



# KENTUCKY HORSE PARK CAMPGROUND



2024-2025

# Sponsorship Opportunities

- 260 SPACIOUS AND BEAUTIFUL SITES
- 43,000+ OCCUPIED NIGHTS
- ADJACENT TO THE ICONIC KENTUCKY HORSE PARK, ATTRACTING 1 MILLION VISITORS/EQUESTRIANS ANNUALLY



## Kentucky's Campground Jewel

Situated in the heart of the Bluegrass State and adjacent to the world-renowned Kentucky Horse Park, is the Kentucky Horse Park Campground-- a full-service, 260-site campground attracting campers of all ages from around the globe. With over 43,000+ occupied nights, the campground features amenities like an Olympic size pool, tennis courts, playgrounds, easy access to the popular hiking and biking Legacy Trail, and access to the adjacent 1,200 acre Kentucky Horse Park-- one of the state's leading tourism attractions, a world-renowned equestrian competition facility, and one of the state's largest event venues hosting a variety of indoor/outdoor events. The campground features:

- 50/30/20 amp electricity and water sites
- 55' paved back-ins with fire rings and picnic tables
- Two dump stations
- Grocery Store & Gift Shop
- Two Bathhouses with laundry facilities
- Sand volleyball court
- Pickleball court (coming soon!)
- Large, fenced in dog park (new in 2024)



## Special Events

Throughout the year, a variety of special events are held throughout the campground, adding to the campers' experience and enhancing the "fun factor" of camping at the Kentucky Horse Park Campground. The campground typically sells out year-after-year for these perennial favorites.

- Memorial Weekend
- Fourth of July Weekend
- Labor Day Weekend
- Halloween Weekend I
- Halloween Weekend II



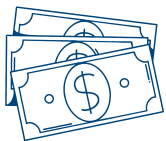


## Why Sponsor?

Aside from the Kentucky Horse Park Campground's incredible **43,000+ night occupancy**, camping is at an all-time high, with an affluent demographic for sponsoring companies to target. The Kentucky Horse Park Campground sponsorships deliver a highly concentrated group of campers representative of the US demographics, which include:



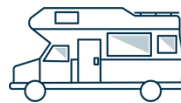
80+ million campers in the US



44.6% of campers report a household income of over \$100,000



91% of campers camped with dogs



11.2 Million Households Own an RV



22% of Owners are between 18-34



39% of campers are casual campers, with 82% over age 55



Available  
Sponsorships  
Sold on a first-come,  
first-served basis



**Dog Park**



**Pavilion**



**Special Events**



**RV Exhibits**



**Light Poles**



# KHP Campground Dog Park, Naming Rights

\$35,000 or \$25,000 + \$10,000 in-kind/year



The Kentucky Horse Park Campground has over 43,000 occupied nights with 260 spacious sites, at one of the state's top campgrounds. The campground offers many extras including a grocery store/gift shop, two bath houses, tennis, basketball, and volleyball courts, and a junior Olympic size pool. The Dog Park is located in a highly visible location, along the entrance/exit to the Campground. This fenced in area allows the dogs to play and socialize with other canines. Adjacent to the Kentucky Horse Park, the campground is often home to equestrian competitors, dog show participants, and many other recreational campers who enjoy the peaceful setting throughout the year.

## **Sponsorship Benefits include:**

- Facility naming rights as the “\_\_\_\_\_ Dog Park”
- Name/logo references in official facility references
- Exterior and interior fence branding opportunities, signage provided by sponsor
- Directional signage within facility public vehicular areas
- Sponsor's Ability to state “Sponsor of Kentucky Horse Park Campground Dog Park”
- Sponsor's logo and URL on website
- Ability to purchase meeting space at 25% discount up to one time per year
- Ability to provide promotional literature for Campground Store
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 10 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities as agreed upon
- Two-year term required



# KHP Campground Pavilion

\$25,000 or \$20,000 + \$5,000 in-kind/year



The Kentucky Horse Park Campground Pavilion is situated in the epicenter of the Campground, in a high visibility location, particularly for all entering the Kentucky Horse Park. The Pavilion is used all year long for various special events and available for rental for private functions. The Pavilion is the singular meet-up shelter at the campground, making it a popular location for picnics, cookouts, and private events.

