



DESERT INTERNATIONAL HORSE PARK

SPONSOR PROSPECTUS
2023-2024 SHOW SEASON

WELCOME TO DESERT INTERNATIONAL HORSE PARK

The Desert International Horse Park (DIHP) is now acknowledged as one of the best horse show venues in the United States, with leading competition throughout the five-month season in Thermal, California.

With 239 acres, nearly 1.6 million square feet of competition and riding space, over 2800 stalls, and 14 competition rings, including two premier grand prix arenas, and miles of trails, DIHP defines a horse-friendly environment.

Based in the Coachella Valley, home to the nation's most beautiful desert, golf, restaurants, and premier hospitality, participants in DIHP's events enjoy the "Palm Springs life" and all it entails.

DIHP is also home to Major League Show Jumping's final two events of its North American tour, featuring two weeks of FEI CSI5* competition in the desert in December, including the League finale event, which will offer a \$1 million individual final and \$1 million team final for 2023.



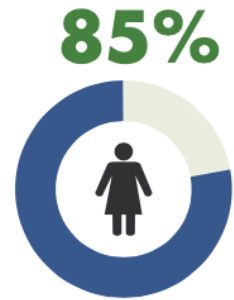
Click on the above link to see a brief video about our desert home

DESERT INTERNATIONAL HORSE PARK



AVERAGE INCOME
\$185,000

\$ AVERAGE NET WORTH
\$955,000



FEMALE



66%
HAVE A COLLEGE DEGREE



AVERAGE HOME VALUE
\$600,000



OWN TWO OR MORE HOMES



40% OWN A FARM;
66% OF THOSE ARE
10 ACRES OR MORE



SIX COMPETE AT LEAST
TIMES PER YEAR

OWN AN AVERAGE

OF **FOUR** HORSES

THE DIHP CUSTOMER

A HIGHLY SOUGHT-AFTER TARGET CUSTOMER

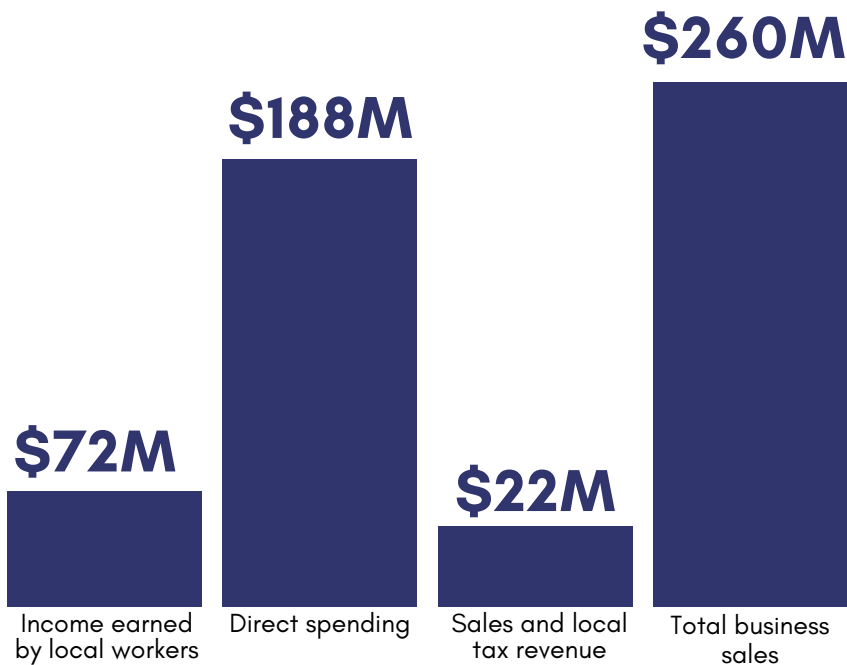
2020-2021 ECONOMIC IMPACT



2,500 JOBS

including full-time and part-time jobs, onsite and offsite

- California-based, non local residents
- Other US States
- International



DESERT INTERNATIONAL HORSE PARK

DIHP BY THE NUMBERS

NOVEMBER 2022 - MARCH 2023

400K

visitors to the park

\$8M+

in total prize money

1032

HUNTER DERBY
ENTRIES

27K+

stalls sold

743

GRAND PRIX
ENTRIES

16K+

horses shown

DIHP BY THE NUMBERS



24.5 *total followers*



243K *engaged users*



1.2M *account reach*



40% *email open rate*



916K *season-long 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 more than 15,000 email addresses.

