

DESERT INTERNATIONAL HORSE PARK



DESERT
HOLIDAY



2023 DESERT HOLIDAY SERIES SPONSORSHIP REPORT

A NOTE FROM STEVE HANKIN

When we added Desert Holiday to the schedule four years ago, we had high hopes for what it could become. The weather in December is always amazing and our aim was to build a prestigious international event that would attract athletes from around the world, showcase the new Major League Show Jumping tour, and create a special environment for our “regulars.”

I think it’s safe to say this past December was our “moment of arrival.” Wow! And more Wow! How exciting was that?! From the launch of the Inaugural \$1Million CSI5* Coachella Cup Grand Prix to the epic performance of our home team, the Roadrunners, and everything in between, it was what the sport is about! We welcomed six of the world’s top 20 ranked athletes, we elevated our Palm Club to a new level, and we entertained an audience around the world. Yes, the horse park is now part of the international stage.

Reflecting on what 2023 brought our park, I'm beyond grateful. Without the sponsors, none of it would be possible, so we strive to acknowledge each and every sponsor and the value you provide not only to DIHP, but the riders, the trainers, the staff, and anyone involved with the park on a daily basis. We're so proud of what this park has become, and there is so much more to come as we push onward.

As always, thank you for supporting this vision we have for top sport on the West Coast. We look forward to a fabulous Desert Circuit with each of you on board, plus many more years to come.



STEVE HANKIN
PRESIDENT & CEO







A SPECIAL THANKS TO

DESERT INTERNATIONAL HORSE PARK

2023-2024 SPONSORS

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ROADRUNNERS WIN PENULTIMATE LEG OF MLSJ

The Desert International Horse Park (DIHP) Roadrunners finally brought home their first win on California soil Friday night in the \$268,000 CAD Major League Show Jumping Team Competition, presented by Brown Advisory. With a loaded squad featuring Mclain Ward (USA), Cathleen Driscoll (USA) and Amanda Derbyshire (GBR), they were the sole team to jump clear in round one, and they brought home the gold medal in a blazing fast fashion as the next two rounds unfolded.



"I think this team has rallied brilliantly the second half of the season," said Ward, who jumped the fastest jump-off of the entire night aboard First Lady, owned by Robin Parsky. "We've had some injuries, Amanda and I both. Cathleen came into the group a little later in the season. And we were really behind the eight-ball in August. Looking forward, it's a strong team. I'm proud to be part of it and I thought all the horses performed great the last couple of weeks."

"I actually was out here a few years ago and I was grooming, so to come back out here as a rider now is different," Driscoll remarked of her move into the Grand Prix Arena and into the winner's circle. "But it's fun to see the changes this venue has undergone in the last few years. They've done a beautiful job. It's really quite a stunning venue. It's something we look on to going forward in the calendar for years to come. They really put on a great show."



DESERT HOLIDAY BY THE NUMBERS



WEEK 1

1,427 entries

57.25% increase in entries from 2020

WEEK 2

1,358 entries

47.13% increase in entries from 2020



24,106 unique website visitors & 152,550 website sessions

Average session time of 3 minutes, 46 seconds
(general average being 1 minute)



