KENTUCKY THREE-DAY EVENT
SPONSOR PROPOSAL

April 22-25, 2027

EQUESTRIAN EVENTS, INC. LEXINGTON, KENTUCKY

KENTUCKY THREE-DAY EVENT™

COSEQUIN® LEXINGTON ★★★★

THE Kentucky International CSI5*

presented by Hagyard Equine Medical Institute

WELCOME TO THE **KENTUCKY THREE-DAY EVENT**

The Kentucky Three-Day Event presented by MARS Equestrian is one of the world's premier equestrian 5* events showcasing the world's highest level of equestrian eventing. Held the last weekend in April in Lexington, Kentucky, this internationally renowned event draws the best horse and rider combinations worldwide. The weekend attracts people from around the globe to witness leading riders compete in addition to shopping, attractions, and sponsor experiences you can only find here. The Cosequin® Lexington CCI4* and The Kentucky International CSI5* presented by Hagyard Equine Medical Institute are hosted over the same weekend for even more opportunities to see exceptional equestrian competitions.

Equiratings Fan Guide 2026

KENTUCKY THREE-DAY EVENT™

COSEQUIN® LEXINGTON ★★★★

THE Kentucky International CSI5*

2026 Kentucky Three-Day Event

95,873
(Attendees)

1,883 *Cities Worldwide*
(Attendees)

49 *U.S. States*
(Attendees)

5 *Countries*
(Attendees)

14 *Countries*
(Competitors)

177 *Countries*
(Digital Traffic)

32 Olympic Competitiors

11 Top Ten Competitors
At time of competiton

19 Top Twenty Competitors
At time of competiton

CSI5*:
86 Horse + Rider Combinations

CCI5*:
29 Horse + Rider Combinations

CCI4*:
44 Horse + Rider Combinations

Social Traffic in April:

252,011
Audience Members

6,697,453
Content Views

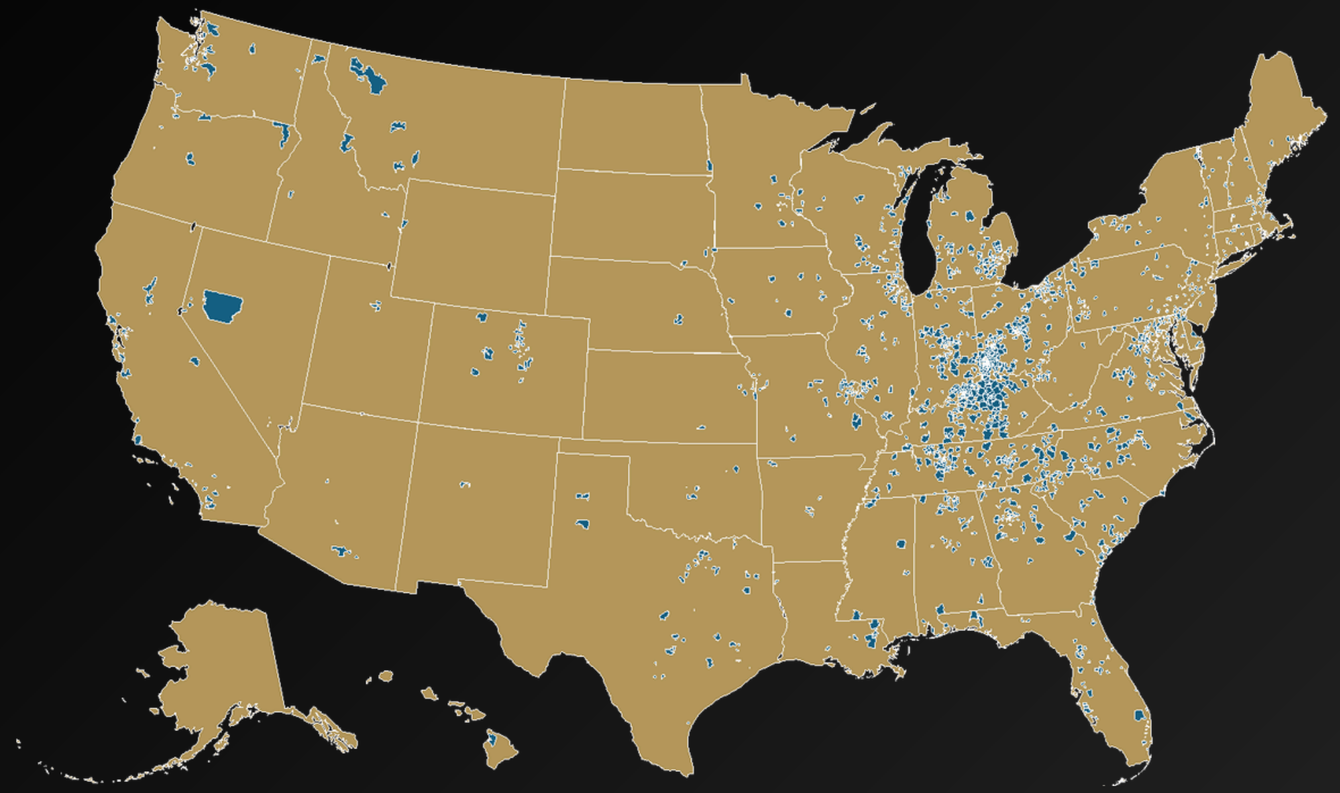
Website Traffic in April:

