



DESERT INTERNATIONAL HORSE PARK



2024/2025 MEDIA KIT



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 14 weeks of top tier equestrian competition. 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.

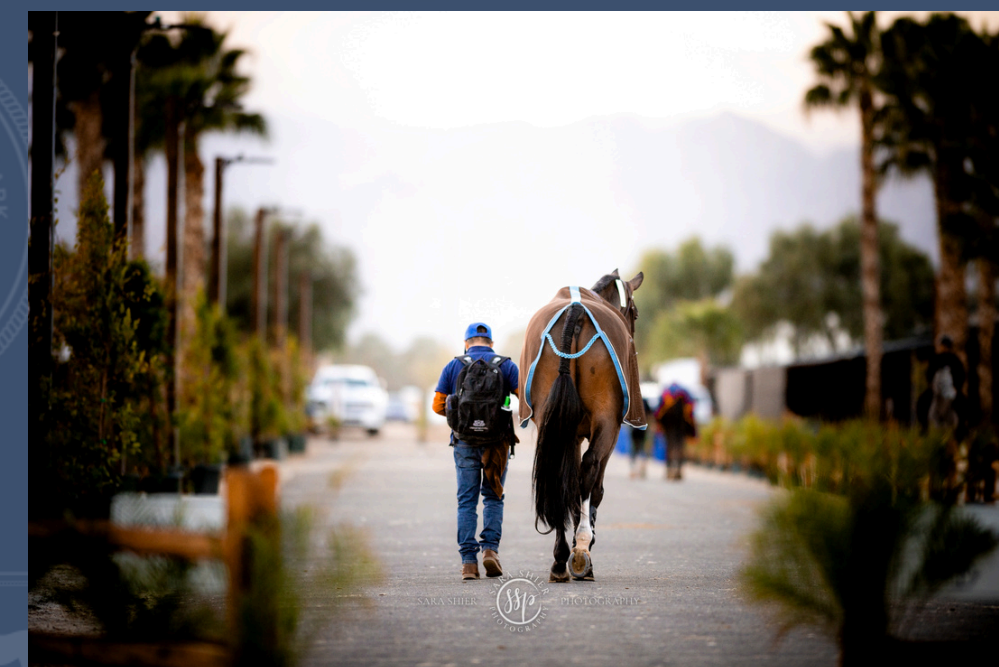
OUR FACILITY



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.



OUR FACILITY



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

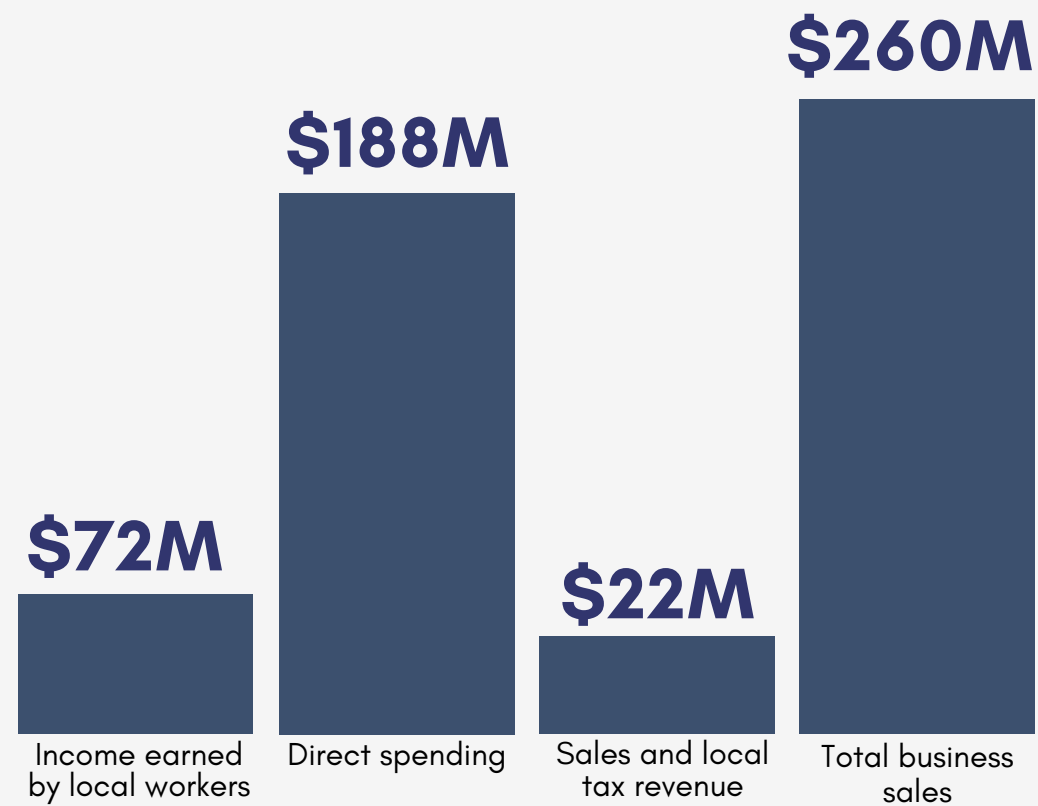
Total Employment
Impact from
Equestrian Industry

