

DESERT INTERNATIONAL HORSE PARK



DESERT
CIRCUIT



2024 DESERT CIRCUIT SPONSORSHIP REPORT

A NOTE FROM STEVE HANKIN

This past year, Desert International Horse Park reached heights never before seen for show jumping and hunters in the state of California, so the bar was certainly set high for Desert Circuit 2024. Plus we were trying something brand new; hosting 10 straight weeks of competition is something very few venues attempt and even fewer can execute to the standards we've set for ourselves here at DIHP.

While the numbers and statistics in this report speak for themselves, I want to emphasize the value of having a team who - for ten consecutive weeks this circuit - spent every waking minute ensuring that our four original priorities were upheld: create a premier horse park, run good horse shows, become a place that was hospitable and fun for everyone, and build top sport. From sunup to long past sundown, rain or shine or wind, our dedicated team was making sure the experience of exhibitors, sponsors, and guests was nothing short of exceptional.

There were so many special moments this season that it would be impossible to capture them all in this report. But for me, it's often the remarks and messages from competitors, trainers, and visitors that really drive home what makes DIHP such a special place. Whether it's one of the legends of our sport coming here for the first time and telling us they will 100% return next season, an up-and-coming rider having their first major FEI win at our park, or the sheer joy on a pony rider's face when finishing their first-ever derby on the grass, it's a privilege to provide the backdrop and stage for these special moments. Perhaps the theme that stands out the most is that DIHP is a "horse's horse park." I can't think of a greater compliment.

None of this would be possible without the support of our sponsors. Sponsorships are integral to the success of a winter circuit of this scale. Your sponsorship dollars go beyond providing prize money and awards for our exhibitors, they play an important part in the continuing development and improvement of our amenities and services for horses, riders and spectators.



STEVE HANKIN
PRESIDENT & CEO







A SPECIAL THANKS TO

DESERT INTERNATIONAL HORSE PARK

2023-2024 CORPORATE SPONSORS

PLATINUM SPONSORS

ADEQUAN®
IDA DEVELOPMENT/BARNWALKERS
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FARMVET
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MARSHALL & STERLING
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A SPECIAL THANKS TO

DESERT INTERNATIONAL HORSE PARK

2023-2024 BARN SPONSORS

BLUE RIBBON BARN SPONSORS

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MORNING STAR SPORTHORSES
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RED RIBBON BARN SPONSORS

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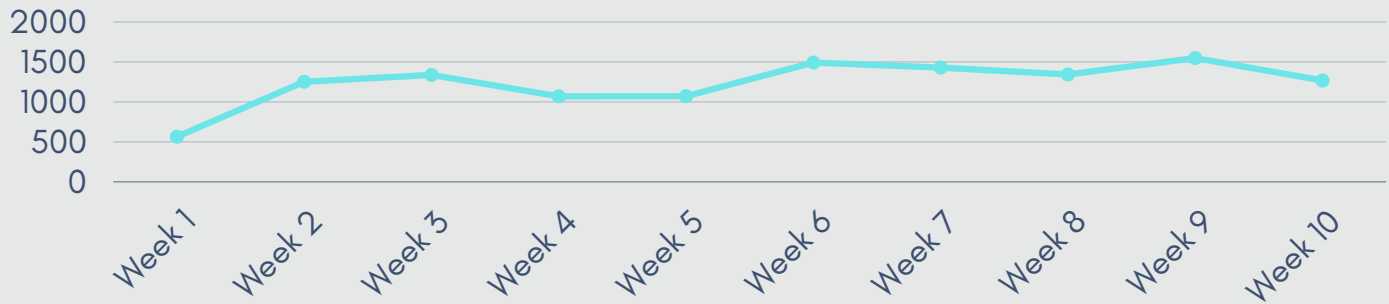
YELLOW RIBBON BARN SPONSORS

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ERIN DUFFY SHOW STABLES • VINTAGE LANE FARM • TRADEMARK STABLES



DESERT CIRCUIT BY THE NUMBERS

DESERT CIRCUIT ENTRIES



WEB TRAFFIC



174,000 unique website visitors &
27,653 unique visitors
Average session time of **3** minutes,
57 seconds
(general average being 1 minute)

