



# 2024 Sponsorship Opportunities

**North America's Largest  
Equestrian Tourism Attraction  
& Competition Venue**

Sponsor & Reach 1,000,000 Annually

# North America's Iconic Equestrian Jewel



In 1977, Patrick Henry, then Governor of Virginia, granted 9,000 acres of land in the Kentucky Territory to his brother-in-law, William Christian, as a reward for his service in the French and Indian War.

A wealthy Virginian, Colonel Christian moved his family to Kentucky in 1785 and established a farm on Beargrass Creek near Louisville. Christian was killed by Indians in 1786, and his daughter, Elizabeth Dickerson, inherited the Elkhorn Creek tract, 3,000 acres of land now in both Scott and Fayette Counties. Part of this land became the Kentucky Horse Park.

The Kentucky Horse Park opened to the public in 1978, with 1,200 acres devoted to Equestrian Tourism and some of the world's top Equestrian Competitions. The estimated visitation is a remarkable **1,000,000 visitors and equestrian competitors**, making the Kentucky Horse Park a venue unrivaled by any other as the nation's largest and premiere equestrian venue.



# Highlights of the Kentucky Horse Park

Located in the Horse Capital of The World in Lexington, Kentucky, the Kentucky Horse Park is home to an impressive and long list of attractions and competitions. Visitors and competitors from around the globe visit the Kentucky Horse Park for the world's best equestrian attraction and renowned competitions, including the following (just to name a few):

## Annual Events:

- Kentucky Three-Day Event, a 5\* eventing competition (one of only 7 in the world)
- Breyerfest
- National Horse Show
- Kentucky Horse Shows- Spring & Summer Series
- Road to the Horse
- Split Rock Jumping Tour
- Kentucky CSI4\* Invitational Grand Prix
- Pony Club Festival Championships
- USEF Pony Finals
- American Eventing Championships
- National Mounted Police Colloquium
- Bluegrass Classic Dog Show
- Proms, Shopping Events, Graduations, Sporting Events, Running competitions  
*and more!*

## Attractions:

- Home to the National Horse Center (United States Equestrian Federation, United States Pony Clubs, US Dressage Federation, United States Hunter & Jumper Association, American Association of Equine Practitioners, American Saddlebred Horse & Breeders Association, and many more!)
- Home to Alltech Arena- one of the nation's most prestigious indoor arenas, built in 2010 for the World Equestrian Games
- International Museum of the Horse
- Hall of Champions- home to legendary retired racing legends, many capturing the world's top competitions
- Kentucky Horse Park Campground- 43,000+ occupied nights!
- The Big Barn-- one of North America's largest and most historic wood frame barns  
*and more!*

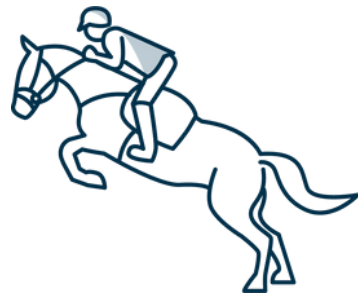


# Why Sponsor?

Your sponsorship helps support the Kentucky Horse Park, a state-owned park devoted to celebrating the history of our relationship with the horse through education, exhibition, engagement, and competition. By sponsoring, you'll reach the estimated **1,000,000 visitors/competitors**, creating a lasting impression with those visiting the park as tourists, and those competing in the hallowed Rolex Stadium, Alltech Arena, the Covered Arena, the fields of bluegrass, and in the many outdoor rings located throughout the park.



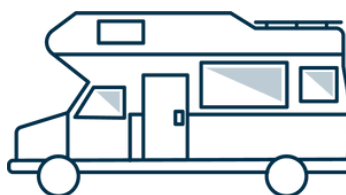
The Nation's largest equestrian attraction and competition venue, situated on 1,200 acres, reaching 1,000,000 people annually



65 Annual Equestrian Events (including 5\* and 4\*-level competitions)  
21,000 Horses Competing  
149,000 Stalls Rented (Average of 408 Stalls/Night)



Kentucky's top tourist attraction, and bucket list experience, attracting a multi-generational audience



One of Kentucky's largest camping destinations, 43,335 occupied nights, walking distance to the Kentucky Horse Park



# Join These Sponsors

By aligning with the Kentucky Horse Park as a sponsor, you'll join these outstanding organizations in supporting the Park on an annual basis. Whether your company is a brand entrenched in the equestrian sport, or an organization interested in reaching the masses, our sponsorship program delivers results.



