



DESERT INTERNATIONAL HORSE PARK  
**ROADRUNNERS**



TEAM  
SPONSORSHIP  
OPPORTUNITIES

# A NOTE FROM STEVE HANKIN

Major League Show Jumping was founded on the principal of teamwork and collaboration. By bringing together the best athletes, owners and event organizers from across North America, our vision is to create a League, modeled after other major league sports, that will take Show Jumping to the next level and trigger new and sustainable growth for our sport now and in the future.

As passionate equestrians ourselves, we hope to inspire a new generation of fans and to introduce our sport to new audiences by packaging it in a way that is easy understand and exciting to follow. We want to create and engage lifelong fans by telling the stories that go beyond the competition arena and give behind the scenes access to both our two and four legged stars.

We are excited for the future and are looking for a few select partners that share our vision and want to be a part of the journey. Our partners are valued stakeholders, and we look forward to working together to create winning, long-term relationships that build value for the partner, the League, the participants and fans. We hope you will join us for the ride!



**STEVE HANKIN**  
PRESIDENT & CEO



# THE STAGE IS SET

10 CSI5\* EVENTS AT PRESTIGIOUS  
NORTH AMERICAN VENUES

DATES







# TEAM COMPETITION: HOW IT WORKS

The \$268,000 (CAD) weekly MLSJ Team Competition is shaking up our sport with a new format that's thrilling and easy to understand, even for a non-equestrian.

## ROUND 1

Eight teams (each with three riders) jump a 1.50m course with the goal of staying above the cut line. The top four teams with the fewest faults and fastest times move on to round two!

## ROUND 2

It's all about speed! Four teams return with two riders to fly around a shortened course where each fence down adds three seconds to their time. The top two teams move to the Gold Medal Round and the slowest two teams ride for Bronze.

## MEDAL ROUND

It's a head to head race for the podium with each team riding their third rider for Gold, Silver or Bronze!



Each event will feature four days of CSI 5\* and 2\* competition with valuable world ranking points up for grabs! Plus, a \$500,000 Season Bonus for the Leading Team and \$100,000 Season Bonus for the Leading Rider will keep the season exciting from start to finish!

DESERT INTERNATIONAL HORSE PARK  
**ROADRUNNERS**  
**THE LINEUP**



**Mclain Ward**  
**USA**

Former World #1, with Olympic, World Championship, and Pan American Games gold medals, as well as FEI World Cup Finals Winner, Rolex Grand Prix winner, and countless CSI5\* Grand Prix victories.



**Daniel Coyle**  
**IRL**

Recent wins in Leipzig, Amsterdam, and Live Oak World Cup Qualifying competition, as well as a victory for Ireland in the Ocala Longines League of Nations.



**Karl Cook**  
**USA**

Winner of inaugural \$1 Million CSI5\* Coachella Cup in 2023, the 2023 American Gold Cup Grand Prix, and the Hampton Classic Grand Prix



**Ashlee Bond**  
**ISR**

A top finish at the 2020 Tokyo Olympic Games, winner of the Rolex Grand Prix in Wellington, and countless top victories for both team Israel and as an individual.



**Erynn Ballard**  
**CAN**

A staple rider for the Canadian team, Ballard was one of the all-female team at the 2022 World Championships. Also a top Nations Cup and CSI5\* athlete across the USA and Canada.



**Mimi Gochman**  
**USA**

The youngest rider on our squad, Gochman has burst onto the scene, already taking top spots at the CSI5\* level across the world, training with Ireland's Darragh Kenny.