1,035,791 Page Views

341,580 User Sessions

124,449 Users

*Social mentions only include Meta platforms (Instagram, Facebook, YouTube) no further social platform tracking is available within Critical Mention



U.S. TICKET PURCHASE LOCATIONS

CRITICAL MENTIONS

K3DE COMPETITION DIVISIONS

Kentucky Three-Day Event

$32,919,788 Ad Equivalency

2,812 TTL Mentions

2,612,384,273 TTL Audience

Cosequin Lexington CCI4*-S

$3,969,552 Ad Equivalency

1,173 TTL Mentions

332,129,216 TTL Audience

Kentucky International CSI5*
Presented by Hagyard Equine Medical Institute

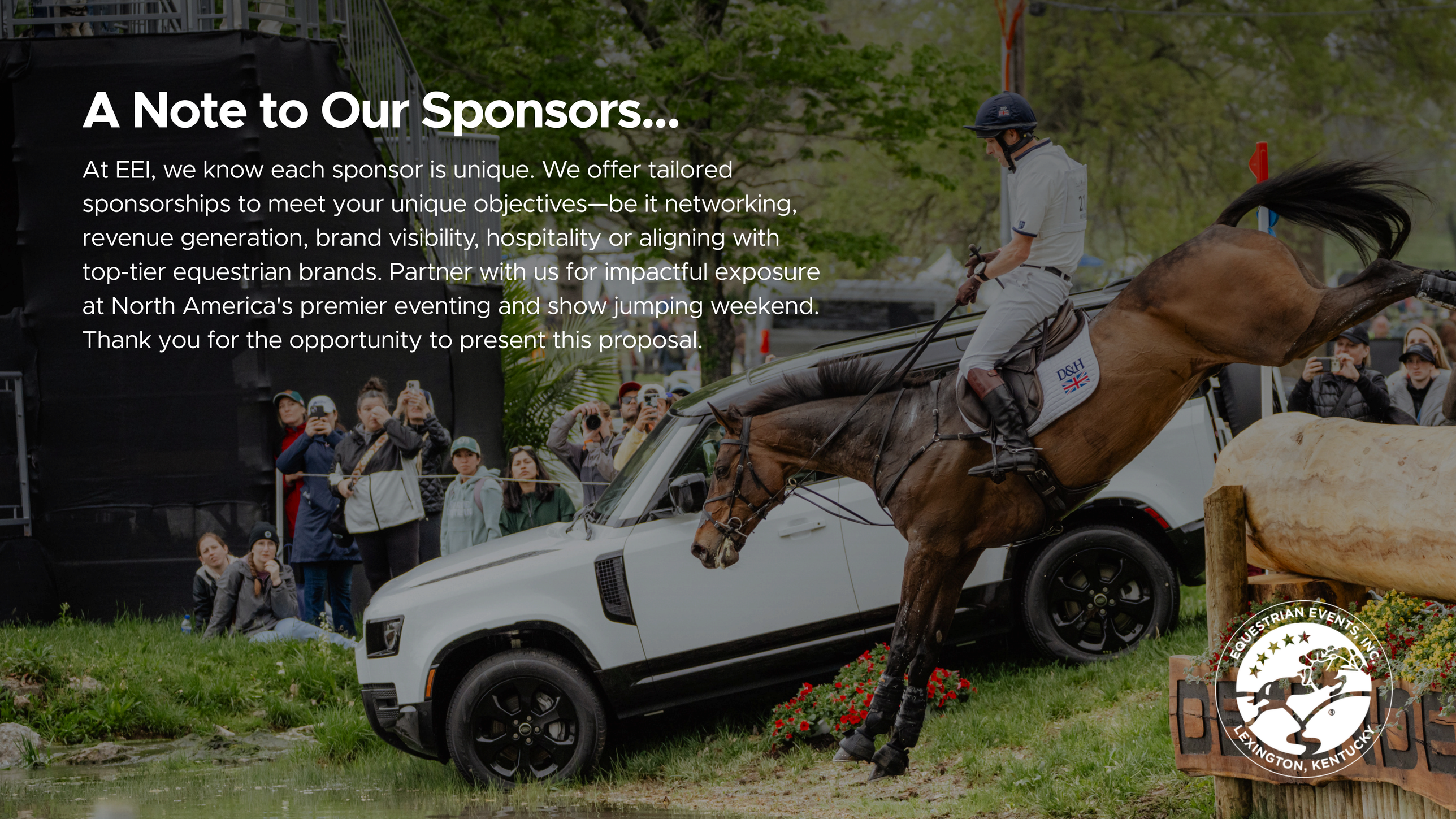
$145,233 Ad Equivalency

154 TTL Mentions

9,636,389 TTL Audience

A Note to Our Sponsors...

At EEI, we know each sponsor is unique. We offer tailored sponsorships to meet your unique objectives—be it networking, revenue generation, brand visibility, hospitality or aligning with top-tier equestrian brands. Partner with us for impactful exposure at North America's premier eventing and show jumping weekend. Thank you for the opportunity to present this proposal.



SPONSOR MARKETING

Brand Awareness

Sponsor banner signage in high-traffic pedestrian walkways presents a compelling opportunity for brands to enhance visibility and engagement. Strategically placed banners along busy pedestrian walkways ensure consistent exposure to foot traffic, making them an effective marketing tool.

Logo Recognition

As a sponsor of the Best Weekend All Year, you receive logo recognition on the Official Event Website, sponsor logo boards located throughout the venue, & logo scroll on Jumbotron in Rolex Stadium.

