

DESERT INTERNATIONAL HORSE PARK

CORPORATE SPONSORSHIP OPPORTUNITIES 2026-2027



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WELCOME TO DESERT INTERNATIONAL HORSE PARK

Desert International Horse Park is one of North America's premier equestrian venues, drawing elite athletes, fans and industry professionals from around the world.

With thousands attending each week, sponsors benefit from high-impact exposure through on-site signage, digital placements, livestreams, custom activations and more. Spanning 18 weeks of competition over six months, sponsorship and branding at DIHP provide sustained visibility and repeated touch points throughout the season.

By partnering with DIHP, sponsors gain access and exposure to highly sought after equestrians, their families and a loyal equestrian community with a strong affinity for luxury goods, travel, automotive, fashion, real estate and more.

Whether building brand awareness or launching a product, DIHP delivers powerful engagement and measurable return on investment.

BECOME A PARTNER TODAY.

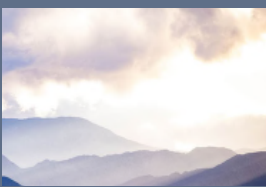




WHY PARTNER WITH DIHP?

- Sustained brand exposure throughout **18 weeks of competition, spanning six months**
- **Consistent, high-volume foot traffic** with thousands of spectators, exhibitors and industry professionals attending weekly
- **Premium onsite brand visibility** through signage, advertising and experiential activations, with integration opportunities across multiple touchpoints
- **Extensive digital reach** via livestream, social media, email, the DIHP website, press coverage and more
- **Unique networking opportunities**
- **Proven track record as one of North America's premier equestrian venues**, enhancing brand credibility
- **86% of equestrians are more likely to purchase products or services from sponsors** rather than other brands

EQUESTRIAN INDUSTRY STATISTICS



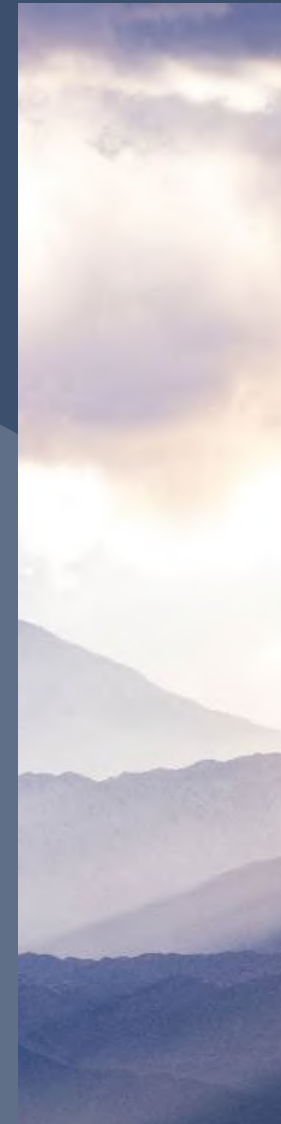
Average Cost of Horse Ownership Per Year (Per Horse)



Average Purchase Price of a Show Horse



Average Horse-Owner Household Income



Average Horse-Owner Net Worth



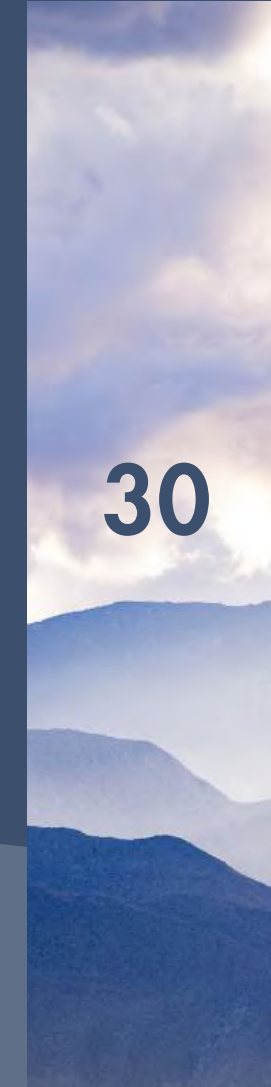
Participation Rate of Females Aged 34-54



