



DESERT INTERNATIONAL HORSE PARK



2024/2025 SPONSORSHIP OPPORTUNITIES

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INTRODUCTION

Since taking the reins of the facility in 2019, Desert International Horse Park (DIHP) has redefined the concept of providing best-in-class equestrian competition.

We take pride in providing boutique-style amenities and services on a large scale, welcoming approximately 30,000 horses and 400,000 guests each season.

Between late October and mid-March each year, we bring the world to the West Coast for 16 weeks of top-tier equestrian competition, including 2 weeks of dressage. With our reputation as a “horse’s horse park” we attract competitors, spectators and guests from near and far. We love what we do, and it shows!

Partnering with DIHP provides the opportunity to engage with a unique, discerning and influential customer segment. From business and community leaders to philanthropists and celebrities, our reach is wide and the potential for your brand is unlimited.



OUR MISSION

To deliver exceptional horse show experiences through our unwavering commitment to best-in-class facilities and amenities, customer service, and partnerships.

OUR GUIDING VALUES

Integrity: Build trust through responsible, good-faith actions and relationships.

Accountability: Own our decisions and their outcomes.

Adaptability: Recognize opportunities and find solutions in the face of challenge and change.

Excellence: Continuously seek opportunities for improvement and take pride in all that we do.

WHAT WE OFFER



World-Class Competition & Facilities: Continuous improvement and innovation allows us to attract and retain top equestrian athletes from across the country and the globe at our West Coast venue.

Horses-First Approach: As horse people ourselves, we take our role in ensuring the comfort, safety and welfare of all horses at our facility very seriously. We take pride in having created an environment that never loses focus on the reason we are all come together each year: Our love of horses.

Customer-Centric Service: From competitors and coaches to sponsors and spectators, we strive to meet the needs and exceed the expectations of our diverse customer base in all we do.

Value-Added Partnerships: In-depth understanding of our partners' goals and objectives allows us to customize benefits and deliverables to maximize returns on investment.

Unparalleled Hospitality: From complimentary shuttle service to child-focus activities and privately-hosted VIP/corporate events, we take tremendous pride in making every guest who enters through our gates feel welcomed and valued.

OUR FACILITY



From state-of-the-art footing surfaces to our new fitness and personal training facility, we strive to provide the best in amenities for our guests whether they have two legs or four.

With 239 acres, nearly 1.6 million square feet of competition and riding space, over 2800 12' x 12' stalls, and 14 competition rings, including two premier grand prix arenas (sand + grass), and miles of trails, DIHP has set the standards for horse-friendly competition venues in the United States.

We offer over 230 RV hook-ups, fresh and delicious food vendors in addition to The Palm Club, numerous retail stores, and plenty of complimentary parking for horse trailers and other vehicles. Under the guidance of elite athlete, trainer and fitness expert, Davante Wiltshire, our newly opened fitness facility helps riders and non-riders alike stay at the top of their game.



Equestrian Industry DEMOGRAPHICS in the United States

7.1
Million

Participants

9.2
Million

Horses

\$112
Billion

Impact on GDP

Equestrian Industry DEMOGRAPHICS

in the United States



85% WOMEN



63% MARRIED



66% HAVE AT LEAST
A COLLEGE DEGREE



80% MAKE OR INFLUENCE
PURCHASING DECISIONS
AT WORK

\$549,000

AVERAGE MARKET
VALUE OF HOME

\$75,000

AVERAGE ANNUAL
COST TO MAINTAIN
A SHOW HORSE

\$150,000

AVERAGE COST OF
A SHOW HORSE

OWN AN AVERAGE
OF FOUR HORSES



34-54

AVERAGE AGE



94% OWN A PET BESIDES
A HORSE OR PONY

Equine Industry ECONOMIC IMPACT (2023)