Media Advertising

Media advertisement options include the Rolex Stadium jumbotron, press releases, social media (Facebook and Instagram), livestream broadcast and ESPN3 upon availability.









BRANDING SPONSORSHIPS

These sponsorships provide incredible branding opportunities, offering unique ways to highlight your company and create a lasting impression.
We encourage creativity in developing activations that showcase your brand while supporting the K3DE. These sponsorships may be purchased independently, or packaged with other sponsorships or retail space.





Branding Opportunities include but **not limited to**:

- Charging Stations
- Cross Country Jump or Element
- Digial Signboard Sponsor
- Equine Ice Sponsor
- Jog/Horse Inspection
- Jumbotron Sponsor
- Kentucky Kids Club
- Official Beverage
- Owner & Competitor Patio
- Rider Lounge Sponsor
- Show Office Amenities
- Show Office Sponsor
- Spectator Shuttles
- Stabling Sponsor
- Volunteer Award Program
- Warm Up Arena Sponsor (Rolex II)
- Welcome Reception Co-Sponsor
- Winners Celebration







CONSUMER ENGAGEMENT **RETAIL SPACE**

With a consumer engagement retail space, your company will gain direct access to over 96,000 passionate equestrian attendees throughout the four-day event—providing a unique opportunity to connect with engaged consumers and key decision-makers in the equine market. This sponsorship includes a comprehensive marketing and promotional package that amplifies your brand's presence before, during, and after the event, ensuring continued impact and visibility well beyond the weekend.







