

Desert International Horse Park

SPONSORSHIP REPORT

2025-2026 Season



Thank you for your partnership.

Your support is instrumental in the continued growth and success of our competition season.

Throughout the season, DIHP brought together a strong roster of both new and returning partners, contributing to a dynamic and elevated competition environment. As one of North America's leading equestrian venues, the horse park continues to attract a global audience of top athletes, engaged spectators and industry professionals.

Over the course of the season, your brand was represented across a variety of integrated platforms, including on-site signage, digital placements, livestream coverage and on-the-ground activations. These touchpoints are designed to maximize visibility while also creating meaningful opportunities for audience engagement.

The DIHP audience represents a highly targeted and loyal demographic, with strong alignment across key sectors such as luxury goods, automotive, travel, real estate and lifestyle brands. This provides partners with a unique opportunity to connect with consumers who value quality, performance and brand affinity.

We are proud to offer a platform that supports both brand exposure and deeper engagement, and we appreciate the role you play in helping us deliver a best-in-class experience each season.

Lori Hill

Director of Strategic Partnerships





A SPECIAL THANKS TO

DESERT INTERNATIONAL HORSE PARK

2025-2026 CORPORATE SPONSORS

PLATINUM SPONSORS

BARNWALKERS • BRAINJUICE
IDA DEVELOPMENT • LONGINES • MARSHALL+STERLING
MORROW-MEADOWS CORPORATION • SPOTLIGHT 29 CASINO

GOLD SPONSORS

ADEQUAN® • BACK ON TRACK • C3RV • FARMVET
FOBI • FRANK & EILEEN • GO RENTALS • KASK
KUBOTA • LA QUINTA RESORT & CLUB • PREMIER EQUESTRIAN • VOGEL
VISIT GREATER PALM SPRINGS

SILVER SPONSORS

ANTARÈS SELLIER • BUTET SAUMUR • CHAMPION SHAVINGS
CITY OF LA QUINTA • CORE SPECIALTY • CWD SELLIER • DEVER GOLF CARTS
THE DUTTA CORPORATION • EQUIFIT • FABBRI
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PERFECT PRODUCTS • PGA WEST • PLATINUM PERFORMANCE • PRESTIGE ITALIA
PRO SERIES EQUINE • RENAISSANCE • TAYLOR, HARRIS INSURANCE SERVICES
VALENCIA SPORT SADDLERY

BRONZE SPONSORS

ANDALUSIA COUNTRY CLUB • BOATRIGHT STUDIO
BURRTEC WASTE & RECYCLING • CALLIDAE • CAVALOR • DEVOUCOUX SELLIER
ENGEL & VÖLKERS • EDUCATED RIDER • FLEX-ON EQUESTRIAN EQUIPMENT
FREEJUMP • ICE HORSE • KELCIE'S HORSE TREATS • PREMIER EQUINE CENTER
PURINA • RELATION INSURANCE SERVICES • RUNAMOK HORSE TRANSPORTATION
SHOWMD • SOLEA EQUESTRIAN • STAL HENDRIX • STAR RV RENTALS
VOLTAIRE DESIGN • WESTERN ALLIANCE BANK

FRIENDS OF DIHP

AMERICAN MEDICAL RESCUE • COACHELLA VALLEY GETAWAYS • KICKAPOO PONIES
RISK STRATEGIES • VETERINARY URGENT CARE OF THE DESERT • YETI

A SPECIAL THANKS TO

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2025-2026 BARN SPONSORS

BLUE RIBBON

ALORA SPORTHORSES • BALMORAL • BRIDGEPORT FARMS
CHEROKEE SHOW HORSES • CIRCLE B RANCH • LEGACY HUNTERS & JUMPERS
MEADOW GROVE FARM • MORNING STAR SPORTHORSES
POMPONIO

RED RIBBON

ABBAY LANE FARM • ALERON • FRONTIER FARMS • OZ INC.
PEGASUS SHOW STABLE • ROUND MEADOW FARM • SANDHAVEN FARM
SAN MARCOS TRAINING • SEAHORSE RIDING CLUB • ZEPPELIN FARMS