College Educated



Make or Influence Purchasing Decisions at Work



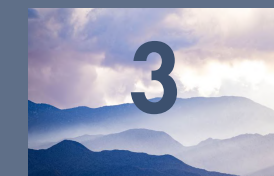
Average Number of Hotel Stays Per Year



Average Number of Flights Taken Per Year



Average Number of Horses Owned



Average Number of Vehicles Owned

DESERT INTERNATIONAL HORSE PARK

16 WEEKS OF SHOW JUMPING COMPETITION IN THE DESERT

\$500 MILLION

ECONOMIC IMPACT

\$9.5 MILLION

PRIZE MONEY

2025-2026 BY THE NUMBERS

2,527,740 | POUNDS of HAY delivered

108,578 | ROUNDS completed

32,000+ | STALLS sold

18,881 | HORSES entered

21 | COUNTRIES represented

THERMAL RANCH (continued)

The development plan incorporates a diverse mix of residential offerings, ranging from private ranches and custom estates to single-family homes and townhome residences. Thermal Ranch will have weekly rental dormitory housing and a RV park for seasonal and full-time visitors. This variety will support the full ecosystem of the sport—from owners and professionals to grooms, operational teams, and event staff—within one cohesive campus.

Once complete, Thermal Ranch will also include on-site amenities that enhance daily life and long-term livability, such as retail and convenience services, including a grocery market, alongside additional community-focused infrastructure. Together, these elements are designed to create not just a venue, but a self-contained equestrian destination that supports extended stays, repeat visitation, and long-term investment.

As planning advances, Desert Horse Park is taking a strategic approach to the transition—prioritizing infrastructure and partnerships that align with this long-term vision and reinforce the park's commitment to excellence, horse welfare, and community building.

A SPACE FOR EVERYONE

- 22 Ranches
- 37 Estate Lots
- 350+ Single-Family Detached/Attached Homes
- 500+ Workforce Housing Units
- 300+ RV Spaces
- 21 Acre Commercial Village (Market, Retail, Restaurants)

ADVERTISING

Advertising at Desert Horse Parks offers extensive opportunities to reach a broad and engaged audience. Through a mix of print, digital and broadcast channels, sponsors can amplify their brand message and connect with participants, attendees and fans both on-site and online. These advertising initiatives are designed to maximize exposure, enhance brand recognition and deliver measurable impact throughout the event season.