# Current Sponsorship Opportunities

Sponsor with the Kentucky Horse Park and reach the masses. By sponsoring with the Kentucky Horse Park, your message will reach all who enter the 1,200 acre facility/venue. Whether you're targeting the local market attending the many events held at the Park, the visitors, or the equestrians competing in numerous events, your sponsorship reaches an estimated 1,000,000 individuals. All sponsorships are sold on a first-come, first-served basis.



**Covered Arena**



**Farrier Shed**



**Show Office**



**Museum Exhibit**



**More Sponsorships**

The Kentucky Horse Park is pleased to offer sponsorships designed to align your company's objectives and reach the masses at North America's largest and iconic equestrian venue/attraction. Sponsorship opportunities include; naming rights, product placement, branding and visual impressions, event sponsorship, program sponsorship, and more.

In accordance with KRS.45A.097, all sponsorship opportunities must be posted for seven days, allowing companies to bid on the sponsorship. Upon conclusion of the seven day period, if no bids were received and/or approved, the sponsorship is available for solicitation (such as those listed above). For more information on additional available sponsorships, please [click here](#) and keyword search "Kentucky Horse Park" or send sponsorship inquiry to [karla.dinardo@ky.gov](mailto:karla.dinardo@ky.gov).



# Covered Arena Sponsorship

The Covered Arena is the most versatile rental space at the Kentucky Horse Park. With its proximity to the event area, main parking lot and tourist attractions, it is the most-trafficked venue. In addition to equine events, the arena is home to trade shows like BreyerFest, the Defender Kentucky Three-Day Event, and Vintage Market Days. The arena floor is a sand and loam mix that serves most any equine discipline. The Covered Arena is also equipped with a viewing lounge that can host VIPs during events or stand-alone meetings, receptions, and lectures. Sponsor of the Covered Arena will receive highly visible naming rights, denoted as “\_\_\_\_\_ Covered Arena”.

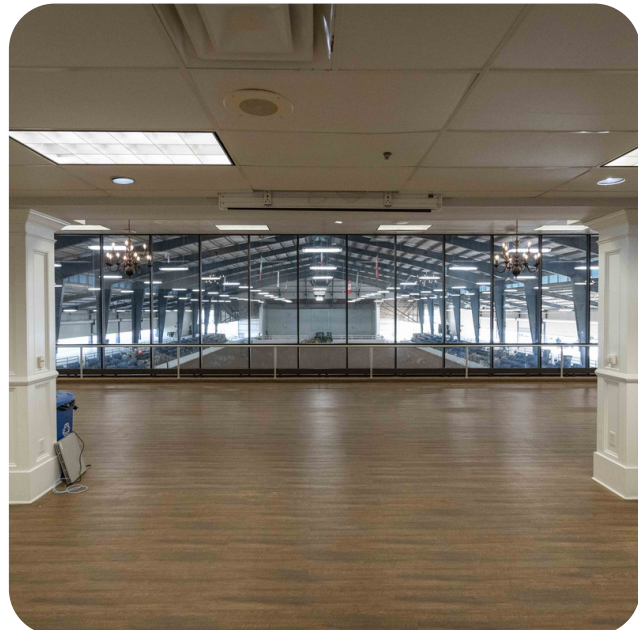
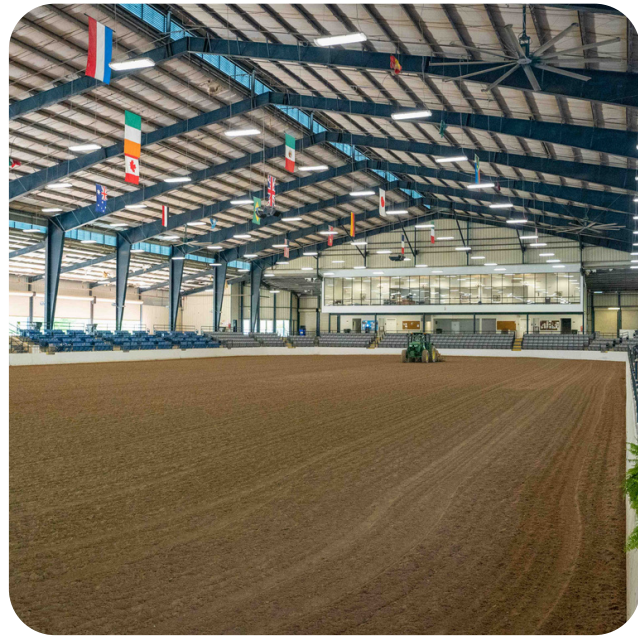
## Sponsorship Benefits:

