

DESERT INTERNATIONAL HORSE PARK

NATIONAL  
SUNSHINE  
SERIES



# 2023 NATIONAL SUNSHINE SERIES SPONSORSHIP REPORT



# A NOTE FROM STEVE HANKIN

To say that 2023 National Sunshine Series was a success would be an understatement. With the support of you – our sponsors – this year's Series was our biggest and best to date. We welcomed more than 5,000 entries over two weeks and more guests and visitors through our gates than ever before. We had lots of happy faces and the feedback from athletes and visitors was outstanding!

Over the past several years, we've held fast to our commitment to creating a premier horse park, running great horse shows, providing a venue that is hospitable and fun for all, and building top-level sport right here in Southern California. While we continue to strive toward fully realizing these goals, we also continue to raise the bar for ourselves. We know we can always do more and do better. It's a bit of moving target, but it is what motivates and drives us as a team.

National Sunshine Series (NSS) saw the launch of our elevated VIP program. The first step was to give our VIP pavilion a name: The Palm Club. From here, we changed not only the physical layout of the building but also the entire atmosphere with the introduction of white tablecloth dining service on Friday and Saturday evenings during feature 'under the lights' classes. From roaming oyster shuckers to nightly live music, the goal was to make DIHP a destination for dining and entertainment for equestrians and non-equestrians alike. We want to engage our exhibitors, our sponsors, and the residents of the Coachella Valley; NSS demonstrated that we have the capacity to do this. We're excited to introduce more people to our sport and facility in the months and years to come.

As a sponsor, you make the difference between our events been good and a great. Your contribution, whether financial or in-kind, makes a tremendous difference in the way in which exhibitors experience our competitions. Running exceptional events requires strategic partnerships; we endeavor to demonstrate our appreciation to you for the role you play in allowing us to make our events better each season. From hosting special events for grooms and competitors to providing prize items for winning horses and riders, your contributions are vital and valued. We could not do any of this without your support.

Thank you for allowing us to kick off the 2023/2024 show season with such great momentum. We are excited to share some of the stats and highlights from NSS, and look forward to more communications as the season progresses.



**STEVE HANKIN**  
PRESIDENT & CEO













A SPECIAL THANKS TO

## DESERT INTERNATIONAL HORSE PARK

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STAR RV RENTALS • THE TACK BOX



# NATIONAL SUNSHINE SERIES BY THE NUMBERS



## WEEK 1

1,634 entries

42.09% increase in entries from 2019

## WEEK 2

2,031 entries

25.68% increase in entries from 2019



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

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



26,000 Instagram accounts reached

435,000 Instagram impressions

387 new Instagram follows

46,900 Facebook accounts reached

19,000 Facebook accounts engaged



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

13 videos produced with 94,666 views across all platforms

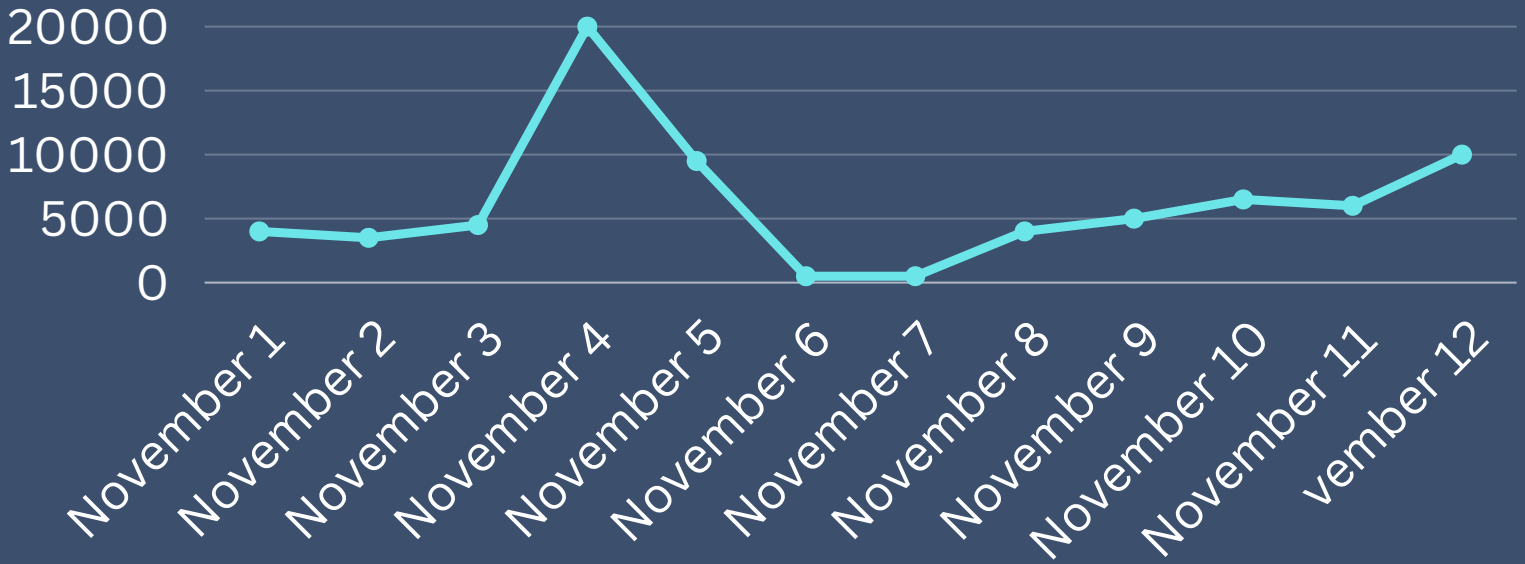


12 emails sent with a 46% open rate

(average across all industries is 21.33%)