## **Sponsorship Benefits include:**

- Name/logo references in official facility references
- Facility signage opportunities including recognition as sponsor of the Campground Pavilion. Sponsor to provide signage.
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Campground Pavilion"
- Ability to have RV display for one week (7 days) per year. Dates, location and space to be mutually agreed upon.
- Sponsor's logo and URL on website
- Sponsor's logo in rotation on video boards in the KHP Visitor Center
- Ability to purchase meeting space 1x/year at 25% off space rate
- Ability to provide promotional literature for Campground Store
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 5 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities consistent with the class of benefits listed above
- Two-year term required, with two, two additional two year renewals available



# KHP Campground Special Events

\$10,000 per event



The Kentucky Horse Park Campground Special Events are perennial favorites, held during sold-out campground weekends. Each weekend features special activities to engage the campers and provide fun-filled events for campers of all ages to enjoy. Sponsorships for special weekends include:

- Memorial Weekend
- Fourth of July Weekend
- Labor Day Weekend
- Halloween Weekend I
- Halloween Weekend II

## **Sponsorship Benefits include:**

- Name/logo references in promotions for special event
- Ability to place signage within event perimeter. Sponsor to provide signage.
- Ability to place one banner at Campground entrance during event. Banner expense responsibility of sponsor, design to be approved by KHP.
- Ability to provide flyer to be distributed to campground guests during event. Flyer expense and production responsibility of sponsor, design to be approved by KHP.
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Campground \_\_\_\_\_ Event"
- Ability to have RV display for one week (7 days) per year. Dates, location and space to be mutually agreed upon.
- Sponsor's logo and link on website for duration of exhibit
- Ability to provide promotional literature for Campground Store
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 4 passes to KHP per year
- One (1) social media post to promote event
- Other opportunities consistent with the class of benefits listed above
- One-year term required, with two, two additional one-year renewals available



# KHP Campground RV Exhibits

\$10,000 per event



- The Kentucky Horse Park Campground provides prime real estate for targeting a captive camping audience. Camping retailers wishing to reach this highly targeted audience have the ability to showcase their RV's on the grounds of the Kentucky Horse Park Campground in a designated showcase area. RV Exhibits are available by the week; however special event weekends are exempt from availability, and other dates may be subject to blackout dates, based upon availability. Exhibits are available for Monday-Sunday.

## **Sponsorship Benefits include:**

- Ability to place signage within event perimeter. Sponsor to provide signage.
- Ability to place one banner at Campground entrance during event. Banner expense responsibility of sponsor, design to be approved by KHP.
- Ability to provide flyer to be distributed to campground guests during event. Flyer expense and production responsibility of sponsor, design to be approved by KHP.
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Campground RV Exhibit"
- Ability to have RV display for one week (7 days). Dates, location and space to be mutually agreed upon.
- Sponsor's logo and link on website for duration of exhibit
- Ability to provide promotional literature for Campground Store
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 2 passes to KHP per year
- One (1) social media post to promote event
- Other opportunities consistent with the class of benefits listed above
- One-year term required, with two, two additional one-year renewals available

# KHP Campground Light Pole Signage

\$7,500 – \$20,000



The Kentucky Horse Park Campground has light poles throughout the campground to illuminate pathways and roadways for the camper guests. These poles are prominent locations to display advertising messages for sponsors to convey messages to the campground guests. Signage is available throughout the campground, and each sign is double-sided 23" wide x 29" high, affixed to the poles with brackets. Sponsor is responsible for supplying vinyl banners to specification, and KHP will make one installation per year of agreement.

- 5 Banners- \$7,500/year
- 10 Banners- \$12,500/year
- 20 Banners- \$20,000/year

## **Sponsorship Benefits include:**

- Signage on designated light poles, double sided vinyl to specification 23" wide x 29" high (signage at expense of sponsor)
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Campground Light Poles"
- Ability to place promotional literature in Campground Store
- Sponsor's logo and link on website
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 5 passes to KHP per year
- One (1) social media post on Facebook and Instagram
- Other opportunities consistent with the class of benefits listed above
- One-year term required, with two, two additional one-year renewals available



