

# LARGEST EVENTING & SHOW JUMPING WEEKEND IN NORTH AMERICA

APR. 25-28, 2024



## 2024 SPONSORSHIP OPPORTUNITIES



# BEST WEEKEND ALL YEAR!

Commonly referred to as "The Best Weekend All Year", the last weekend in April boasts the largest equestrian eventing and show jumping competition in North America at the Kentucky Horse Park in Lexington, Kentucky. Featuring the most elite eventing and show jumping riders from around the globe, amazing sport horses, 89,000+ spectators, and the world's most iconic consumer and equestrian brands as sponsors, the Defender Kentucky Three-Day Event presented by MARS Equestrian, the Cosequin Lexington 4\*, and the Kentucky Invitational CSI4\* provide an event unparalleled by any other.

Join us April 25-28, 2024 and find out why we've earned the moniker of "The Best Weekend All Year!"



PRESENTED BY **MARS** Equestrian™

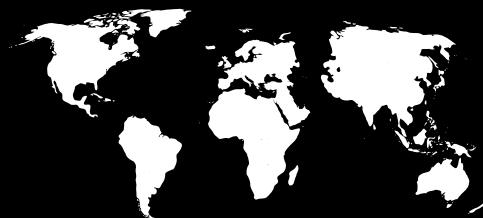


# BEST WEEKEND ALL YEAR!

*Proven Results. Driven by Data.*



89,135 Spectators



15 Countries & All 50  
U.S. States Represented



123k



45.5k



24.8k

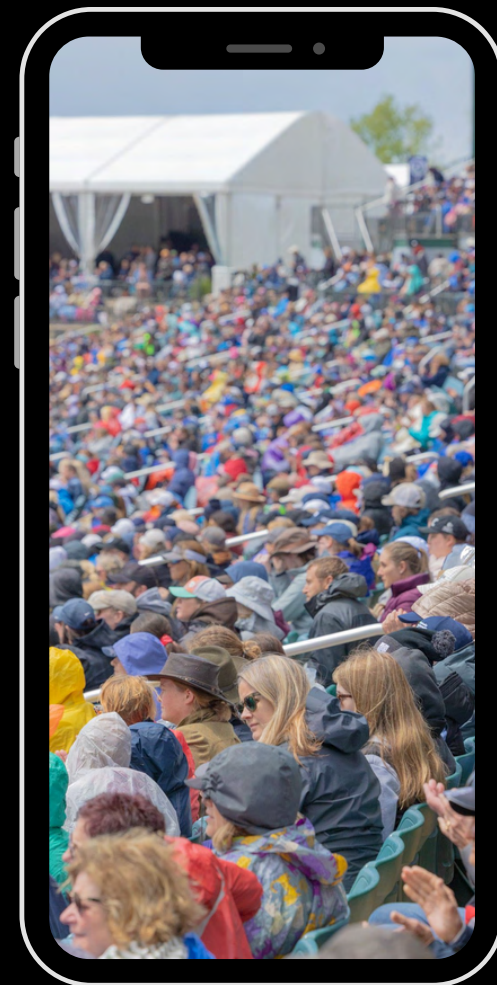
Followers



359k User Sessions &  
88k Page Views in April



189k Viewers



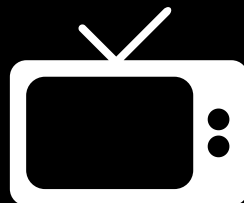
## **Rider Entries**

2023 Entries

CCI5\*-L: 38

CCI4\*-S: 49

CSI4\*: 40



CCI5\*-L

NBC

Viewers:

362k

CSI4\*

ESPN3 & ESPNews

Viewers:

15k-25k



# SPECTATOR DEMOGRAPHICS

Source: 2023 Kentucky Attendee Survey



Average spend per attendee is in excess of \$535



87.7% female attendees



75.8% Own or lease a horse



61.1% own or lease a farm



75.8% have a dog(s) as part of their family



87.9% chose K3DE as the one eventing competition they would choose to attend annually



81.1% of attendees are from North America/18.9% from other continents





# 2024 SPONSORSHIP OPPORTUNITIES



Sponsorships are created and tailored to uniquely meet the sponsors' individual objectives. Whether your goals include networking, sales and revenue generation, brand visibility and awareness, hospitality, or aligning with elite equestrian brands and competitors, we deliver results. Contact us today for a sponsorship opportunity guaranteed to make an impact at the largest eventing and show jumping weekend in North America, unrivaled by any other!





# Consumer Engagement Retail Space

With this sponsorship, your company has the ability to have direct interaction with the 89,000+ spectators (equestrians) in attendance over the four days, engaging with those making purchasing decisions during the event and beyond. This package also includes a robust promotional package designed to give your company benefits before, during, and after the event.