Retail Space on The Hill

- 10x10' / 20x20' / 30x20' / 40x20' tent
- Includes frame, white vinyl tent structure
- One 6' table
- Two folding chairs
- Four worker permits

Signage

- Two logo boards on pedestrian pathway
- Logo recognition on sponsor signs throughout venue
- Logo scroll on Rolex Jumbotron

Hospitality

- Four hospitality tickets daily (Thurs-Sun)
- Two sponsor parking permits
- Four invitations to VIP Welcome Reception & Winner's Celebration

Additional Exposure Included

- Logo included on Official Event Website, event signage, Rolex Jumbotron and recognition signage
- Options to upgrade for :30 commercial at event or on broadcast ESPN2/ESPNews
- Ability to provide rider gifts for
- CCI5*-L, CCI4*-S, & CSI5* riders
- Ability to provide items for up to
- 2,500 volunteers
- Ability to provide gifts for Top 20 riders in CCI5*-L
- Ability to participate in the Official K3DE Scavenger Hunt and provide gifts to Top 10 winners

CUSTOMIZED **STADIUM JUMP**

Sponsoring a branded jump in the Rolex Stadium for CCI and/or CSI 5* competitions provides a highly strategic marketing opportunity. The on-site audience engagement reaches 20,000+ guests including affluent individuals, aligning the brand with prestige and excellence. The 5* level of competition brings global visibility to the brand through broadcast exposure, media and photography. This level of branding creates long-term ROI through content creation and the data capture opportunities provided by EEI post-event.

- Includes a custom-branded jump placement (jump provided by sponsor or option to build custom)
- Option to be used Thursday, Friday and Saturday night during the CSI5* AND/OR
- Sunday during the CCI4* and CCI5*
- Arena signage on digital signboards









CROSS-COUNTRY HOSPITALITY

30x20' Private Hospitality Tent

A private 30x20' tent with 30x20' lawn area at galloping lane, provided by EEI, to be decorated by sponsor. Up to 100 GA tickets and parking passes are included, for sponsor to distribute to private guest list.

40x20' Private Hospitality Tent

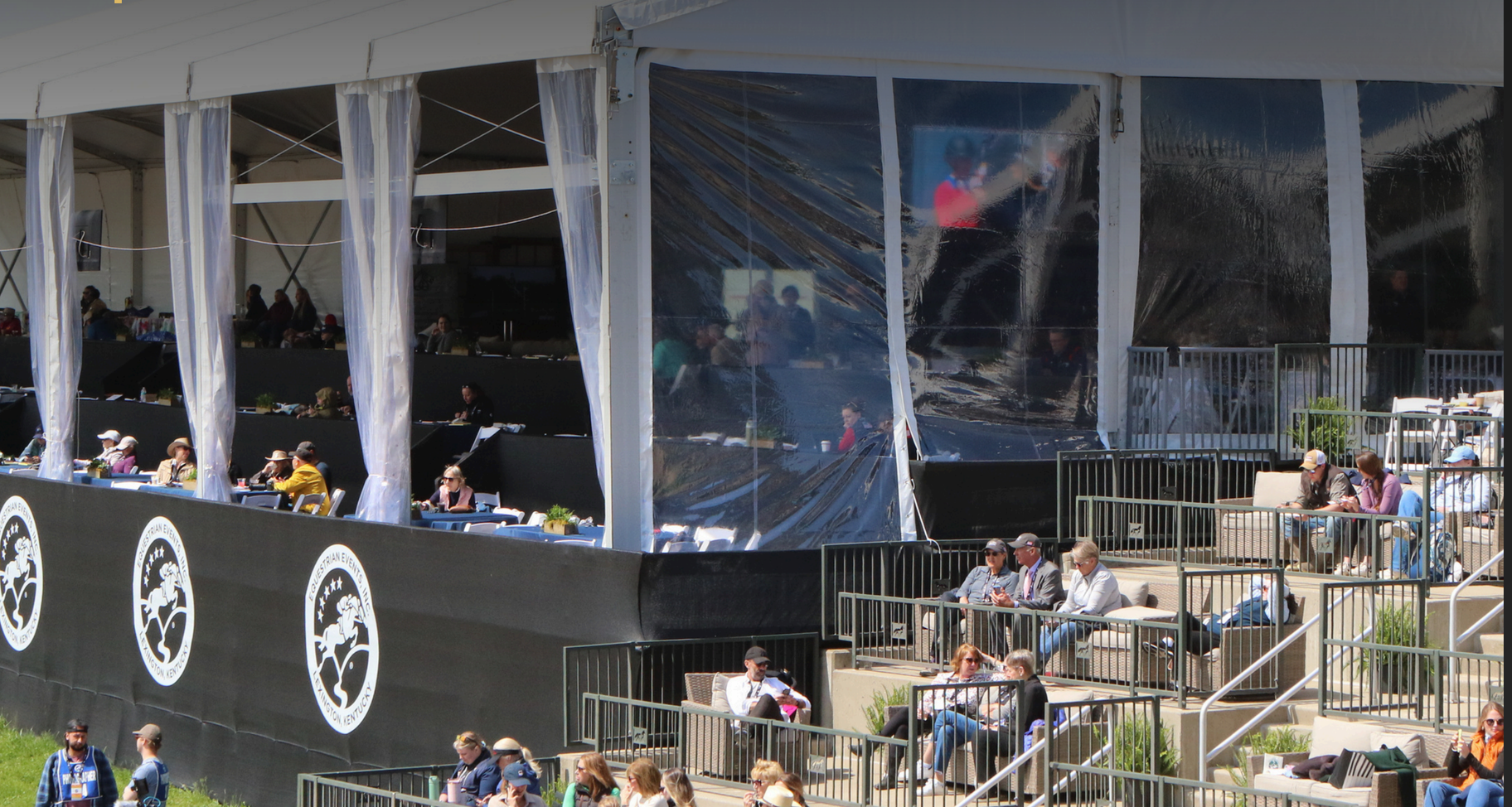
A private 40x20' tent with 30x20' lawn area at galloping lane, provided by EEI, to be decorated by sponsor. 200 GA tickets and parking passes are included, for sponsor to distribute to private guest list.