SOCIAL MEDIA



1.8 million Instagram accounts reached
49.6K Instagram profile visits
4,284 new Instagram follows
659.9K Facebook accounts reached
50.2k Facebook profile visits
860 new Facebook followers

VIDEO CONTENT



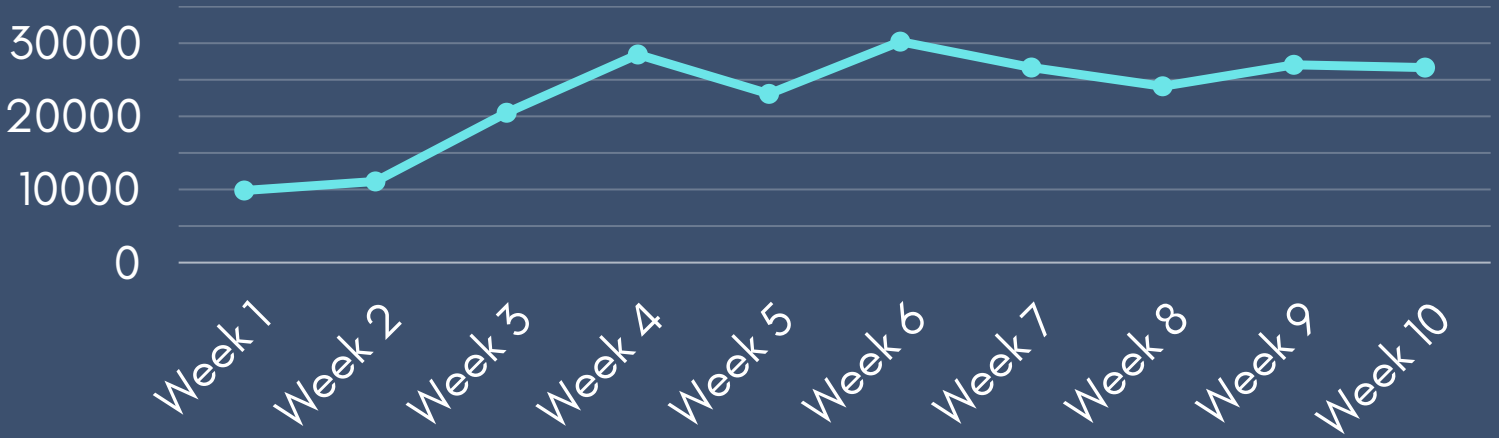
65,012 ShowGrounds Live clip
views from **6,912** users
120 videos produced with
2,436,164 views across all
platforms

EMAIL MARKETING



83 emails sent with a **43.6%**
open rate
(average across all industries is
21.33%)