\$74B

Equestrian
Industry's Direct
Contribution to
GDP

\$177B

Total Value Added
to U.S. Economy
from Equestrian
Industry

1.3M

Direct Employment
Impact from
Equestrian Industry

2.2M

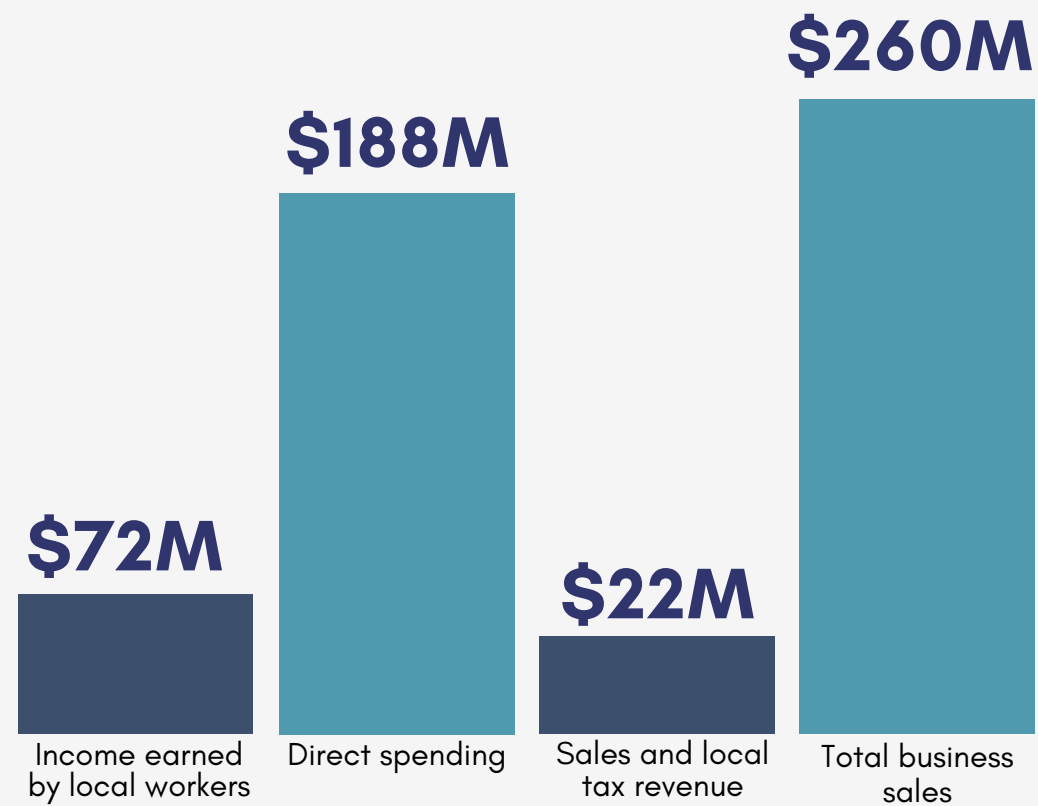
Total Employment
Impact from
Equestrian Industry

The competition sector supports more than 301,000 direct jobs and adds \$15.6 billion in direct value to the national economy. These direct impacts drive a further \$21.7 billion in added value to the economy and more than 185,000 jobs from indirect and induced effects.

Coachella Valley Local ECONOMIC IMPACT (2022)



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



2,500 JOBS

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

DIGITAL FOOTPRINT

2023/2024 SEASON

WEB TRAFFIC



225,000 website visitors

Average session time of **3 minutes, 51 seconds** (average across all industries = 1 minute)

SOCIAL MEDIA



1,867,200 Instagram accounts reached
442.8K Instagram interactions
5,904 new Instagram follows
786.2K Facebook accounts reached
49.6K Facebook interactions
1,195 new Facebook followers

VIDEO CONTENT



80,856 ShowGrounds Live clip views from **11,013** users
146 videos produced with **3,481,430** views across all platforms

EMAIL MARKETING



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

COMMUNITY SPIRIT

We are proud to be a part of the vibrant communities that comprise the Coachella Valley. In 2023/2024, we were thrilled to add Visit Greater Palm Springs and the City of La Quinta as sponsors and host many esteemed local guests over our 14 weeks of competition.

Other community highlights of the season included:

- Partnering with Uryadi's Village - an organization that helps build schools in Ethiopia - to raise over \$44,000 with our "Jump for Uryadi's Village" event.
- Working with #WeRideTogether - a nonprofit organization whose mission is to make the youth and amateur sport environment safer for all athletes - to raise awareness and funds for the important work they do.
- Facilitating the adoption of many new BFFs through pet adoption events hosted at the park in collaboration with local animal rescue organizations.
- Introducing hundreds of children and their families to the joy and excitement of show jumping through the BNP Paribas Tennis Family Day event.
- Supporting the American Wild Horse Campaign, gathering donations and raising awareness around the park through joint initiatives.