41,602 Instagram accounts reached

504,645 Instagram impressions

620 new Instagram follows

103,945 Facebook accounts reached

29,862 Facebook accounts engaged



7,922 ShowGrounds Live clip views from 2,101 users

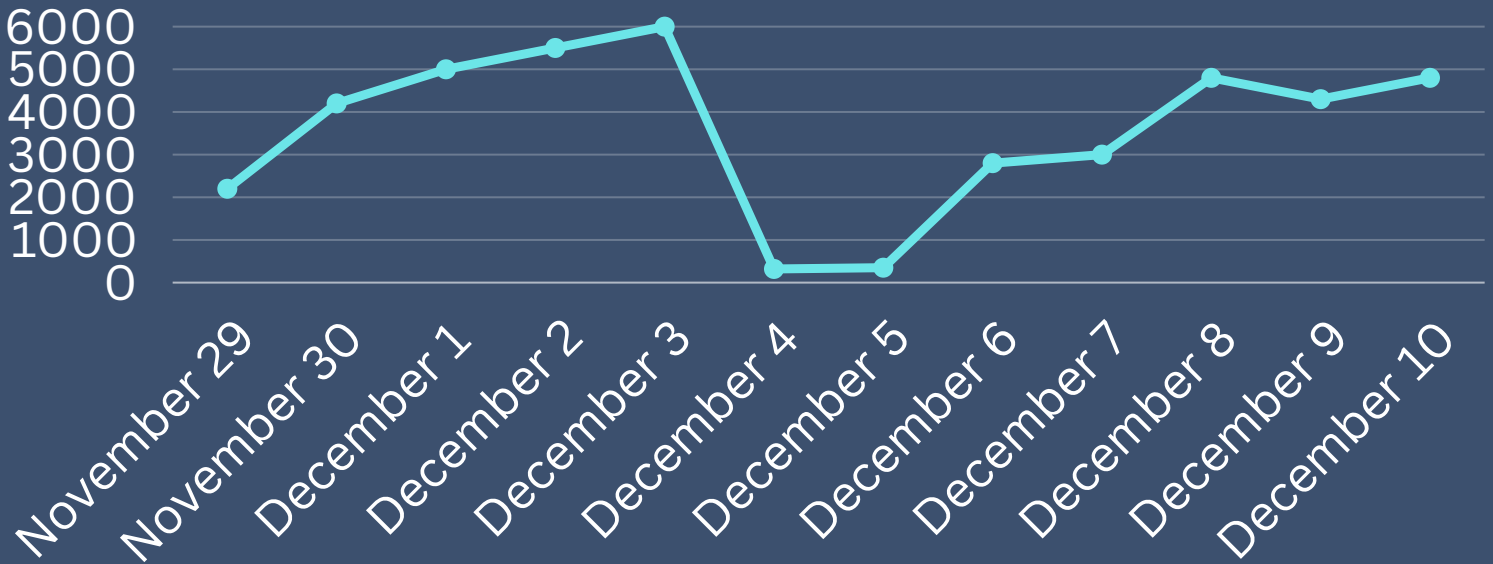
13 videos produced with 94,666 views across all platforms



18 emails sent with a 41% open rate

(average across all industries is 21.33%)