LIVESTREAM VIEWS



247,072

VIEWS

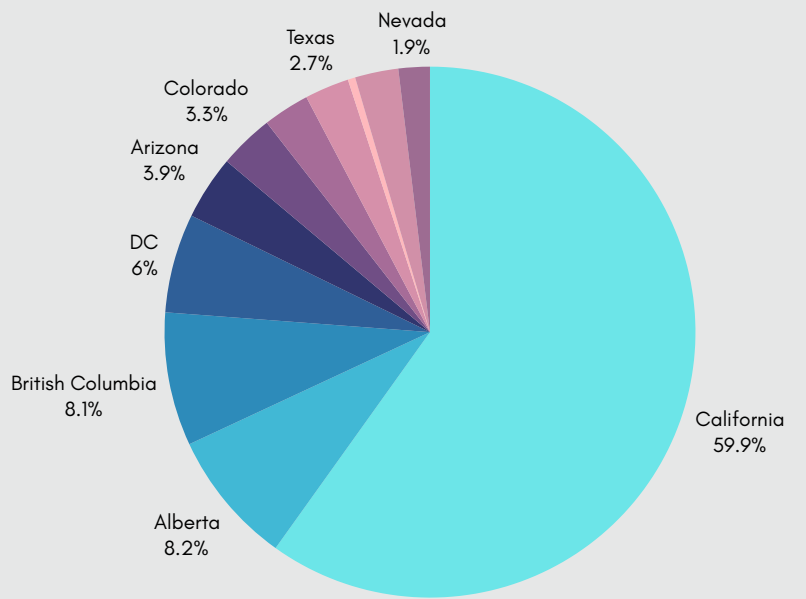
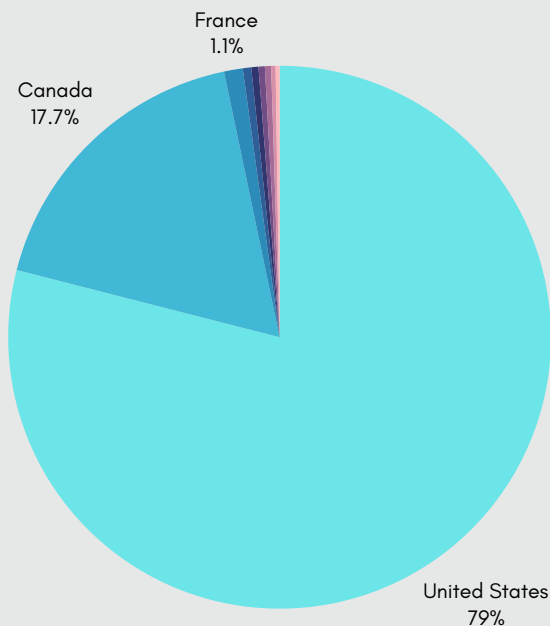
24,242

VIEWERS

158,547

HOURS WATCHED

VIEWERS





INSTAGRAM PERFORMANCE

Between January and March, **1.8 million** accounts were reached, leading to an increase in reach of **2,451%** when compared to the 90 days prior.

162,110 accounts were engaged, and **150,000** of them were non-followers.

Instagram reels engaged **156,000** users, making up over **96%** of Instagram engagement.

DIHP Instagram reached **24,000** followers during Desert Circuit, gaining **4,849** followers, which marked a **21.3%** growth during the time period compared to the 90 days prior.

345 posts were shared, **1,186** stories were shared, and **56** reels were shared between January and March.



FACEBOOK PERFORMANCE

Between January and March, **718,006** accounts were reached, leading to an increase in reach of **276%** when compared to the 90 days prior.

193,898 accounts were engaged, and **150,000** of them were non-followers.

DIHP Facebook reached **8,260** followers during Desert Circuit, gaining **958** followers, which marked a **123%** growth during the time period compared to the 90 days prior.

YOUTUBE PERFORMANCE

DIHP YouTube content had **12,214** views, with **171,042** impressions and **239.2** hours watched.