HOSPITALITY & HOSTING

The Palm Club

For those seeking an elevated dining experience, The Palm Club - conveniently located with between the Grand Prix and Main Hunter rings - is the place to be.

Welcoming more than 30,000 guests in 2023/2024 - our expert culinary team serves up hot and fresh breakfast, lunch and snacks on show days.

Access to our espresso and full-service bars are included in the price of admission. Purchase a seat or a table for the show and enjoy the best seats in the house while experiencing DIHP hospitality at its finest.



VENDOR OPPORTUNITIES

Whether your niche is equestrian products and services, bespoke jewelry, or almost anything in between, let us provide you with access to a discerning, influential target audience.

With more than 400,000 visitors each season, there is no better venue on the West Coast to showcase your brand and to connect with customers. We offer a variety of vendor locations and retail structure options across our show grounds. Our vendor packages offer tremendous value, and can be scaled to fit your business needs and goals.



VENDOR OFFERINGS

- Weekly and full-season pricing
- Permanent onsite stores, trailers and tents
- VIP/The Palm Club pop-up shops and exhibitions
- Contact us about dressage-exclusive vendor opportunities (info@deserthorsepark.com)

SPONSORSHIP OPPORTUNITIES

Presenting Week SPONSORSHIPS

Your company or product is recognized as the presenting sponsor for an entire week of competition with signage and branding in our VIP and across the venue, premium social media and digital media exposure, plus title sponsor recognition for two (2) FEI, CDI or Major National Classes during Desert Dressage I & II and guaranteed best seats in the house at The Palm Club for you and your guests.

Class & Division SPONSORSHIPS

Let us help your company or product gain exposure as the recognized sponsor of one or more National, FEI or CDI classes or divisions during the season.

Let us help boost your company or product exposure with custom branded prizes. Awards presentations for you and your guests provide great social media opportunities too!



SPONSORSHIP OPPORTUNITIES

Special Event SPONSORSHIPS

While competition is central to what to do, social events and offerings are an important part of the overall experience for our exhibitors and guests. Create your own private special event or underwrite DIHP events including:

- Exhibitor parties
- Live music
- Groom appreciation breakfast
- Lunch & learns

Corporate HOSPITALITY

Set against the Santa Rosa Mountains and centrally located within the Coachella Valley - home to some of the nation's best hiking trails, golf, tennis, restaurants and premier hospitality - we are a destination for more than just equestrian enthusiasts. We provide an exceptional venue for team events and client hosting. We accommodate groups of all sizes, and our events team can assist with everything from top-notch accommodations to dining and off-site excursions.



