

Kentucky Horse Park - Sponsorship Legal Statement

Pursuant to 200 KAR 5:080, Sponsorships, the Kentucky Horse Park hereby announces the availability of various sponsorship opportunities to advertise on the premises of the Kentucky Horse Park.

The Kentucky Horse Park is an ideal platform to market your product and/or service and extend your name to a national and international audience in the equine and agribusiness industries. The Kentucky Horse Park continues to thrive, bringing tourists and event participants and spectators to Kentucky. As the equine/agriculture industry grows and changes, the Kentucky Horse Park remains on the forefront of equine tourism and sporting events with world-renowned programs and facilities.

With annual visitation of close to one million people from across the world, the Kentucky Horse Park hosts more than 200 events each year on more than 1,200 acres of Kentucky's Bluegrass Region. Signature events held annually at the park include the Road to the Horse, the Rolex Kentucky Three-Day Event, Festival of the Bluegrass, and the CP National Horse Show. The Kentucky Horse Park is THE place to get close to horses and enjoy family experiences that will last a lifetime.

The Kentucky Horse Park is also home to the International Museum of the Horse, a Smithsonian affiliate and the preeminent equine history museum in the world, as well as the National Horse Center, headquarters to more than 30 state, regional and national equine organizations, including the United States Equestrian Federation. The Kentucky Horse Park was also the host site of the 2010 Alltech FEI World Equestrian Games, the largest sporting event ever held in Kentucky and for the first time ever held outside of Europe. The Kentucky Horse Park has an annual impact of more than \$200 million on Kentucky's economy.

Interested parties are encouraged to call Karla DiNardo at 859.321.1309 and must reply with a written proposal that addresses the two factors listed below. Advertising shall be mutually agreed upon between the responder and the Kentucky Horse Park.

Potential sponsors and opportunities will be evaluated to determine the "best value" for the Commonwealth of Kentucky as described in KRS 45A.070(3) as follows: 1) Financial value to the Kentucky Horse Park and may be monetary, trade or in-kind; and 2) Enhancement of the Kentucky Horse Park guest experience.

An entity that has a business or regulatory relationship with the Kentucky Horse Park, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the Commonwealth, or the sponsorship promotes economic or tourism development in the Commonwealth. An award of sponsorship shall not constitute of an official endorsement of a particular company by the Commonwealth of Kentucky.