TOP SOCIAL POSTS BY PLATFORM

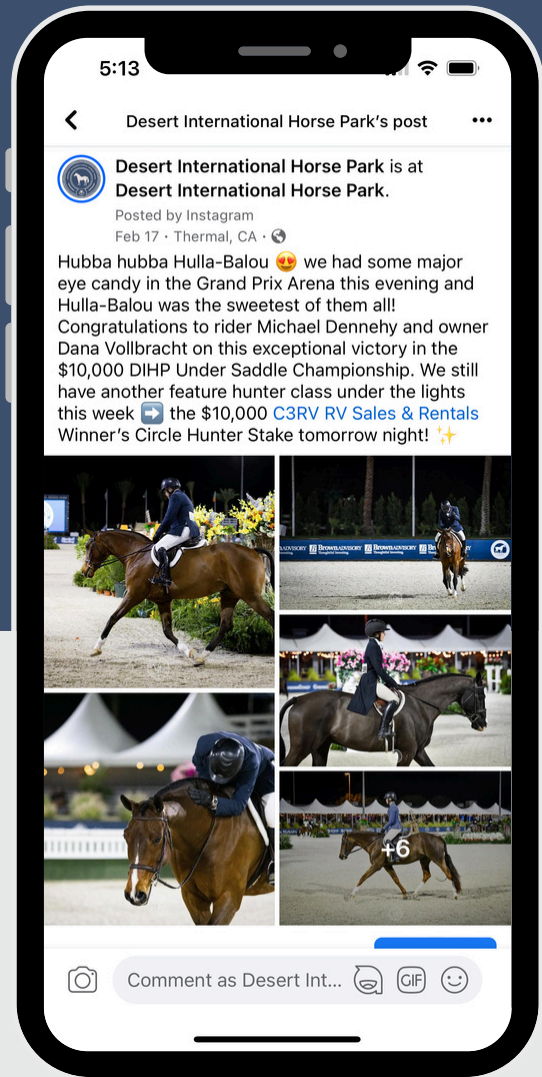
INSTAGRAM



Whittier Trust 6-Bar Promotion
Plays: 5,456,321
Reach: 1,512,347

FOLLOWING: 23.8K+

FACEBOOK



\$10,000 DIHP Under Saddle
Championship
Reach: 112,186
Engagement: 7,513

FOLLOWING: 8.2K+



The ultimate VIP experience in equestrian sport.

The Palm Club is located in the heart of the horse park, right alongside the massive Grand Prix Arena and the beautiful Main Hunter Arena, home to the most elite events the season offers. With a front-row view, our competitors, sponsors, families, and spectators can reserve a spot to watch feature events and enjoy the horse park.

The Palm Club provides competitors and spectators the ultimate culinary destination in the desert. No matter the time of day, the Palm Club brings chef-driven cuisine crafted with local ingredients and with your taste in mind. Experiences are complete with a full-service bar, embellishments such as donut walls, and an extensive wine program.

In 2024, we further elevated the Palm Club experience, making it the ultimate luxury destination for fans of equestrian sport and brands looking to treat customers, clients, and staff to an unparalleled culinary experience. In total, the Palm Club welcomed nearly **35,000** members through its doors in the past six months.

With pop-up shops from luxury brands Hermes and Irene Neuwirth, the entrance to the Palm Club became a shopping destination.

In collaboration with La Quinta Resort & Club, DIHP launched the La Quinta Resort Plaza, paying homage to the resort's unique culinary styles and bringing a taste of the La Quinta Resort into the Palm Club for all to enjoy.

Select title sponsors enjoyed private access to catered events during major classes, an offering we are pleased to make available to sponsors again in the upcoming season.



TENTATIVE 2024/2025 SCHEDULE

DATES	SHOW	HUNTER RATING	JUMPER LEVEL	FEI
OCTOBER 30- NOVEMBER 3, 2024	National Sunshine Series 1	Premier	Level 6	N/A
NOVEMBER 5-10, 2024	National Sunshine Series 2	Premier	Level 6	N/A
DECEMBER 3-8, 2024	Desert Holiday 1	Premier	Level 6	CSI5*/CSI2*
DECEMBER 10-15, 2024	Desert Holiday 2	Premier/ WCHR	Level 6	CSI5*/CSI2*
JANUARY 8-12, 2025	Desert Circuit 1	National	Level 4	N/A
JANUARY 15- 19, 2025	Desert Circuit 2	Premier	Level 5	N/A
JANUARY 22-26, 2025	Desert Circuit 3	Premier	Level 6	CSI3*
JANUARY 29- FEBRUARY 2, 2025	Desert Circuit 4	Premier	Level 6	CSI5*/CSI2* WCQ
FEBRUARY 5-9, 2025	Desert Circuit 5	Premier/ WCHR	Level 6	N/A
FEBRUARY 12-16, 2025	Desert Circuit 6	Premier	Level 6	CSI3*
FEBRUARY 19-23, 2025	Desert Circuit 7	Premier	Level 6	CSI3*
FEBRUARY 26- MARCH 2, 2025	Desert Circuit 8	Premier	Level 5	N/A
MARCH 5-9, 2025	Desert Circuit 9	Premier	Level 6	CSI3*
MARCH 12-16, 2025	Desert Circuit 10	Premier/ WCHR	Level 6	CSI4*

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FOR INFORMATION ON PARTNERSHIPS,
PLEASE CONTACT
SPONSOR@DESERTHORSE PARK.COM

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