- Name and logo identification in all official facility references made by the Kentucky Horse Park including, but not limited to, the following:
- Media correspondence
- Media placement – television, radio, billboards and print
- Website with links
- Facility marketing collateral relating to the facility
- Facility related publications
- Promotional merchandise
- Advertising/promotional literature
- Exterior facility name and signage opportunities
- Directional signage within facility public vehicular areas
- Branding on interior directional signage
- Dedicated 10’ x 10’ indoor exhibit location for year-round visibility.
- Annual KHP General Admission passes (not to exceed 15)
- Included on digital round-about sign as “Proud Sponsor of Covered Arena.” (Excludes week of Kentucky Three-Day Event.)
- Two (2) social media posts by KHP each year during the term of this agreement.
- Other advertising opportunities as mutually agreed.

**Sponsor Fee: \$50,000/year cash or \$35,000 cash + \$15,000 product, minimum five-year commitment**

## Arena Specifications:

- Size: 150’ x 300’ main floor, 18,000 square-foot concourse
- Attached 150’ x 60’ covered warmup ring
- 1,174 permanent arena-backed seating
- Full range public address system in main arena, additional sound for warmup ring.
- ADA-compliant with accessible and companion seating





# Farrier Shed Sponsorship

The Farrier Shed is a two-bay wooden barn located centrally in the competition area of the Kentucky Horse Park. Used by farriers and competitors in preparing their horses for competition, the Farrier Shed is an important part of all equine competitions. Located adjacent to the show office, stabling, and along Nina Bonnie Boulevard, the sponsor will receive tremendous visibility and exposure to all competitors.

## Sponsorship Benefits:

- Branding at the Farrier Shed to include:
  - Two (2) exterior signs (size 4'x6') noting sponsorship
- Sponsor may state in its promotional materials (printed or electronic) that sponsor is a “Sponsor of the Kentucky Horse Park Farrier Shed.” Respondent understands it cannot claim to be an “official sponsor” pursuant to KRS 45A.097, which prohibits such verbiage or an endorsement by the Commonwealth of Kentucky
- Sponsor logo on KHP website, with a live URL
- Sponsor may purchase discounted meeting space in the Club Lounge in the Covered Arena, South Theatre in Visitor’s Center, or Hospitality Tower at Rolex Stadium at 25% (twenty-five percent) off space, up to 1 (one) time per year.
- Branding on Kentucky Horse Park Round About Sign (one – 8 second ad). (Not valid during the Kentucky Three-Day Event.)
- Sponsor can occasionally host educational opportunities for KHP employees and/or visitors at mutually agreeable times and places on KHP grounds.
- Included on digital round-about sign as “Proud Sponsor of Farrier Shed.” (Excludes week of Kentucky Three-Day Event).
- Promotion via Kentucky Horse Park Social Media Websites (two sponsored posts per calendar year)
- Up to five (5) passes to the Kentucky Horse Park, upon request.
- Other advertising opportunities as available as mutually agreed by the parties.

**Sponsor Fee: \$15,000 per year cash or \$10,000 cash plus \$5,000 in-kind products/services, minimum two-year commitment with four (4) additional one (1) year renewal options.**



# Show Office Sponsorship

The Show Office is central to equine competitions held at the Kentucky Horse Park. This office is used by organizers in the day-to-day operations of their event, serving as the hub for competitors, officials, volunteers, etc. Located adjacent to stabling and along Nina Bonnie Blvd, the sponsor of this office will receive tremendous visibility and exposure to all competitors.

