



Uma no Kokoro

International Museum of the Horse



Japanese Exhibit, September 14, 2024–January 4, 2026

2024–25 Sponsorship Opportunities

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 winning the world's top competitions
- Kentucky Horse Park Campground- 43,000+ occupied nights!
- The Big Barn-- the largest wood frame barn in North America

and more!



International Museum of the Horse



International Museum of the
HORSE

The International Museum of the Horse (IMH) celebrates the connection between horses and humans across history and the world through education, exhibition, and engagement. The IMH opened in 1978 in conjunction with the opening of the Kentucky Horse Park. Over the past 46 years the exhibits have grown to an impressive 64,000 sq. feet. Through its ever-growing library and archives, the IMH serves as a resource for scholars and researchers throughout the world. Permanent museum exhibitions highlight the history of the horse from ancient times to the many popular sporting events of modern times.



Uma no Kokoro



September 14, 2024-
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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.

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.



Uma no Kokoro Sponsorship Opportunities

Your sponsorship helps bring Japanese equestrian culture to all those who visit the Kentucky Horse Park-- the Commonwealth of Kentucky's leading tourism attraction, located in the Horse Capital of the World. By supporting Uma no Kokoro, your organization provides invaluable resources necessary to host such an impressive exhibit, reaching the thousands of visitors expected to experience this monumental showcase of the Japanese equestrian culture. Visitors of all ages, including hundreds of school groups, will benefit from your support of this world-class exhibit.

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



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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 should contact Karla DiNardo at karla.dinardo@ky.gov or 859.321.1309 to secure sponsorship, including promotional benefits associated with the exhibit. 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

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For More Information, Contact:



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