# LIVESTREAM VIEWS



**87,180**

VIEWS

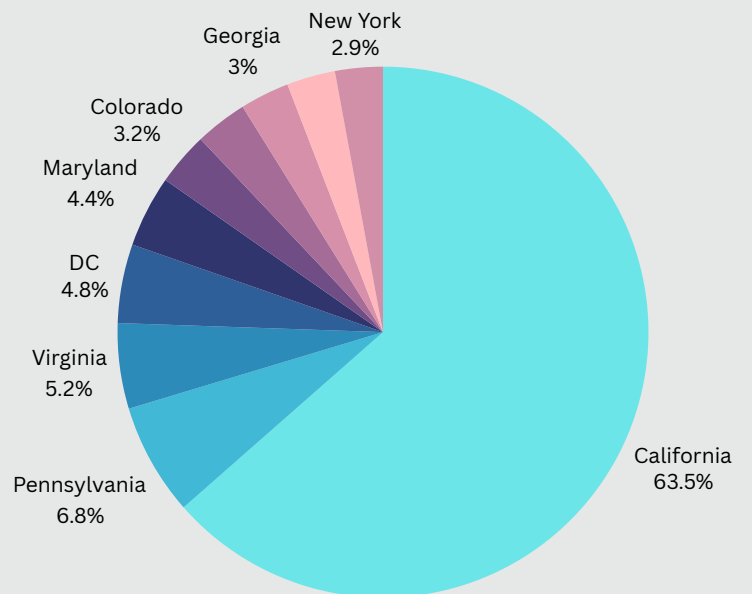
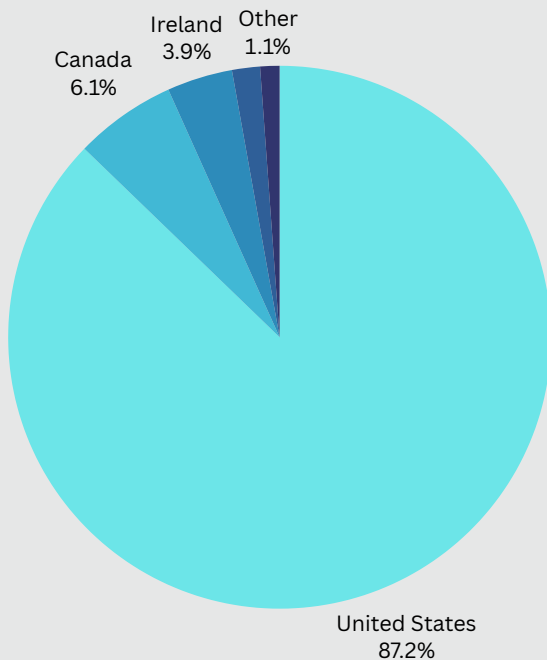
**7,155**

VIEWERS

**49,646**

HOURS WATCHED

## VIEWERS





# TOP SOCIAL POSTS BY PLATFORM

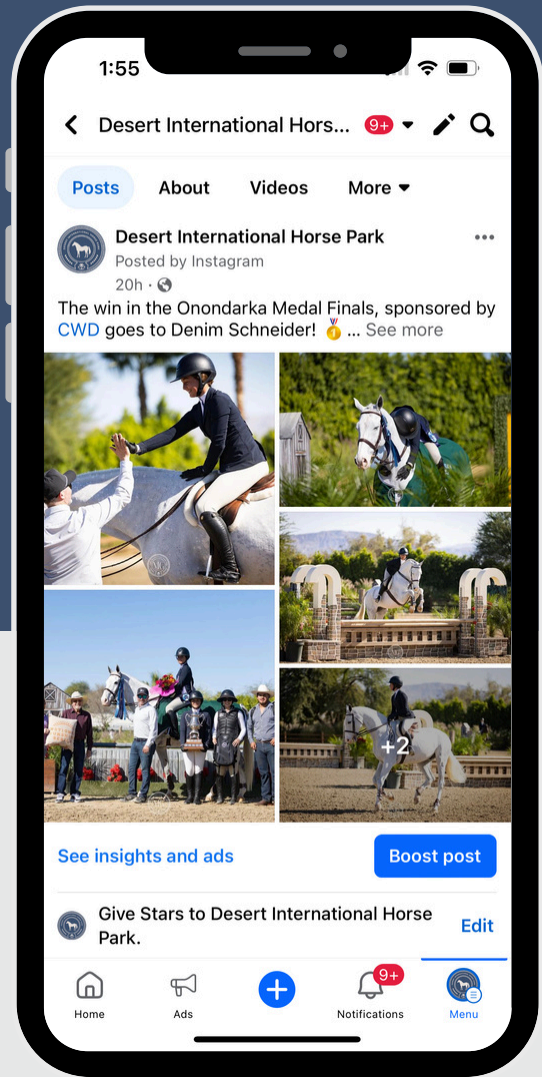
## INSTAGRAM



\$15,000 Hidden Creek Farms 6-Bar  
Plays: 19,738  
Reach: 8,663

**FOLLOWING: 18.9K+**

## FACEBOOK



CWD Onondarka Medal Final  
Reach: 4,775  
Engagement: 1,293

**FOLLOWING: 7K+**



## 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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