SPONSORSHIP OPPORTUNITIES

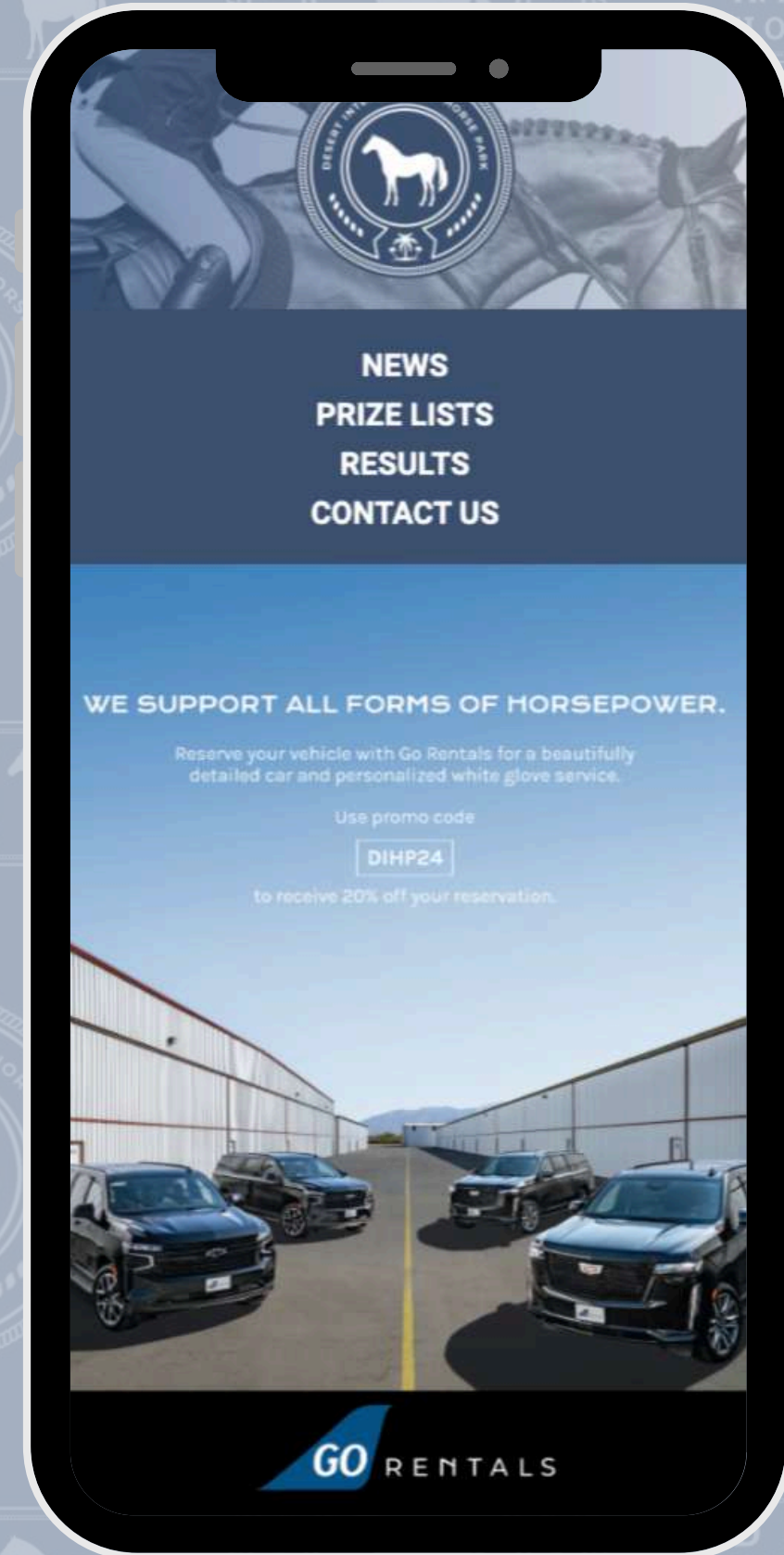
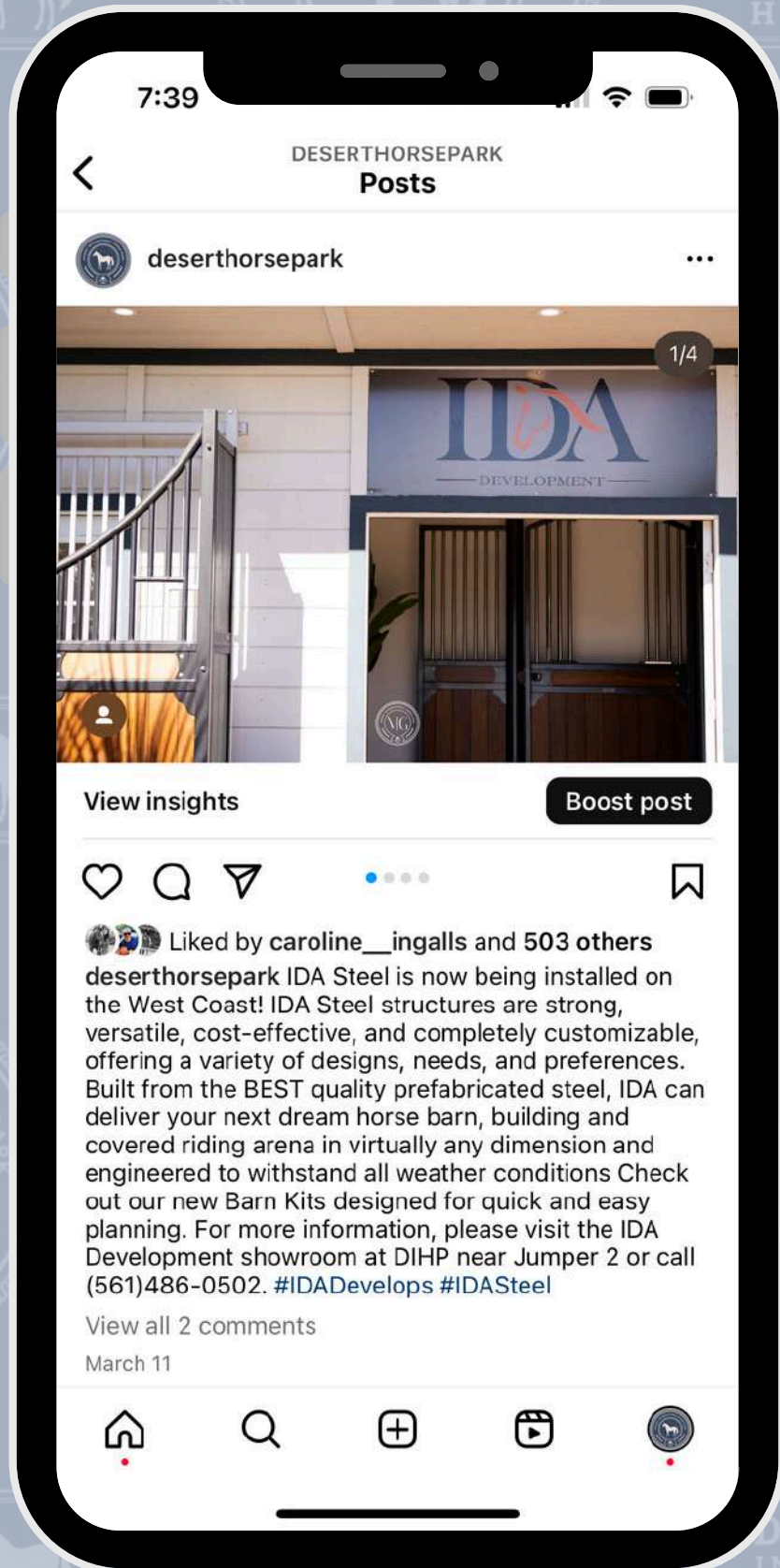
Signage & Branding