# MAJOR LEAGUE SHOW JUMPING AT DIHP 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



45,242 livestream views

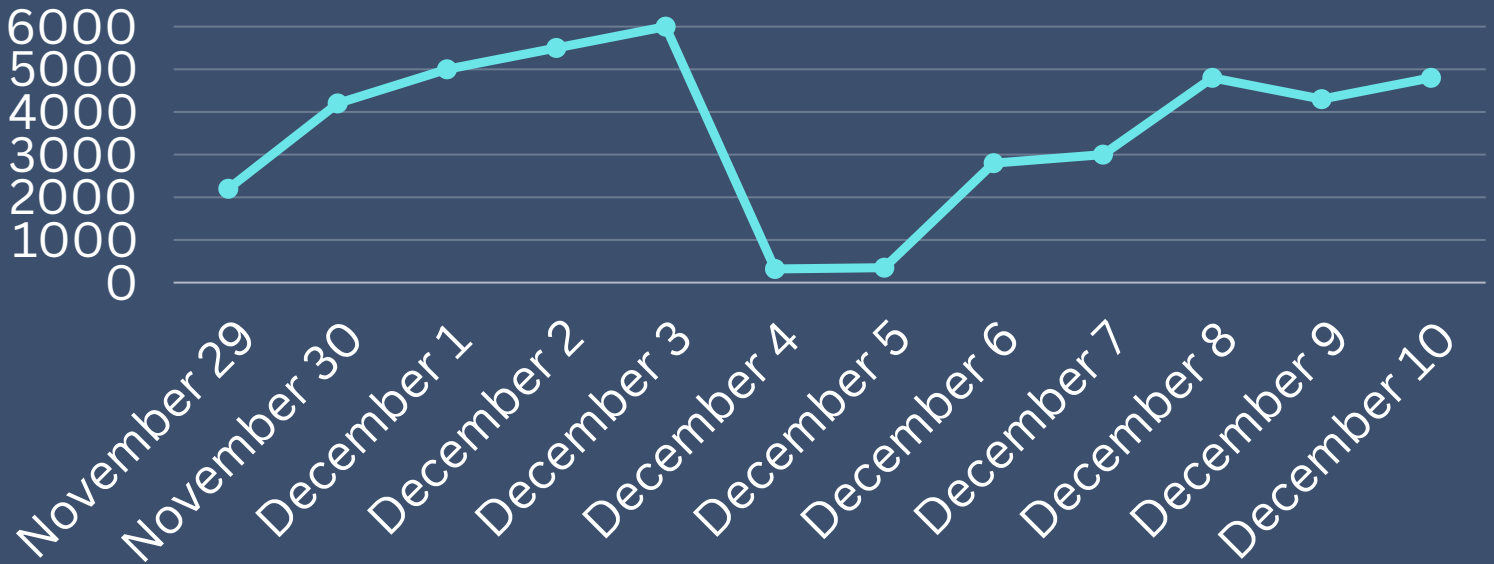
36,759 hours watched



18 emails sent with a 41% open rate

(average across all industries is 21.33%)

# LIVESTREAM VIEWS



**45,242**

VIEWS

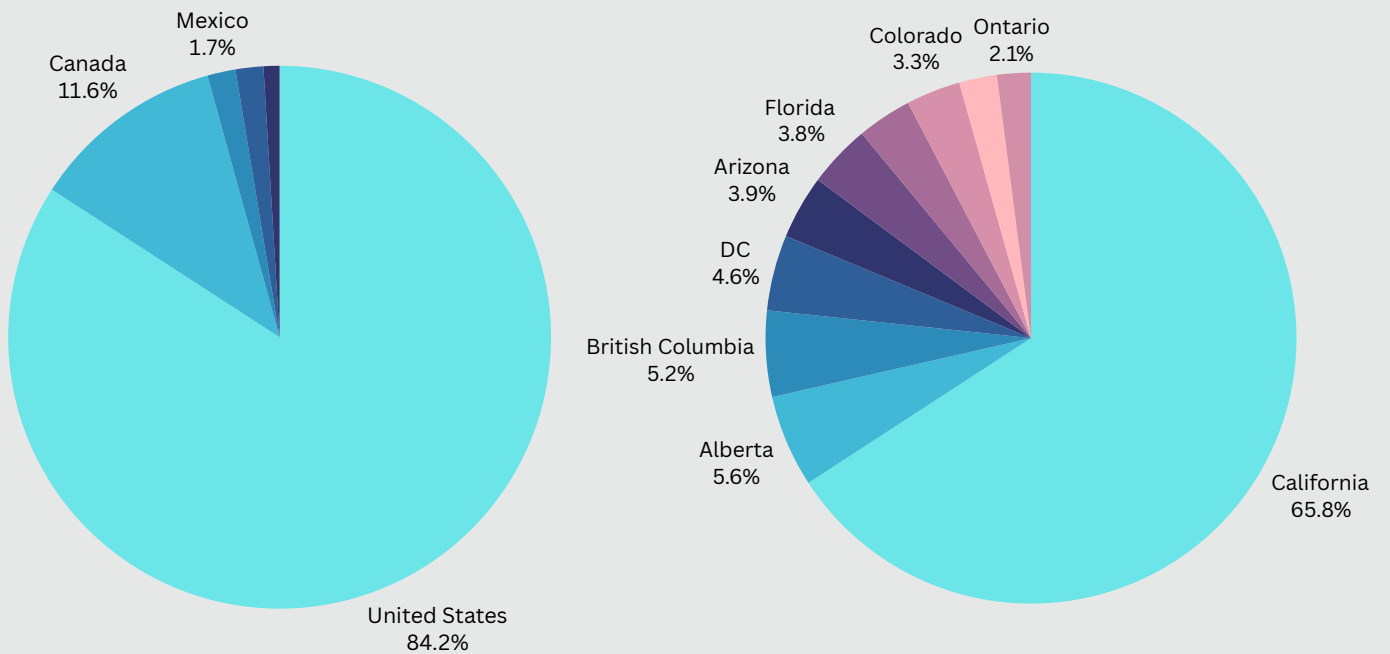
**6,234**

VIEWERS

**36,759**

HOURS WATCHED

## VIEWERS







## 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.



DESERT INTERNATIONAL HORSE PARK



FOR INFORMATION ON PARTNERSHIPS,  
PLEASE CONTACT  
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