VIDEO CONTENT: 2022/2023



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



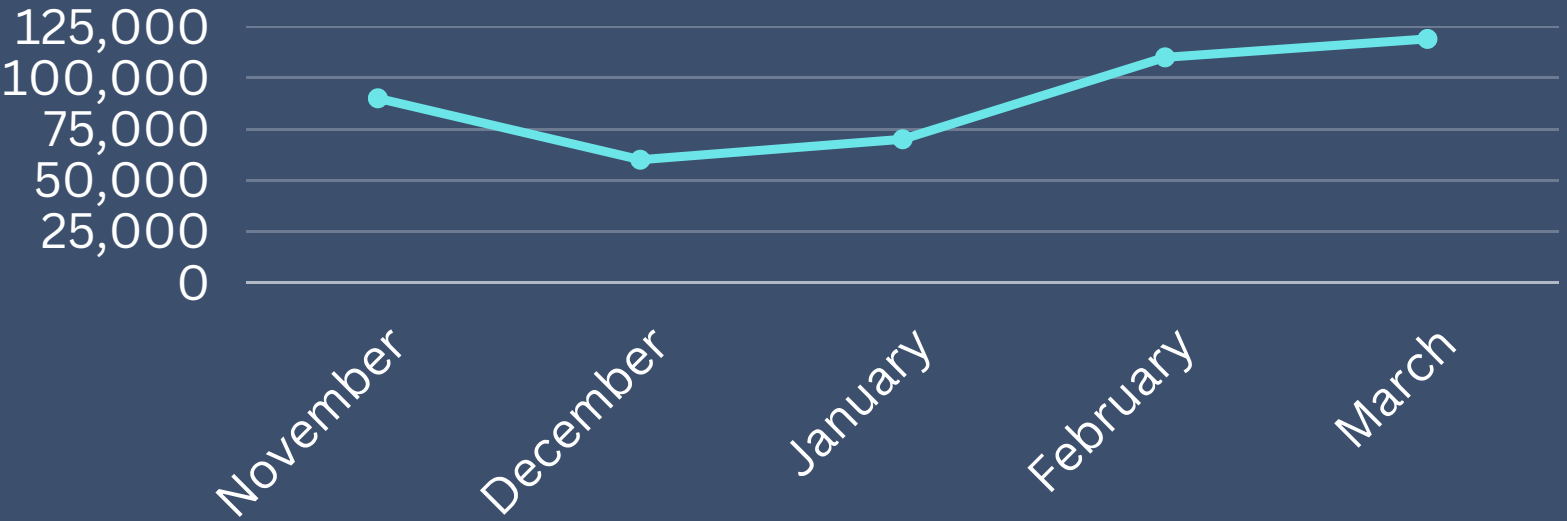
70 *articles published*



812 *social media posts*

16,217,627 *impressions*

LIVESTREAM VIEWS



407,205

VIEWS

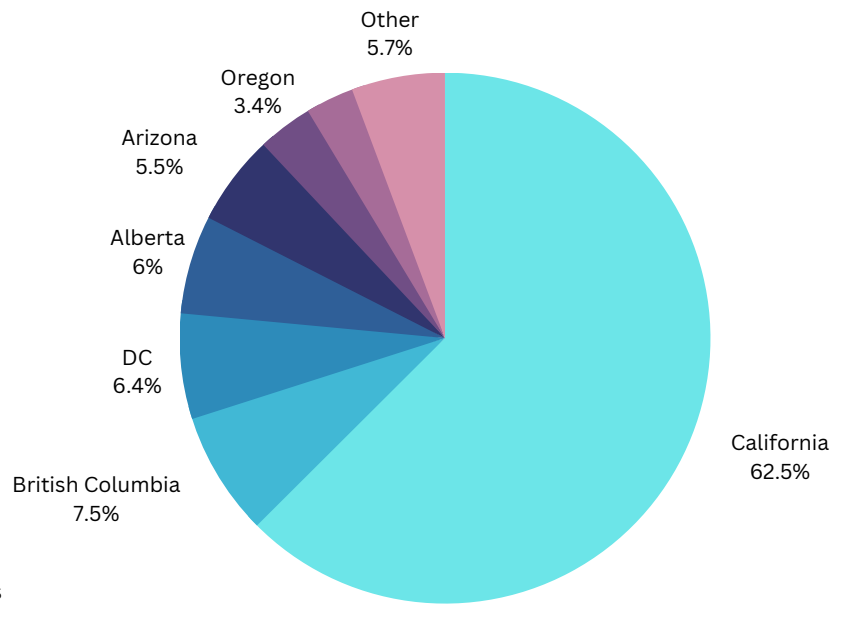
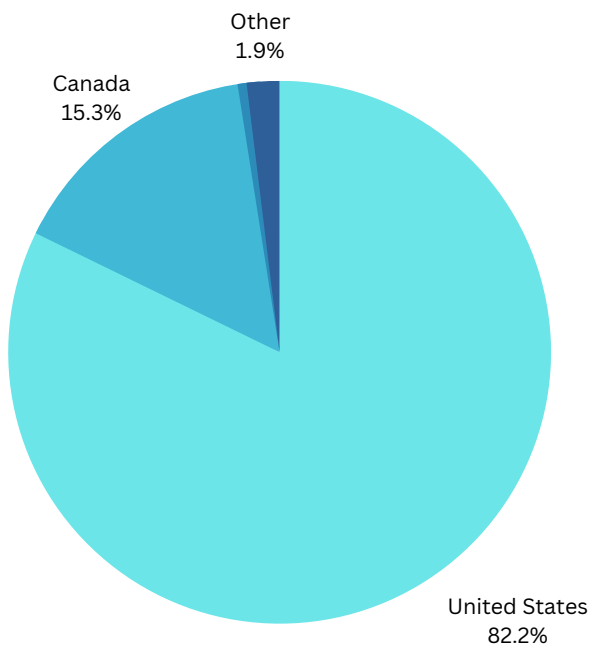
49,852

VIEWERS

267,151

HOURS WATCHED

VIEWERS



DESERT INTERNATIONAL HORSE PARK



Chips TORI BILAS

2023/2024 EVENT CALENDAR



DATES	SHOW	HUNTER RATING	JUMPER LEVEL	FEI
NOVEMBER 1-5, 2023	National Sunshine Series 1	National	Level 6	N/A
NOVEMBER 8-12, 2023	National Sunshine Series 2	Premier	Level 6	N/A
NOVEMBER 29-DECEMBER 3, 2023	Desert Holiday 1	National	Level 6	CSI5*
DECEMBER 6-10, 2023	Desert Holiday 2	Premier	Level 6	CSI5*