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%)

2024-2025 SEASON HIGHLIGHTS



\$1 Million CSI5* Coachella Cup Grand Prix

2023 marked the inaugural occurrence of this event, the first million-dollar international grand prix in the U.S.

Last year, Karl Cook (USA) captured the Coachella Cup in dazzling fashion, then going on to be named to the Olympic short list for the U.S.



Longines FEI Jumping World Cup™ Qualifier

During Desert Circuit 4, DIHP will serve as one of the legs of the North American League as athletes work towards qualification for the 2024 Longines FEI World Cup™ Finals.

Every year, the world's top show jumpers set sights on this final, making its qualifiers some of the most sought-after events globally.



\$100,000 WCHR West Coast Hunter Spectacular

Hunter horses and riders spend their entire season at DIHP preparing to peak for this very event. It showcases the true excellence of the West Coast hunter, making it one of the most coveted classes to ride in, to watch, and to enjoy.

This class will take place yet again during the final week of Desert Circuit.

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.



DIGITAL ADVERTISING OPPORTUNITIES

Media Packages

\$3,000

- Dedicated email communication to DIHP subscriber list (content and images provided by Advertiser)
- Single promotion on Facebook and Instagram story
- Email content archived under “Industry Releases”

\$1,500

- Single promotion on Facebook and Instagram story

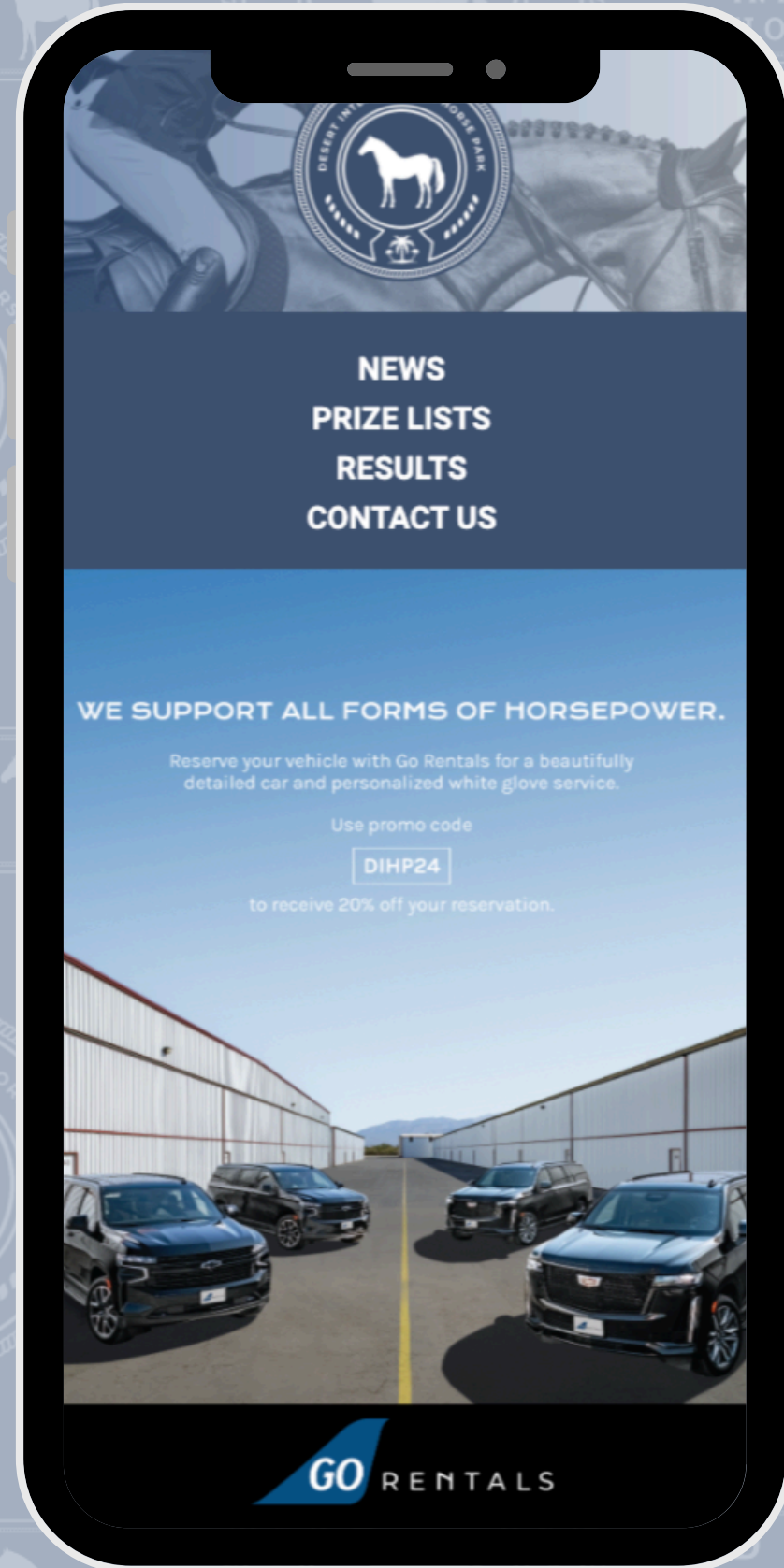
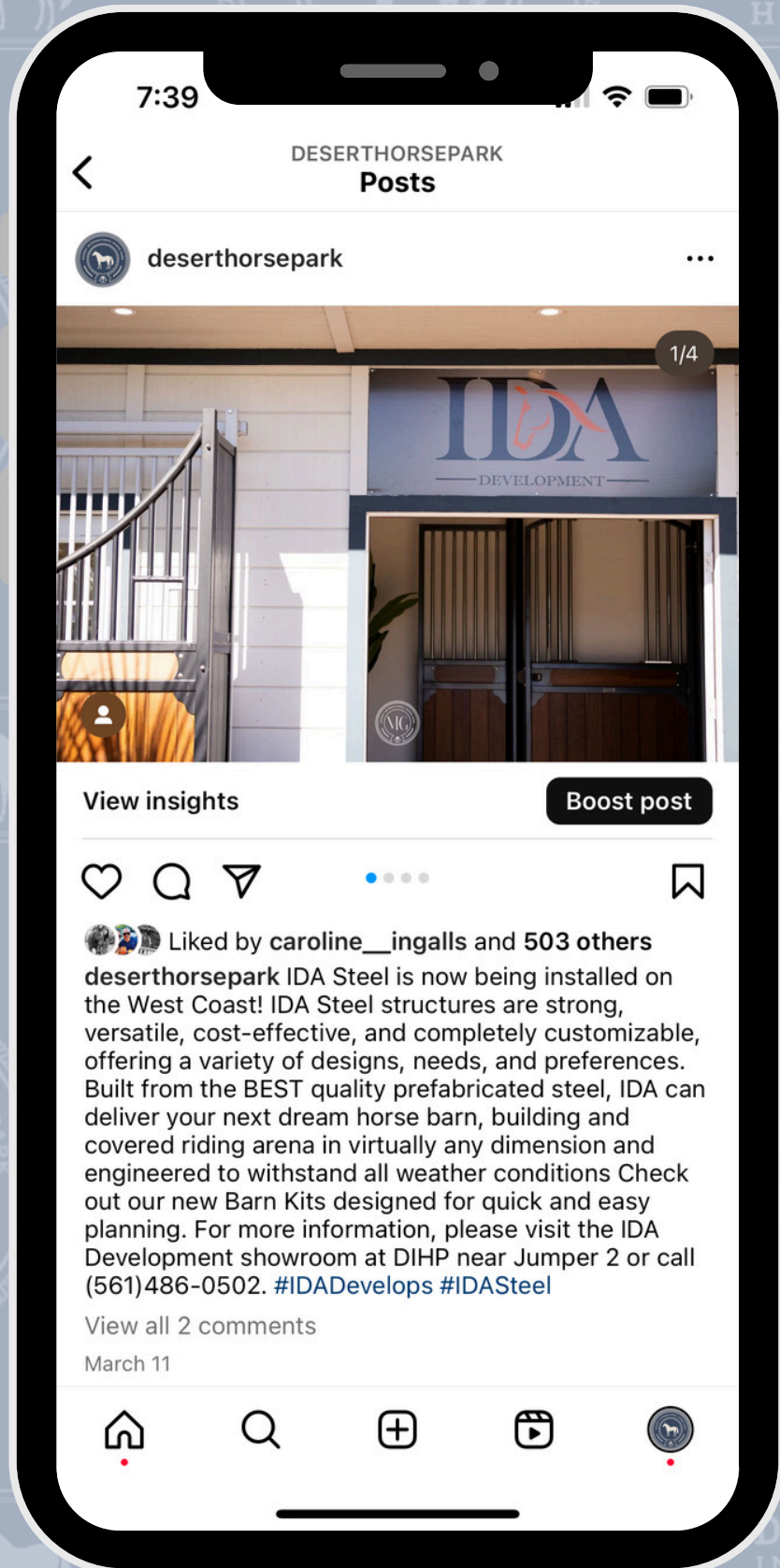
Weekly Newsletters

