



# Desert Dressage Sponsorships 2023/2024



# Desert International Horse Park

Sponsorship Opportunities

## About DIHP

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With nearly 1.6 million square feet of competition and riding space, 2700 stalls, and 13 competition rings, the Desert International Horse Park (DIHP) is the largest equestrian facility in North America.

The 2023/2024 competition season includes 18 total weeks of competition, with 14 weeks of Hunter-Jumper competition and four weeks of Dressage competition, starting in mid-October and ending in late March.

Our facility is a destination location for thousands of equestrians, their horses, family and friends for the fall and winter months each year. Competitors from all over the world travel to the Coachella Valley not only to compete, but also to enjoy everything the desert has to offer. From world-class dining and entertainment to some of the best golf courses and tennis facilities in the nation - plus hiking, hockey, art, and more - there is truly something for everyone here in Coachella Valley.

With more than \$20 million in improvements since taking over the property in 2019, the Desert International Horse Park is now considered one of the best equestrian event facilities in the country. We hope you'll considering joining us this season as we host some of the best dressage horses and riders from around the world at our beautiful venue.

# A Multi-Dimensional Approach

*The only limits are your imagination.*

## Experiential

- Providing products and services to class winners
- Allowing exhibitors to sample or use your products / services on site
- Educational event hosting opportunities

## Branding

- On-site opportunities including traditional and digital signage in arenas
- Branded awards or gifts for athletes
- Branded social events for exhibitors and/or spectators
- Branded VIP goods

## Media

Press releases, highly targeted and responsive emails, a growing social media presence, and an active livestreaming program, pulling in viewers from all over the world

# Experiential

*Special events can be held at the Horse Park to encourage exhibitors and spectators to come visit and learn more about your products or services. Branded gifts or sample products/services can also be provided to exhibitors and trainers, and displayed in “The Palm Club” (VIP).*



# Branding

*Permanent and digital signage to be placed across the Horse Park, logo on website and in social media posts, branded prizes and giveaways, and much more.*



# Media



## EMAIL

Database of over 15,000 user opted-in targeted email addresses, with an open rate of 30.5%



## SOCIAL MEDIA

DIHP highlighted classes livestreamed on Facebook

Over 14K followers on Instagram



## VIDEO

Over 276,000 views for 10 FEI events in 2021 on HorseNetwork

DIHP highlighted classes streamed on USEF Network (reach = 200,000 members), ClipMyHorseTV, FEI.tv, HorseNetwork



## WEB

Over 119K users on the DIHP website (New users were up 12% over the previous year)



# Desert Dressage I

October 27-29, 2023 - USEF Level 3

2023 Qualifying Competition for:

- FEI North American Youth Championships
- USEF Pony and Children Rider Dressage National Championships
- USEF Junior and Young Rider Dressage National Championships
- USEF Young Adult Brentina Cup Dressage National Championship
- USEF Intermediaire I and Grand Prix National Championships
- USEF Para Dressage National Championship

# Desert Dressage II

November 16-19, 2023

CDI-W / CDI<sub>2</sub>\* / CDI<sub>I</sub>\* / CDIU<sub>25</sub> / CDIJ / CDIY / CDIP / CDICH-A / CDIAm / CDIYH  
USEF LEVEL 5

2023 Qualifying Competition for:

- FEI North American Youth Championships
- USEF Pony and Children Rider Dressage National Championships
- USEF Junior and Young Rider Dressage National Championships
- USEF Young Adult Brentina Cup Dressage National Championship
- USEF Intermediaire I and Grand Prix National Championships
- USEF Para Dressage National Championship



# Desert Dressage III

December 14-17, 2023

CDI-W / CDI<sub>2</sub>\* / CDI<sub>I</sub>\* / CDIU<sub>25</sub> / CDIJ / CDIY / CDIP / CDICH-A / CDIAm / CDIYH  
USEF LEVEL 5

2023 Qualifying Competition for:

- FEI North American Youth Championships
- USEF Pony and Children Rider Dressage National Championships
- USEF Junior and Young Rider Dressage National Championships
- USEF Young Adult Brentina Cup Dressage National Championship
- USEF Intermediaire I and Grand Prix National Championships
- USEF Para Dressage National Championship

# Desert Dressage IV

January 4-7, 2024

CDI-W / CDI<sub>2</sub>\* / CDI<sub>I</sub>\* / CDIU<sub>25</sub> / CDIJ / CDIY / CDIP / CDICH-A / CDIAm / CDIYH  
USEF LEVEL 5

2023 Qualifying Competition for:

- FEI North American Youth Championships
- USEF Pony and Children Rider Dressage National Championships
- USEF Junior and Young Rider Dressage National Championships
- USEF Young Adult Brentina Cup Dressage National Championship
- USEF Intermediaire I and Grand Prix National Championships
- USEF Para Dressage National Championship

**\$1,500**

per week

**Dessert Dressage  
Supporter**

**Includes:**

- Prize List Ad
- Logo in press releases
- PA Announcements
- Ability to purchase up to two (2) passes to "The Palm Club" (VIP) during dressage events

**\$10,000**

four (4) weeks

**CDI or National Class  
Sponsor**

**Includes:**

- Full-page prize list ad
- Logo on website and digital video boards
- Logo in press releases
- Weekly social media mentions
- PA announcements
- Two (2) weekly passes to "The Palm Club" (VIP) during dressage events

**\$15,000**

four (4) weeks

**CDI or National Class  
Title Sponsor**

**Includes:**

- Full-page prize list ad
- Logo on website and digital video boards
- Logo in press releases
- Weekly social media mentions
- PA announcements
- Three (3) weekly passes to "The Palm Club" (VIP) during dressage events
- Prize-giving opportunities weekly

**\$25,000**

four (4) weeks

**Presenting Sponsor  
for a Week PLUS  
FEI, CDI or Major  
National Class Title  
Sponsor**

**Includes:**

- Judges' table signage
- Full-page prize list ad
- Logo on website and digital video boards
- Commercial placement during live stream
- Logo in press releases
- Dedicated social media post each week plus daily mentions
- PA announcements
- Six (6) weekly passes to "The Palm Club" (VIP) during dressage events
- Two (2) VIP parking passes per week
- Prize-giving opportunities weekly

**\$50,000**

four (4) weeks

**Presenting Sponsor for  
a Week PLUS  
Two (2) FEI, CDI or  
Major National Class  
Title Sponsor**

**Includes:**

- Judges' table signage
- Full-page prize list ad
- Logo on website and digital video boards
- Commercial placement during live stream
- Logo in press releases
- Dedicated social media post each week plus daily mentions
- PA announcements
- Eight (8) weekly passes to "The Palm Club" (VIP) during dressage events
- Four (4) VIP parking passes per week
- Prize-giving opportunities weekly
- Social event hosting

**2023-24 DRESSAGE SPONSORSHIP LEVELS**

At A Glance



Thank you.

We look forward to creating a partnership opportunity that meets your business needs and goals.