JANUARY 10-14, 2024	Desert Circuit 1	National	Level 4	N/A
JANUARY 17-21, 2024	Desert Circuit 2	Premier	Level 5	N/A
JANUARY 24-28, 2024	Desert Circuit 3	Premier	Level 6	CSI3*
JANUARY 31-FEBRUARY 4, 2024	Desert Circuit 4	Premier	Level 6	CSI2*/CSI4*
FEBRUARY 7-11, 2024	Desert Circuit 5	Premier	Level 6	N/A
FEBRUARY 14-18, 2024	Desert Circuit 6	Premier	Level 5	N/A
FEBRUARY 21-25, 2024	Desert Circuit 7	Premier	Level 6	CSI3*
FEBRUARY 28-MARCH 3, 2024	Desert Circuit 8	Premier	Level 5	N/A
MARCH 6-10, 2024	Desert Circuit 9	Premier	Level 6	CSI3*
MARCH 13-17, 2024	Desert Circuit 10	Premier	Level 6	CSI4*

NATIONAL SUNSHINE SERIES

DESERT HOLIDAY

DESERT CIRCUIT 2024



Denotes Premium Competition Week

DESERT INTERNATIONAL HORSE PARK

THIS DECEMBER, EQUESTRIAN
HISTORY WILL BE MADE...