Single ad placements:

- 1/8 page: \$300 per placement
- 1/4 page: \$500 per placement
- 1/2 page: \$800 per placement

For seasonal newsletter ads:

- 1/8 page: \$3,000
- 1/4 page: \$5,000
- 1/2 page: \$8,000



2024/2025

PRELIMINARY SEASON SCHEDULE

NATIONAL SUNSHINE SERIES

WEEK 1: OCTOBER 30-NOVEMBER 3, 2024 | NATIONAL HUNTER | LEVEL 6 JUMPER

WEEK 2: NOVEMBER 6-10, 2024 | PREMIER HUNTER | LEVEL 6 JUMPER

DESERT HOLIDAY

WEEK 1: DECEMBER 3-8, 2024 | CSI5*/CSI2* | PREMIER HUNTER | LEVEL 6 JUMPER

WEEK 2: DECEMBER 10-15, 2024 | CSI5*/CSI2* | PREMIER HUNTER | WCHR | LEVEL 6 JUMPER

DESERT CIRCUIT

WEEK 1: JANUARY 8-12, 2025 | NATIONAL HUNTER | LEVEL 4 JUMPER

WEEK 2: JANUARY 15-19, 2025 | PREMIER HUNTER | LEVEL 5 JUMPER

WEEK 3: JANUARY 22-26, 2025 | CSI3* | PREMIER HUNTER | LEVEL 6 JUMPER

WEEK 4: JANUARY 29-FEBRUARY 2, 2025 | CSI5*/CSI2* WCQ | PREMIER HUNTER | LEVEL 6 JUMPER

WEEK 5: FEBRUARY 5-9, 2025 | PREMIER HUNTER | WCHR | LEVEL 6 JUMPER

WEEK 6: FEBRUARY 12-16, 2025 | CSI3* | PREMIER HUNTER | LEVEL 6 JUMPER

WEEK 7: FEBRUARY 19-23, 2025 | CSI3* | PREMIER HUNTER | LEVEL 6 JUMPER

WEEK 8: FEBRUARY 26-MARCH 2, 2025 | PREMIER HUNTER | LEVEL 5 JUMPER

WEEK 9: MARCH 5-9, 2025 | CSI3* | PREMIER HUNTER | LEVEL 6 JUMPER

WEEK 10: MARCH 12-16, 2025 | CSI4* | PREMIER HUNTER | WCHR | LEVEL 6 JUMPER

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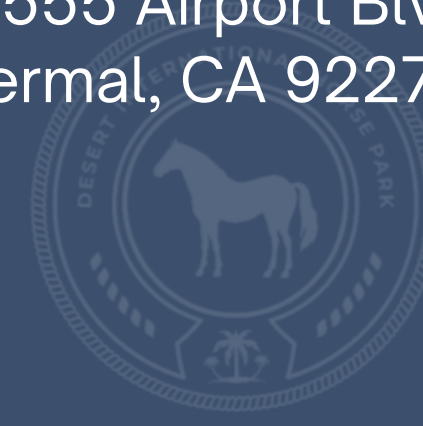
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