17,000+ DIGITAL PRIZE LIST VIEWS



500 PRINTED PROGRAMS DISTRIBUTED IN VIP



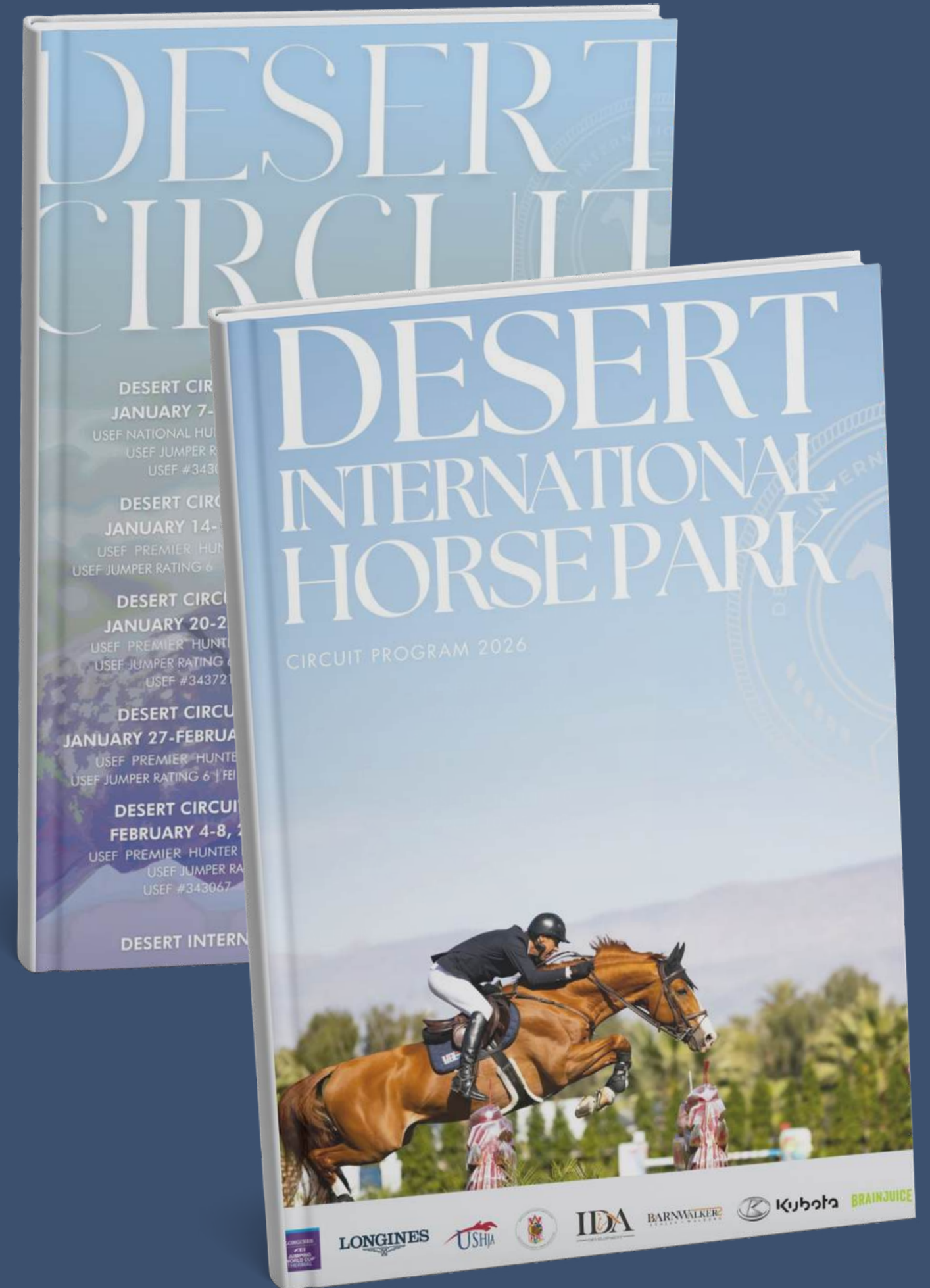
14 MILLION+ ANNUAL WEBSITE VIEWS



40,000+ EMAIL LIST RECIPIENTS



750,000+ LIVESTREAM VIEWS

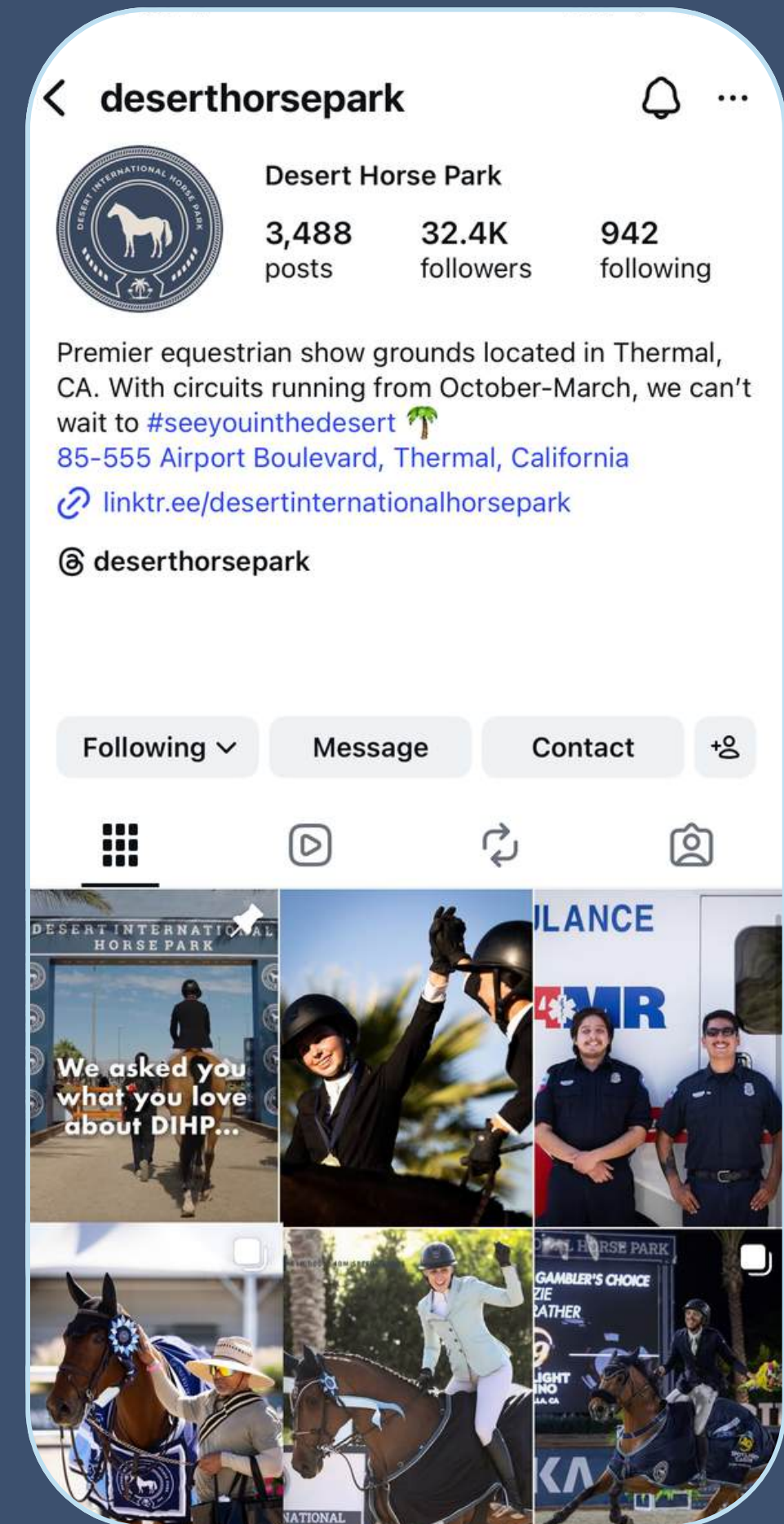


SOCIAL MEDIA

Instagram, Facebook and TikTok serve as DIHP's core engagement platforms, driving consistent interaction, video consumption and brand amplification. With a combined reach exceeding **12 million** annual views, DIHP offers measurable digital impact for partners seeking targeted exposure within the equestrian and lifestyle markets.

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 12,000+  32,400+  1,700



BRAND VISIBILITY

Brand visibility is a cornerstone benefit for sponsors at Desert Horse Parks, offering unmatched opportunities to showcase your brand to a wide audience of participants, attendees and fans.

Through strategic placements and integrated marketing, sponsors enjoy prominent exposure both onsite and across digital platforms.

From arena signage to custom jumps and interactive spaces, these initiatives ensure your brand is seen, recognized and remembered throughout the event season.



CHAMPION'S CIRCLE
presented by
CHAMPION SHAVINGS



DESERT
CIRCUIT





20

777
JACKPOT
MEGA
WIN

777
JACKPOT
MEGA
WIN

SPOTLIGHT

20

CASINO

Quinta
SPORT & CLUB

IHD

SPOTLIGHT
CASINO
FEI 3*



ACTIVATIONS

Activations at Desert Horse Parks offer sponsors creative and interactive ways to engage directly with event attendees.

Through custom onsite experiences and innovative marketing initiatives, sponsors can showcase their brand's personality, launch new products and foster memorable connections with participants and guests.

These activations are designed to drive engagement, encourage participation and leave a lasting impression throughout the event season.



DIHP Staff Brand