\$1M + \$1M

GRAND PRIX

TEAM FINAL

2 WEEKS. 2 FINALS. 2 MILLION CASH.

ABOUT MAJOR LEAGUE SHOW JUMPING

Desert International Horse Park (DIHP) is excited to play host to the richest weeks in American show jumping during Desert Holiday 2023. Each of the Major League Show Jumping (MLSJ) Team and Individual Finals will award prize money of \$1M cash, plus an additional \$1M in prize money for other events during Desert Holiday...

TWO WEEKS. TWO MAJOR LEAGUE FINALS. \$2M+ IN PRIZE MONEY.

WHAT IS MAJOR LEAGUE SHOW JUMPING?

MLSJ - or "the League" - was created to elevate CSI 5* Show Jumping in North America. A total of eight (8) teams - each comprised of six (6) of the worlds top equestrians - compete from May through December at some of the most prestigious venues across Canada, the United States and Mexico.

2023 MLSJ QUALIFYING EVENTS HOST VENUES:

- Angelstone Events (Ontario, Canada)
- CSI Greenwich (Greenwich, Connecticut)
- La Silla (Monterrey, Mexico)
- Traverse City Horse Shows (Traverse City, Michigan)
- Thunderbird Show Park (British Columbia, Canada)
- Tryon International (Mill Spring, North Carolina)
- Wesley Clover Park (Ontario, Canada)

IT ALL COMES DOWN TOO TWO VERY IMPORTANT NIGHTS...

2023 MLSJ GRAND FINALE HOST VENUE:

- Desert International Horse Park (Thermal, California)



DESERT INTERNATIONAL HORSE PARK



DESERT INTERNATIONAL HORSE PARK



VIP HOSPITALITY at DESERT HORSE PARK

WITH THE BEST SEATS IN THE PARK, OVERLOOKING THE GRAND PRIX ARENA AND MAIN HUNTER RING, OUR VIP HOSPITALITY IS THE PERFECT PLACE TO RELAX AND UNWIND, OR ENTERTAIN CLIENTS, COLLEAGUES & FRIENDS.



From lattes and smoothies to sit-down dining options, and everything in between, our VIP has got you covered. Hot breakfast and lunch served daily; dinner and bar service during feature evening events.



Chef Nathaniel Neubauer and the Contemporary Catering hospitality team curate menus that redefine the concept of "horse show food". They deliver exceptional culinary experiences and service, with a focus on locally-sourced ingredients.

Join us this season to see how horse show dining was meant to be.

LIMITED AVAILABILITY - BOOK EARLY TO SECURE YOUR SPACES

- Weekly, Series & Circuit Tables: Seats 6 or 8 guests
- Weekly, Series & Circuit Sofas: Seats 6 guests
- Individual Weekly Passes (non-reserved seating)
- Special Event Evening Passes (non-reserved seating)

**PRICING
AVAILABLE
ONLINE**

For reservations, please email VIP@deserthorsepark.com

VENDOR OPPORTUNITIES

WHETHER YOUR NICHE IS EQUESTRIAN PRODUCTS AND SERVICES, BESPOKE JEWELRY - OR ALMOST ANYTHING IN BETWEEN - LET US CONNECT YOU WITH A DISCERNING, INFLUENTIAL TARGET AUDIENCE.



With more than 400,000 visitors each season, there is no better venue along the West Coast to connect with customers and increase brand recognition. Our vendor packages offer tremendous value, and can be scaled to fit your business needs and goals.



Position yourself for success; join us as a DIHP vendor this season.

LIMITED AVAILABILITY - BOOK EARLY TO SECURE YOUR SPACE

- Weekly & Full-Circuit Vendor Opportunities
- Pop-up Tents, Trailers & Permanent Onsite Spaces
- Limited VIP Hospitality Pop-ups/Exhibitions
- Contact us about Dressage-Exclusive Spaces

**PRICING &
APPLICATION
AVAILABLE
ONLINE**

For inquiries and reservations, please email info@deserthorsepark.com

CONTACT

Steve Hankin
President & CEO
steve@deserthorsepark.com
917.334.8100



Lori Hill
Sponsorship Associate
lori@deserthorsepark.com
778.998.5674