



KENTUCKY
HORSE PARK



2024-2025

Sponsorship Opportunities

REACH 1.4 MILLION VISITORS/EQUESTRIANS ANNUALLY



North America's Iconic Equestrian Jewel

The Kentucky Horse Park opened to the public in 1978, with 1,200 acres devoted to Equestrian Tourism, some of the world's top Equestrian Competitions, Kentucky's largest resort campground, and a world-renowned event venue. The estimated visitation to the park is a remarkable **1,400,000 visitors and equestrian competitors**, making the Kentucky Horse Park a venue unrivaled by any other as the nation's largest and premiere equestrian venue, nestled in the heart of the beautiful Bluegrass State.

Visitors & Equestrians from around the globe converge upon the park every year to enjoy the state-of-the-art facilities and venue, with more than **200 events held annually**. Sponsorships with the Kentucky Horse Park include annual exposure to uniquely target the one million visitors/equestrians, including several key areas within the park including:

- One of Kentucky's **top tourism attractions** and working farms- 1,200 beautiful acres, with 75 resident horses
- **Equestrian Competition Venue**- Hosting internationally recognized equestrian events up to the 4* and 5* levels
- **Event Venue**- Offering meeting and event facilities throughout the venue and grounds, hosting a wide variety of events annually
- **Campground**- A beautiful, resort-style campground, and the largest campground in Kentucky, with full-service amenities and 260 spaces, occupied an astonishing 43,000+ nights annually



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):

- 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
- US Dressage Finals
- Pony Club Festival Championships
- USEF Pony Finals
- American Eventing Championships
- National Mounted Police Colloquium
- Bluegrass Classic Dog Show
- Retired Racehorse Project
- Proms, Shopping Events, Graduations, Sporting Events, Running competitions, and more!



Kentucky Horse Park Attractions

Situated in the heart of the bluegrass, many organizations and attractions call the Kentucky Horse Park home. Some of the world's most renowned attractions are located at the park for the estimated 1,400,000 visitors to enjoy all year long.

- 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!)
- Featuring Alltech Arena- one of the nation's most prestigious indoor arenas, built in 2010 for the World Equestrian Games
- Rolex Stadium: a state-of-the-art outdoor arena hosting thousands, upon thousands of equestrian competitors annually.
- International Museum of the Horse: with amazing exhibits celebrating the history of the horse, with exhibits from around the globe
- 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
- Kids' Barn: a fully-immersive learning experience barn with interactive and educational exhibits, newly renovated in 2024!



Why Sponsor? More than a million reasons!

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 **1,400,000 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 1,400,000 people annually



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



189,000 followers



62,100 followers

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 largest campground with 260 sites, 43,335 occupied nights, walking distance to the Kentucky Horse Park



93,000 clicks/mo



75 resident horses



Available Sponsorships

The Kentucky Horse Park currently has the following sponsorships available on a first-come, first-served basis.

Naming Rights

- Rolex Stadium **SOLD**
- Covered Arena
- Hall of Champions
- Rolex Stadium- Warm Up 1 & 2
- Dressage Complex
- Alltech Arena **SOLD**

Campground Sponsorships

- Dog Park Naming Rights
- Campground Pavilion
- Campground Exhibits
- Campground Special Events

Park Sponsorships

- Show Office **SOLD**
- Trolley Tours **SOLD**
- Horse Trailers **SOLD**
- Farrier Shed **SOLD**
- Uma no Kokoro Japanese Exhibit
- Kids' Barn
- Big Barn
- Light Pole Signage
- New Barns
- Water Refill Stations
- Park Benches/Picnic Tables
- Walnut Ring
- KHP Visitor Map
- Shuttle/Mobility Carts
- Parade of Breeds **SOLD**
- Horse/Dog Treats
- Horse Blankets/Saddle Pads
- Hall of Champions Fence **SOLD**
- KHP Horses- Product Sponsors (feed, bedding, supplements, grooming products, etc.)
- Staff Apparel & Accessories
- Maintenance & Grounds Crew Equipment & Supplies

Sponsorship Benefits

Sponsorship with the park includes promotional exposure on an annual basis to the estimated 1.4 Million visitors/competitors. Benefits are based upon the specific sponsorship opportunity, and sponsor's investment.

Examples of benefits include:

- Logo and live URL on kyhorsepark.com
- Brand recognition with logo representation at activation site
- Venue signage
- Literature display/distribution
- Social Media posts
- Discount on KHP Meeting Space
- Admission passes to the Kentucky Horse Park
- And more...





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Join our Growing List of 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. When you sponsor with the Kentucky Horse Park, your organization has the potential to reach 1,300,000 visitors/competitors, all year long!



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. 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/ to view:

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



KENTUCKY
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