorsepark.com

Physical Assets

- Signs - Specs: 3'x8' chloroplast, color code #3c506e
- Prizes, materials for distribution - mail to DIHP
- Ribbons - order through DIHP by emailing sponsor@deserthorsepark.com. See pages 6-7 for details.
 - National Sunshine Series ribbons must order by September 15
 - Desert Holiday ribbons must order by November 15
 - Desert Circuit ribbons must order by December 15
 - Sponsor is responsible for added cost of upgraded ribbons
- Jumps - Per FEI and USEF rules, to be used in competition, jumps must be in excellent condition. Sponsors are responsible for pick-up and delivery of their jump. Limited storage may be available throughout the year if coordinated in advance. The jump must be onsite ten (10) days prior to each circuit for inclusion.
 - Specs:
 - Poles – 12' in length, minimum width 3 ¾ "
 - Wings/pillars maximum height 6'6"
 - Wings/pillars maximum width 20" to 40"

**SEND PHYSICAL ASSETS TO:
85-555 Airport Boulevard
Thermal, California 92274**

Program & Prize List Specs

DIMENSIONS

| Size | Width" x Depth |
|---------------------|----------------|
| Trim Size | 8.500 x 11.000 |
| Full Page Bleed | 8.625 x 11.125 |
| Full Page Live Area | 7.250 x 9.750 |
| Half Page (H) | 7.250 x 4.750 |
| Half Page (V) | 3.500 x 9.750 |
| Quarter Page (V) | 3.500 x 4.500 |
| Quarter Page (H) | 7.250 x 2.250 |
| Eighth Page | 3.500 x 2.000 |

DIGITAL PRE-PRESS REQUIREMENTS

- PDF file preferred (PDF/X-1a:2001) or set to press quality; compression settings to none and embed all fonts
- Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/Z-1a:2001 setting)
- All color ads should indicate trims and bleeds where applicable
- Please eliminate all unused data and supply only the files to be output

LAYOUT/SCANS/IMAGES

- Build pages to trim size and extend bleed .125" beyond page edge; keep live area matter to .25" from final trim
- Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application
- Do NOT nest EPS files within other EPS files
- Color scan images should be CMYK (RGB mode is not supported); Image density should be 280% maximum
- Duotones must be in CMYK mode
- Image file format should be TIF or EPS
- JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported
- Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output

SEND ARTWORK TO:
sponsor@deserthorsepark.com

Sponsor Awards

Option #1 - Hodges Basic



Option #2 - Hodges Fancy



Ribbons To Feature:

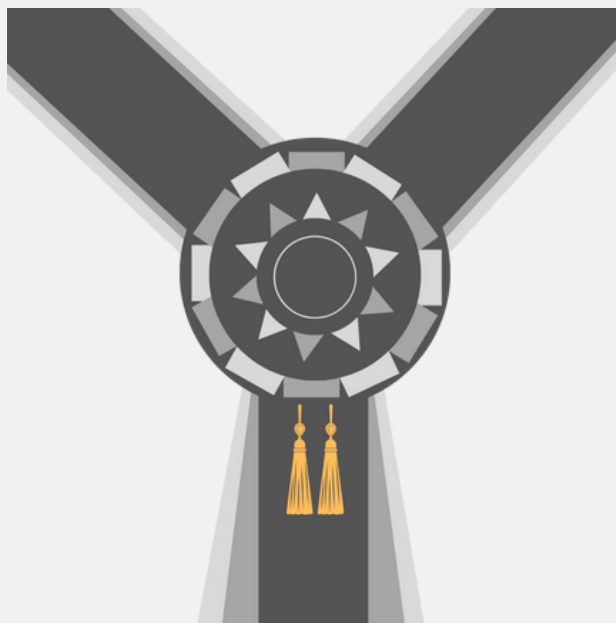
- Sponsor name and logo
- Sponsor official colors (up to three)
- Name of class and prize money awarded
- Awards 1-12

Sponsor Awards

Option #3 - Hodges Neck Sash



Option #4 - Hodges Rider Sash



Option #5 - Winning Colors



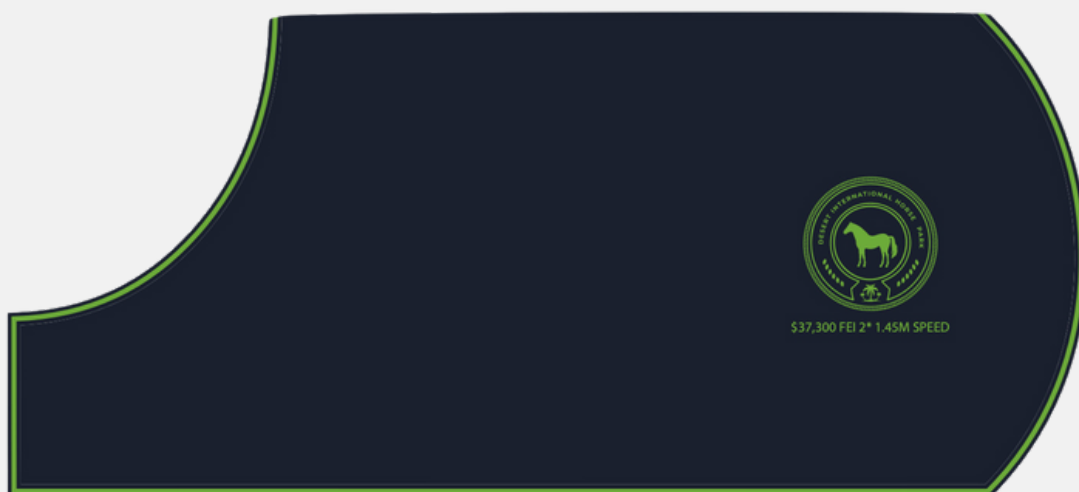
DESERT
INTERNATIONAL
HORSE PARK

\$30,000 1.40m
Open Classic
presented by
[Sponsor Name]

FIRST PLACE

Sponsor Awards

Equitex Performance Knit Coolers



Standard performance knit blankets are \$200 including one color of piping, trim, and sponsor logo.

Upgraded wools and other options are available upon request at an additional cost.

Our Team

Please refer to contact information for DIHP staff members below to help with any of your sponsorship questions or concerns.

Steve Hankin

President, CEO
STEVE@DESERTHORSEPARC.COM

Jeanette Gilbert

Event Management
JEANETTE@DESERTHORSEPARC.COM

Lori Hill

Sponsorships
LORI@DESERTHORSEPARC.COM

Ashley Keeler

Show Office Manager
ASHLEY@DESERTHORSEPARC.COM

Skyler Brittner

Technical Coordinator, Safety Officer
SKYLER@DESERTHORSEPARC.COM

Tori Bilas

Marketing & Communications
TORI@DESERTHORSEPARC.COM