## • Retail Space on The Hill

- **20'x20' tent**
- Includes frame, white vinyl tent structure
- One 6' Table
- Two Folding Chairs
- Two Worker Permits

## • Signage

- Two logo boards on pedestrian pathway (provided by organizer)
- Logo recognition on sponsor signs at entrance and throughout venue
- Logo scroll on Jumbotron

## • Hospitality

- Four tickets daily (Thur-Sun) to Sponsor Tent
- Four invitations to VIP Welcome Party & Sunday Winner's Celebration
- Four Sponsor Parking Permits

## • Additional Exposure

- One :30 Commercial on Jumbotron (Day TBD by organizer)
- Crawl on closed-circuit TV's
- PA Announcement (frequency TBD by organizer)
- One Social Media Post-Facebook & Instagram
- Logo and Link on Official event website
- One full page ad in Official event program, due by 3.1.24
- Ability to provide rider gifts for CCI5\*-L, CCI4\*-S, and CSI4\* apx. 160 riders
- Ability to provide items for up to 2,500 volunteers (equestrians)



**Package Price- \$24,000**

# XC or Stadium Jump

Custom-branded jumps are a great way to stand out on the Cross-Country Course and during show jumping. With a jump sponsorship, your brand will receive major visibility during the event and beyond!



- **XC Jump & Signage**

- Logo signboard on one CCI5\* jump and one CCI4\* jump (location and placement TBD by event organizer)
- Includes two logo signboards on galloping lane at each jump

**\$50,000-\$75,000**



- **Rolex Stadium Arena Show Jump**

- Includes custom-branded jump placement (jump provided by sponsor or option to build custom)
- Option to be used Friday and Saturday night during the CSI4\* and/or
- Sunday during the CCI4\* and CCI5\*
- Includes Two arena signboards for entire event

**\$25,000-\$50,000**





# Branding Sponsorships

These sponsorships provide incredible branding opportunities, offering unique ways to highlight your company and create a lasting impression. These sponsorships may be purchased independently, or packaged with other sponsorships or retail space.



## **Spectator Shuttle, \$20,000**

Hugely popular at the event, apx. 20 golf carts moving spectators throughout the venue on our spectator shuttles. Your logo included on each golf cart, and the ability to provide coupons/offers to driver for distribution.



## **Rider & Owner Patio, \$15,000**

In this area we'll provide comfy seating and embellish with touches to compliment your company's branding. Accessible to the riders, grooms, owners, and media, this sponsorship provides a great amenity, offering a cozier area to view the arena. Also includes a logo board on front and back of top rail to designate sponsorship.



## **Horse & Rider Ice, \$7,500**

We provide ice machines stocked with bags of ice in locations convenient for the riders and grooms. This includes the international stabling area, the domestic stabling area and the D-Box on Cross-Country. Sponsorship includes sponsor's logo board on face of ice machine and ice machine rental.



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## Hospitality Sponsorships, \$12,000-\$18,000

- **CCI5\*-L & CCI4\*-S**
  - Reserved table for 8
    - 8/day, Thurs-Sunday
    - Includes 4 Sponsor Parking Passes
    - \$18,000
- **CSI4\***
  - Reserved table for 8
    - 8/night, Friday & Saturday
    - Includes 4 Sponsor Parking Passes
    - \$12,000



## Cross Country App, \$12,500

This sponsorship includes your logo throughout the app and recognition as our Cross Country App Sponsor. The Cross Country App is widely used by riders and spectators to learn more about the navigating the Cross Country Course and the technical aspects of the course. Sponsor's logo includes ability to link out to live URL.



## Volunteer Shirts, \$20,000

With this sponsorship, you're not only showing your support of the amazing 2,500 volunteers who help make Kentucky possible, your message will be on full display throughout the event. Organizer produces shirts with event logo on front left chest, and sponsor receives full back 1/c imprint.



# AND NOW, A WORD FROM OUR SPONSORS...

We could not be more thrilled with the collaboration and partnership from the EEI team! Every year, this event is a smash hit for us, and every year, it keeps getting better -- which seems impossible at this point! Our brand's investment in this sponsorship has such value and the impact is felt not only on 'the best weekend all year' but throughout the rest of the year too. Thank you for all you do to make this a wonderful experience!



Thank you to everyone at EEI for executing such a successful event! It's my favorite event all year!



The event was an overall success! We enjoyed our location and we had a lot of people stop by.



We thought the event was great and always enjoy coming!



Wonderful event, very well managed!



Everything was wonderful! We liked having access to the hospitality tent. It was such an extra way to take a break, grab some food and network!



It was a pleasure attending the 2023 Land Rover Kentucky Three-Day Event! Our vendor spot was amazing and our staff had a great time meeting all of the exhibitors and spectators that traveled near and far to come watch this amazing event.







**THANK YOU FOR YOUR  
SPONSORSHIP!**

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