Ambassadors
Program
Frank & Eileen



Static In-Ring
Vehicle Display





Complimentary Pilates
Training Sessions



Member Recognition
Luncheon & Grand Prix





EXPERIENCE THE PALM CLUB

BE OUR GUEST AT THE TOP VIP EXPERIENCE IN THE COACHELLA VALLEY

The Palm Club is located in the heart of the horse park, alongside the expansive Grand Prix Stadium and the beautiful Main Hunter Arena—home to the most elite events of the season.

The Palm Club is the signature hospitality venue for sponsors, guests and VIPs. It offers a sophisticated environment where sponsors can host clients, network with influential attendees and enjoy gourmet dining. As the social hub of the event, The Palm Club combines premium comfort with exceptional opportunities for business connections and memorable experiences.

The Palm Club offers chef-driven cuisine crafted with fresh, thoughtfully selected ingredients. Whether you join us for breakfast, lunch, dinner or a mid-day snack, you can expect exceptional dishes created with your experience in mind. For our evening classes, menus are curated to highlight culinary inspirations from around the world, creating an immersive dining experience that goes far beyond the arena.

As night falls, enjoy a sophisticated wine bar, craft cocktails and a warm, luxurious ambiance that carries into the evening. Indulge in something sweet from the dessert bar or sip an after-dinner espresso as you take in the atmosphere.



DESERT CIRCUIT

SPONSORSHIP OPPORTUNITIES 2026-2027

Partnering with DIHP lets you engage with a unique, discerning and influential customer segment. From business and community leaders to philanthropists and celebrities, our reach is wide, and the potential for your brand is unlimited.

These packages include two weeks of Sunshine Series 2026 (November), two weeks of Desert Holiday 2026 (December) and 12 weeks of Desert Circuit 2027.