LIVESTREAM VIEWS



45,242

VIEWS

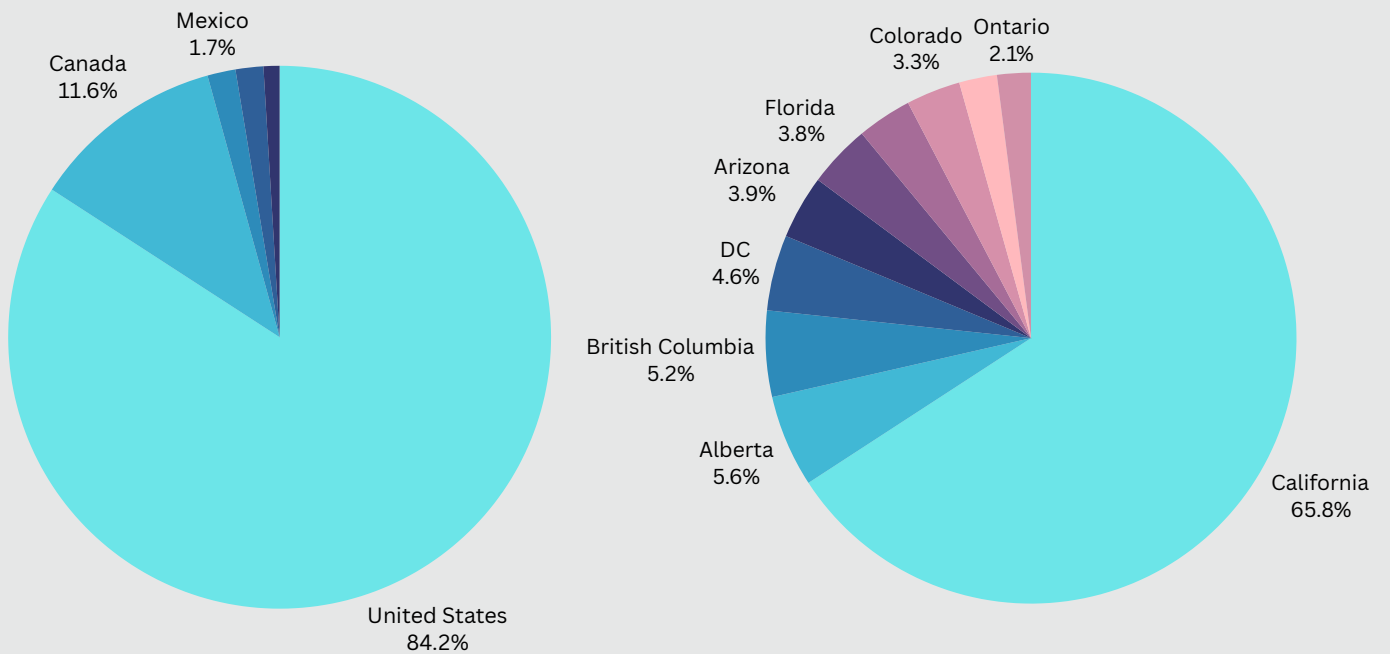
6,234

VIEWERS

36,759

HOURS WATCHED

VIEWERS



TOP SOCIAL POSTS BY PLATFORM

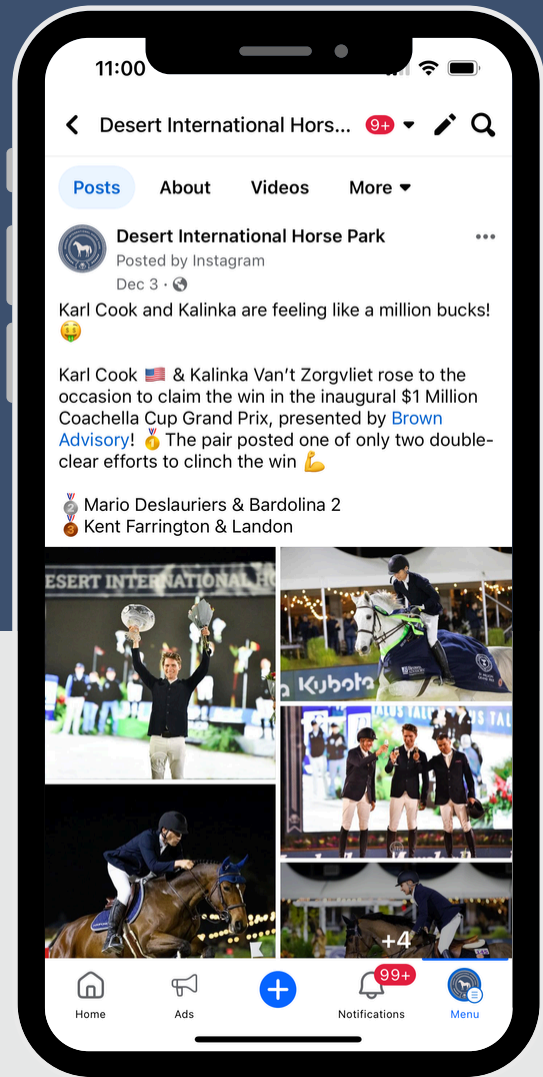
INSTAGRAM



\$1 Million Coachella Cup,
presented by Brown Advisory
Plays: 32,671
Reach: 20,236

FOLLOWING: 19.6K+

FACEBOOK



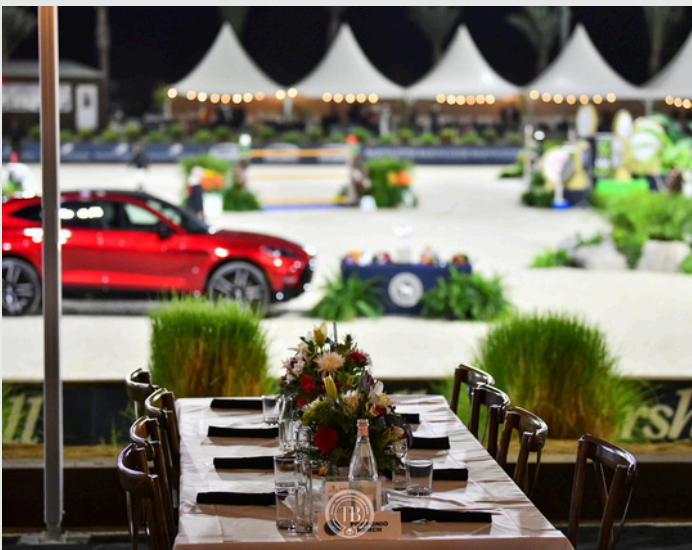
\$1 Million Coachella Cup,
presented by Brown Advisory
Reach: 11,573
Engagement: 2,487

FOLLOWING: 7.2K+



The top VIP experience in the Coachella Valley.

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.



We've partnered with Contemporary Catering to provide our competitors and spectators the ultimate culinary destination in the desert. No matter the time of day, expect chef-driven cuisine crafted with local ingredients and with your taste in mind. Be our guest for breakfast, lunch, dinner, and every snack time in between.

For evening classes, we curate menus to specific regions worldwide and build our offerings to create an entire experience, not just a meal. Experiences are complete with a full-service bar, embellishments such as donut walls, and our extensive new wine program.

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