Place your brand front-and-center for exhibitors and guests each day with signs placed in select competition and warm-up arenas. These 3' x 8' coroplast signs feature your company name and/or logo and often serve as the backdrop for photographs and live stream coverage of events.

Signs can be purchased individually or as part of a larger DIHP sponsorship package.

Digital Media Packages

Interested in increasing your social media and online presence within the equestrian community? Our digital media packages are a great way to test the waters and gain exposure on a smaller-scale budget.



\$1,500

per week

**Dessert Dressage
Supporter**

Includes:

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

\$5,000

Two (2) Weeks

**Title Sponsor:
National Class**

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

\$7,500

Two (2) Weeks

**Title Sponsor:
CDI or National Class**

Includes:

- Full-page prize list ad
- 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

\$12,500

Two (2) Weeks

**Title Sponsor:
FEI, CDI or Major
National Class**

Includes:

- Ring 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 posts
- PA announcements
- Five (5) weekly passes to "The Palm Club" (VIP) during dressage events
- Prize-giving opportunities weekly

\$25,000

Two (2) Weeks

**Presenting Sponsor:
One (1) Week and
Title Sponsor:
Two (2) FEI, CDI or
Major National Classes**

Includes:

- Judges' table signage
- Full-page prize list ad
- Logo on website and digital video boards
- Dedicated press release
- Premium social media package
- PA announcements
- Eight (8) weekly passes to "The Palm Club" (VIP) during dressage events
- Prize-giving opportunities weekly
- Social event hosting

Desert Dressage I

Desert Dressage II

November 14-17, 2024

January 2-5, 2025

CDI-W / CDI3* / CDI2* / CDI1* / CDIU25 / CDIY / CDIJ / CDICH / CDIAM / CDIP / CDIYH

FEI North American Youth Championships

USEF Pony and Children Rider Dressage National Championships

USEF Junior & Young Rider Dressage National Championships

USEF Young Adult Brentina Cup Dressage National Championship

USEF Intermediaire I & Grand Prix National Championships

USEF Para Dressage National Championship

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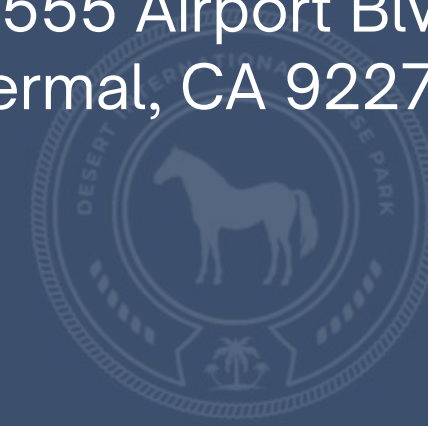
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