BRONZE SPONSOR

\$12,500+

- Recognition as sponsor of a specialty class (up to 1.10m)
 - Custom-branded prizes to the winner for an additional fee
- Sponsor logo on Desert Horse Park website
- Half-page online prize list advertising
- Shared social media post
- Event signage
- Public address announcements





SILVER SPONSOR

\$25,000+

- Recognition as sponsor of up to three (3) specialty classes or a single division for the entire season
- Sponsor-provided jump on display in select competition arenas
- Customized activation opportunity
- VIP access package
- Linked sponsor logo on Desert Horse Park website
- Full-page online prize list advertising
- Dedicated social media exposure
- Shared email marketing opportunity
- Expanded event signage
- Public address announcements

DESERT INTERNATIONAL HORSE PARK



GOLD SPONSOR

\$50,000+

- Select one (1) of the following:
 - Presenting sponsor of three (3) major specialty classes or one major division for the season
 - Presenting sponsor week, including VIP table for 8 guests plus a National Grand Prix (subject to availability)
- Sponsor-provided jump on display across all competition arenas, including Grand Prix rings
- Commercial space on videoboards and jumbotron
- Large-scale activations and VIP hosting
- Expanded event signage
- Linked sponsor logo on Desert Horse Park website PLUS e-newsletter footers
- Multi-page online prize list advertising
- Print program advertising (distributed in VIP)
- Expanded social media exposure
- Dedicated eblast and press release
- Public address announcements



PLATINUM SPONSOR

\$100,000+

- Major PRESENTING SPONSOR WEEK, including a VIP table for 8 guests for a full week, plus an FEI Grand Prix
- Additional class or division sponsor recognition
- Sponsor-provided jump on display primarily in Grand Prix rings
- Commercial/video space on videoboards and jumbotrons
- Major activation or short-term vendor space
- Single-day VIP passes (non-reserved seating)
- Expanded event signage
- Linked sponsor logo on Desert Horse Park website PLUS e-newsletter footers
- Multi-page online prize list advertising
- Print program advertising (distributed in VIP)
- Expanded social media exposure
- Dedicated eblast and press release
- Public address announcements

La Quinta
RESORT & CLUB

DIAMOND SPONSOR

\$200,000+

- Major PRESENTING SPONSOR WEEK, including a VIP table for 8 guests for a full week, plus an FEI Grand Prix
- Sponsor recognition for additional major specialty classes and/or major weekly classes
- Sponsor-provided jump on display in Grand Prix all season
- Commercial/video space on videoboard and jumbotrons
- Large-scale activations and VIP hosting
- Signage: Full or partial wrap of select arenas
- Linked sponsor logo on Desert Horse Park website PLUS e-newsletter footers
- Multi-page online prize list advertising
- Editorial + advertising space in print program
- Premium social media including custom video production elements and paid social media ads (3 months)
- Three (3) dedicated eblasts + press release
- Public address announcements





LAS VEGAS

SPONSORSHIP OPPORTUNITIES 2026-2027

The Desert Horse Park team will once again take the show on the road to host the **USHJA National Championship Show** — presented by Marshall+Sterling — at the South Point Hotel, Casino & Spa in Las Vegas. This one-of-a-kind indoor event brings riders from across the country to a setting known for its unique atmosphere. To support partners at every level, we offer both enhanced “add-on” packages for our full-season sponsors and dedicated stand-alone opportunities for those wishing to engage exclusively with this marquee event.

Marshall & Sterling Insurance USHJA National Championships

LUCKY 7 PARTNER

\$5,000

Includes the following:

- Premium 10' x 20' vendor location in the South Point Vendor Hall
- Recognized sponsor of a select hunter or jumper division at the event, including a custom-branded division award
- Full-page online prize list advertising
- Name on event page (DHP website)
- Shared social media post(s)
- Public address announcements



DESERT INTERNATIONAL HORSE PARK

MARSHALL + STERLING EQUISPORT

MARSHALL + STERLING

© ANDREW RYBACK 2024

ROYAL FLUSH PARTNER

\$10,000

Includes the following:

- Premium 10' x 20' vendor space in the South Point Vendor Hall
- Recognized sponsor of a select hunter or jumper division at the event, including a custom-branded division award
- Recognized host of a complimentary social event for exhibitors (Derby dinner, Morning Donuts, etc.)
- Full-page online prize list advertising
- Half-page print program advertising
- Logo on event page on DIHP website
- Onsite signage
- Dedicated social media post
- Public address announcements