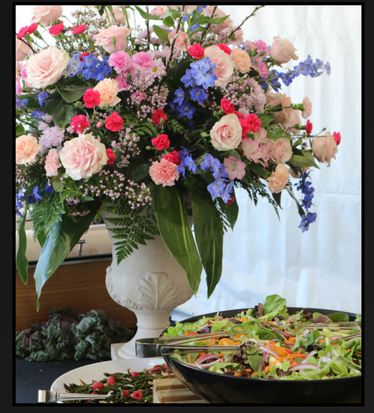
XC Naming Rights

The talented course builders can create customized elements to a CCI5* or CCI4* jump, and the private hospitality tent will be placed in the same area. Two logo sign boards on galloping lane included. Sponsorship fee includes 30x20' hospitality tent and jump naming rights.

SPONSOR **HOSPITALITY**

With this sponsorship, your company can enjoy the Best Weekend All Year with a place to enjoy breakfast, lunch, dinner and an open bar. It also provides the platform to entertain executives and clients or to make new connections in the industry, and a welcoming environment to sit back and relax.













Additional Sponsor Benefits

Benefits dependant on level of sponsorship, quantities may vary

- :30 commercial on stadium jumbotron
- :30 livestream commercial CCI5* and CSI5*
- ESPN2, ESPNews, USEF Network Commercial
- Full-page ad in program
- Invitations to VIP Welcome Reception and Awards Celebration
- Logo and live URL link on official event website
- Logo scroll on jumbotron
- Opportunity to participate in the Official K3DE Scavenger Hunt and provide gifts to Top 10 winners
- Opportunity to provide gifts to competitors (CCI & CSI), Top 10 CCI5* competitors, and/or 2,000 volunteers
- PA announcements
- Signage in Rolex Stadium Arena
- Social media posts (Facebook and Instagram)
- Sponsor logo banners in high-traffic pedestrian areas
- Sponsor logo banners on galloping lanes

NEXT **STEPS**

The Kentucky Three-Day Event offers flexible sponsorship packages tailored to align with your company's unique goals and marketing objectives. Whether your focus is brand visibility, hospitality, digital exposure, consumer engagement, or on-site activation, we will work with you to create a partnership that delivers meaningful impact, maximizes value for your brand, and authentically aligns with the Kentucky Three-Day Event experience.

The skilled Development Team at EEI will meet with you to discuss company goals, expectations and budget, followed by sponsorship packages for your consideration.



THANK YOU!

We can't wait to partner with you to celebrate the **BEST WEEKEND ALL YEAR!**

Watch our official sponsor video **here!**

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New Sponsor Sales & Activations
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