## Sponsorship Benefits:

- Branding at the Show Office to include:
- Four (4) exterior signs (size = 4' x 6') noting sponsorship
- The opportunity to place two (2) company informational signs inside the Show Office (one in each section)
- Promotional fliers may be placed in Show Office for all events (sponsor to provide)
- Respondent will be able to state in its promotional materials (printed or electronic) that sponsor is a "Sponsor of the Kentucky Horse Park Show Office." Respondent understands it cannot claim to be an "official sponsor" pursuant to KRS 45A.097, which prohibits such verbiage or an endorsement by the Commonwealth of Kentucky
- KHP will recognize sponsor on KHP website with a live link to the Respondents website
- KHP will allow Respondent to occasionally host educational opportunities for KHP employees and/or visitors at mutually agreeable times and places on KHP grounds.
- KHP will allow Respondent to purchase discounted meeting space in the Club Lounge in the Covered Arena, South Theatre in Visitor's Center, or Hospitality Tower at Rolex Stadium at 25% (twenty-five percent) off space, up to 1 (one) time per year.
- Included on digital round-about sign as "Proud Sponsor of Show Office." (Excludes week of Land Rover Kentucky Three-Day Event.
- Annual KHP General Admission passes (not to exceed 10)
- Two (2) social media posts by KHP each year during the term of this agreement.
- Other advertising opportunities as mutually agreed.

**Sponsor Fee: \$30,000/year or \$20,000/year cash + \$10,000 in-kind products/services/year, minimum term of two-years with four additional one-year renewal options.**





# Uma no Kokoro Sponsorship

Uma no Kokoro is an upcoming exhibit at the International Museum of the Horse, providing a spectacular overview of the horse world in Japan. The exhibit will feature artifacts and information dedicated to the Japanese Equestrian History, Culture, and Horse Racing. Visitors will be able to learn about the origins, current success, and notable horses and horsemen of Japan. The exhibit will be educational and an immersive experience, celebrating and recognizing Japan's equestrian heritage at the iconic International Museum of the Horse, located at the Kentucky Horse Park in Lexington, Kentucky. September 14, 2024-January 4, 2026.

With international support from Japan, the exhibit will be comprised of the museum's permanent Japanese collection, as well as donations from around the globe. Uma no Kokoro will be an experience creating international connections with the Japanese culture, and an exhibit certain to garner interest from around the globe for all those who experience the splendor of Japanese equestrianism.



## Presenting Sponsor \$100,000

- Recognition at Exhibit Events
- 20 Invitations to opening reception
- 30 KHP/Exhibit Tickets
- Private Tour for 25 people
- Ability to host private event for 50 people (F&B not included)
- Logo/Name on marketing materials
- Social Media promotions

## Champion Sponsor \$75,000

- Recognition at Exhibit Events
- 10 Invitations to opening reception
- 20 KHP/Exhibit Tickets
- Private Tour for 25 people
- Ability to host private event for 50 people (F&B not included)
- Logo/Name on marketing materials
- Social Media promotions

## Reception Sponsor \$50,000

- Recognition at Exhibit Events
- 20 Invitations to opening reception
- 10 KHP/Exhibit Tickets
- Logo/Name on marketing materials
- Social Media promotions

## Patron Sponsor \$25,000

- Recognition at Exhibit Events
- 6 Invitations to opening reception
- 10 KHP/Exhibit Tickets
- Logo/Name on marketing materials
- Social Media promotions

## Advocate Sponsor \$10,000

- Recognition at Exhibit Events
- 4 Invitations to opening reception
- 6 KHP/Exhibit Tickets
- Name on marketing materials
- Social Media promotions

## Friend Sponsor \$1,000

- Recognition at Exhibit Events
- 2 KHP/Exhibit Tickets
- Name on marketing materials
- Social Media promotions

# Sponsorship: The Fine Print

The Kentucky Horse Park is a state-owned venue through the Commonwealth of Kentucky. All sponsorships are subject to KRS 45A.097. For more information about sponsoring with the Kentucky Horse Park, please review the information provided below.

Pursuant to KRS 45A.097, the Kentucky Horse Park hereby announces the availability of sponsorship and naming rights opportunities. Interested parties are encouraged to submit a written proposal for any of our sponsorship opportunities. A sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice. An entity that has a business or regulatory relationship with the agency, or whom 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 development or tourism in the Commonwealth.



**Sponsorship Legal Statement**

READ MORE



**Required Affidavit for Bidders,  
Offerors and Contractors**

READ MORE



# For More Information, Contact:



**Karla DiNardo**  
**Vice President, Sponsor Sales**  
**[karla.dinardo@ky.gov](mailto:karla.dinardo@ky.gov)**  
**859.321.1309**



**KENTUCKY**  
**HORSE PARK**