HIGH ROLLER PARTNER

\$20,000+

Includes the following:

- Premium 10' x 30' vendor space in the South Point Vendor Hall
- Recognized sponsor of a select hunter or jumper division at the event, including a custom-branded division award
- Recognized host of a complimentary social event for exhibitors (Derby dinner, Morning Donuts, etc.)
- Name/logo on ALL rider back numbers
- Jump in the arena for select classes
- Full-page online prize list advertising
- Full-page print program advertising
- Logo on event page on DIHP website
- Expanded onsite signage
- Dedicated social media post
- Dedicated email blast
- Public address announcements



A LA CARTE OPTIONS

- **Starting at \$1,500:** Family-friendly activities (bracelet making, coloring contests, etc.)
- **\$2,000** (or equivalent value in kind): Backgate horse treats sponsor
- Starting at \$2,000 (or equivalent in-kind value): First-place prize sponsor for select classes
- **\$2,000 - \$2,500:** Recognition as the sponsor of select hunter or jumper divisions at the event, including custom-branded division awards
- **\$3,000+:** Recognition as the host of a complimentary social event for exhibitors (Derby dinner, Morning Donuts, etc.)





DRESSAGE

SPONSORSHIP OPPORTUNITIES 2026-2027

Desert Horse Park is honored to welcome the world's top dressage horses and riders for the US Equestrian Open Dressage Final 2026. This premier championship brings international talent to the desert for a showcase of elite sport, precision, and horsemanship. We invite our partners to join us in celebrating this landmark event and supporting the athletes who elevate dressage on the global stage.



DRESSAGE PATRON

\$5,000

- Premium VIP table for four (4) guests for US Equestrian Open Dressage Final 2026 week
- Recognized sponsor of a National-level class
- Logo on videoboards and jumbotrons
- Name on website and in printed program
- Half-page online prize list advertising
- Public address announcements

DRESSAGE PARTNER

\$10,000

- Premium VIP table for eight (8) guests for US Equestrian Open Dressage Final 2026 week
- Recognized sponsor of a CDI1* or 2* class
 - Custom-branded cooler for an additional fee
- Arena signage in secondary competition ring
- Logo on videoboards, jumbotrons and website
- Full-page online prize list advertising
- Half-page ad in printed event program
- Public address announcements

DRESSAGE BENEFACTOR

\$25,000

- All the benefits of Partner level plus
- Table gifts for your guests on Saturday evening
- Recognized sponsor of a CDI3* class
 - Custom-branded award cooler included
- Arena primary and secondary competition arenas
- Complimentary vendor/activation space
- Linked logo on website
- Commercial on videoboards and jumbotrons
- Full-page ad in printed event program
- Shared press release

DRESSAGE VISIONARY

\$50,000

- All the benefits of Benefactor level plus:
- Premium, expanded branding in and out of rings
- Recognized sponsor of a CDI5* class
- Two-page editorial in printed event program
- Dedicated press release





SEASON SCHEDULE

NATIONAL SUNSHINE SERIES

Week 1: October 28 - November 1, 2026

Week 2: November 4 - 8, 2026

USHJA NATIONAL CHAMPIONSHIPS - LAS VEGAS

November 10 - 15, 2026

US OPEN DRESSAGE FINAL / DESERT DRESSAGE

November 12 - 15, 2026

DESERT HOLIDAY

Week 1: December 2 - 6, 2026 *(CSI5* pending approval)*

Week 2: December 9 - 13, 2026 *(CSI5* pending approval)*

DESERT CIRCUIT 2027

Week 1: January 13 - 17, 2027

Week 2: January 20 - 24, 2027

Week 3: January 27 - 31, 2027 *(CSI5* pending approval)*

Week 4: February 3 - 7, 2027 *(CSI5* pending approval)*

Week 5: February 10 - 14, 2027

Week 6: February 17 - 21, 2027 *(CSI3* pending approval)*

Week 7: February 24 - 28, 2027 *(CSI3* pending approval)*

Week 8: March 3 - 7, 2027

Week 9: March 10 - 14, 2027 *(CSI3* pending approval)*

Week 10: March 17 - 21, 2027 *(CSI4* pending approval)*

Week 11: March 24 - 28, 2027

Week 12: March 31 - April 4, 2027

JOIN US!

@DESERTHORSEPARK

WWW.DESERTHORSEPARK.COM

LORI@DESERTHORSEPARK.COM