# KENTUCKY HORSE PARK CAMPGROUND



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

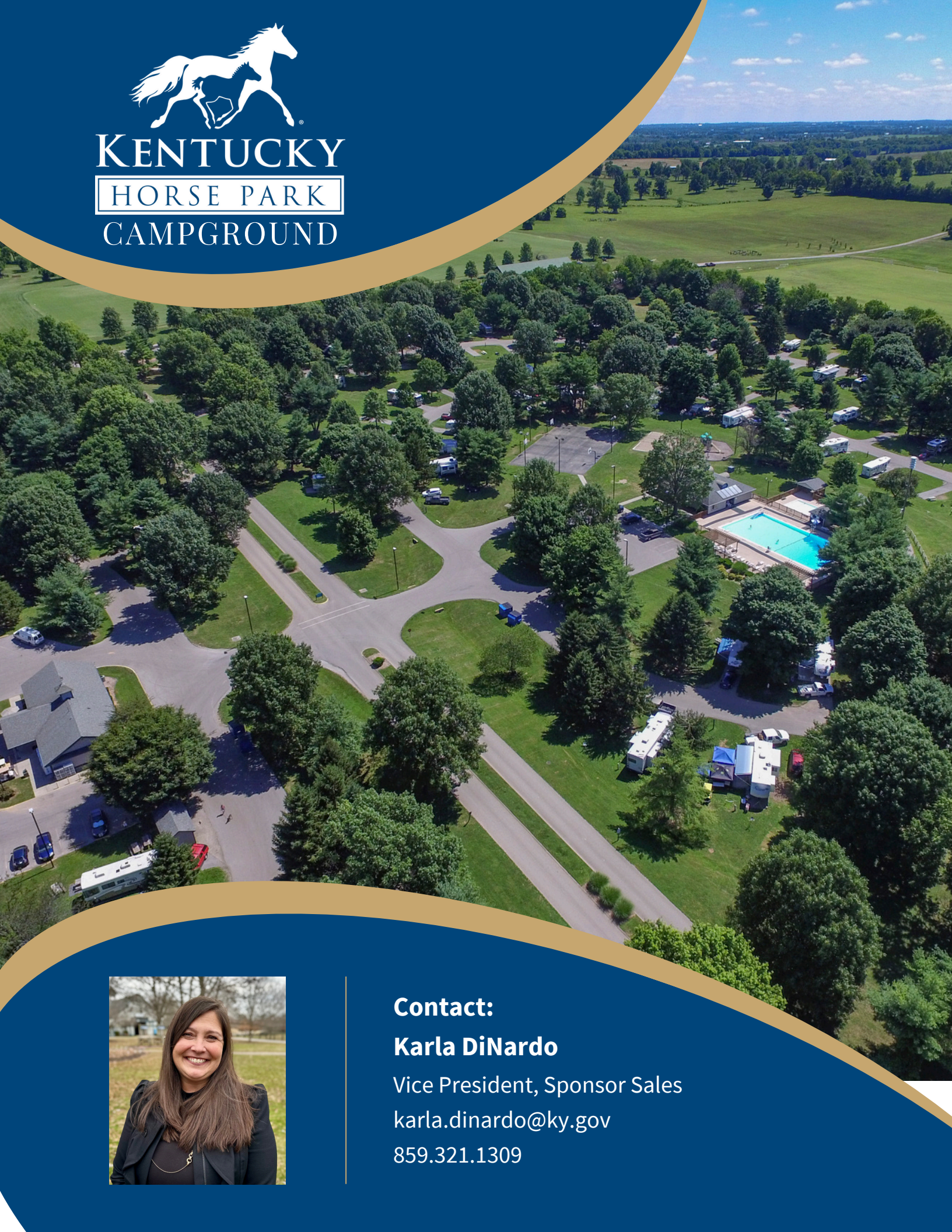
Pursuant to KRS 45A.097, the Kentucky Horse Park Campground hereby announces the availability of sponsorship and naming rights opportunities. A sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice. An entity that 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.

**Visit: [www.kyhorsepark.com/about-us/sponsors-sponsorships/](http://www.kyhorsepark.com/about-us/sponsors-sponsorships/) to view:**

- Required Affidavit for Bidders, Offerors and Contractors
- Sponsorship Legal Statement
- State Statute 45A.097



**KENTUCKY**  
**HORSE PARK**  
**CAMPGROUND**



**Contact:**

**Karla DiNardo**

Vice President, Sponsor Sales

[karla.dinardo@ky.gov](mailto:karla.dinardo@ky.gov)

859.321.1309