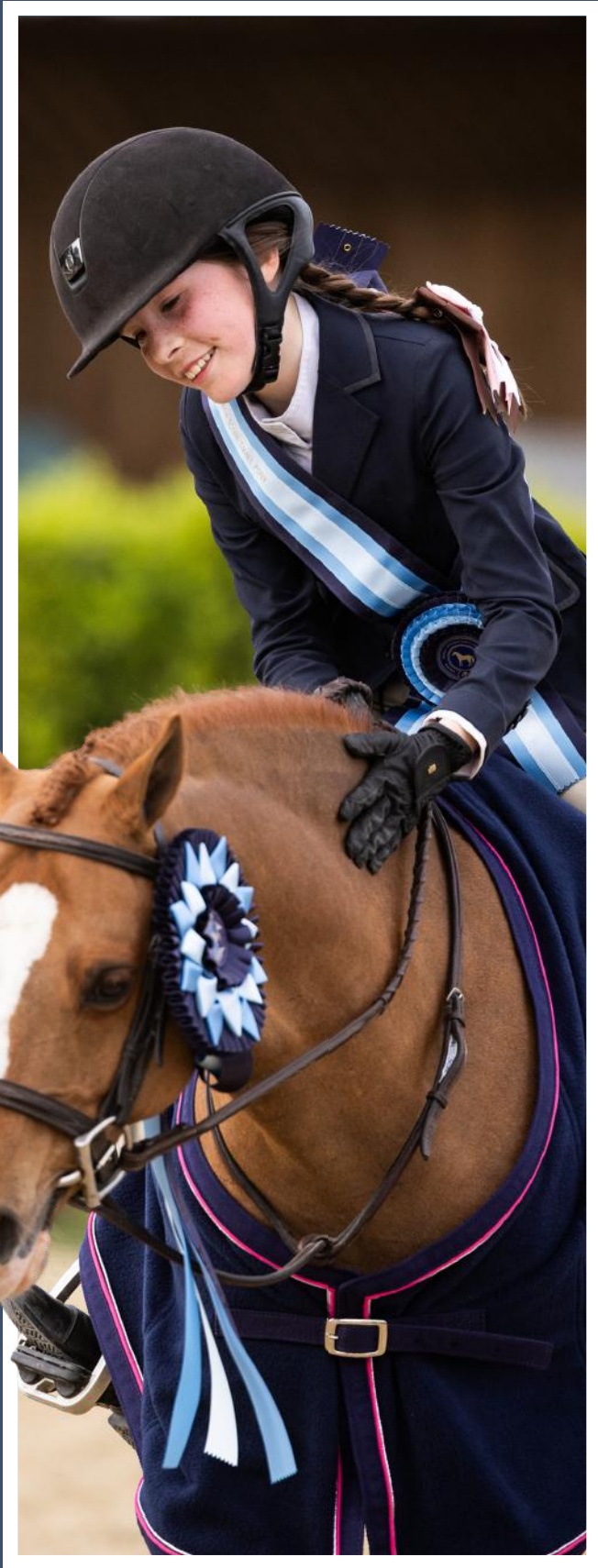
YELLOW RIBBON

BROOKWAY STABLES • ESTANCIA FARMS • ERIN DUFFY • GOODWIN
HIGHLAND FARM • IMAGINATION LANE • KINDRED HILL FARM • MK EQUESTRIAN
MTN EQUESTRIAN • JOIE GATLIN SHOW STABLES • PARKSIDE STABLES
SUNNYBROOK FARM • TRADEMARK STABLES • WINDY HILL EQUESTRIANS
WOODGROVE FARM



DESERT INTERNATIONAL HORSE PARK

THE SEASON BY THE NUMBERS



16

weeks of hunter/jumper
competition

\$9M+

in total prize money awarded

32K+

stalls sold

18K+

total entries

21

countries represented

108,578

jumping rounds completed

THE SEASON BY THE NUMBERS



6,588

new social media followers



11.6M

social media views



1M+

social media accounts reached



14M+

webpage views

DIGITAL FOOTPRINT: SOCIAL MEDIA

Our Desert Horse Park social media channels - including Instagram, Facebook and TikTok - have a combined following of more than **46,500**.

DIGITAL FOOTPRINT: WEBSITE

DesertHorsePark.com was viewed by **283,000 unique users**.



MCLAIN WARD AND FIRST LADY FLY TO FIRST AGAIN IN \$182,000

DIGITAL FOOTPRINT: EMAIL

Our email marketing efforts are distributed to **more than 40,000 email addresses**.

DIGITAL FOOTPRINT: LIVESTREAM

Our DIHP competition livestream received **more than 750,000 views**.

SOCIAL MEDIA SNAPSHOT

FACEBOOK | @DESERTHORSEPARK

Desert International Horse Pa...
Published by Instagram ·
March 13 at 9:54 PM · Thermal, CA ·

Violet Tatum makes history as the first junior rider to win the \$150,000 USHJA WCHR West Coast Hunter Spectacular, presented by Core Specialty 🏆 Congratulations, Violet... See more



1.1K 49 15

Desert International Horse Pa...
Published by Instagram ·
March 14 at 9:48 PM · Thermal, CA ·

Kyle King 🇺🇸 shows us how it's done 🥰
Ki... See more



546 37

Desert International Horse Pa...
Published by Instagram ·
March 14 at 6:44 PM · Thermal, CA ·

Another successful \$20,000 Grooms' C...
is in the books! 📖 ... See more



164 8

Desert International Horse Pa...
Published by Instagram ·
February 27 at 2:39 PM ·
Thermal, CA ·

We asked our pros who they think will be the one to beat in the \$100,000 Pro Eq Challenge, presented by Valencia Sport Saddlery 🗒️ See more



Congratulations to Karli Postel, the 2026 Desert Circuit Leading Hunter Rider!... See more

Desert International Horse Pa...
Published by Instagram ·
February 27 at 8:19 PM ·
Thermal, CA ·

Katie Gardner gets the last word in the \$100,000 Pro Eq Challenge, presented by Valencia Sport Saddlery 🗒️ After two rounds and a horse swap, she and Dark Harbor came ou... See more



163 3 1

Desert International Horse Pa...
Published by Instagram ·
March 17 at 7:27 PM · Thermal, CA ·

10 weeks and tens of thousands of rounds all came down to 11 special circuit award recipients and 103 Desert Circuit 2026 champions! Click here bio to view the full lis... See more



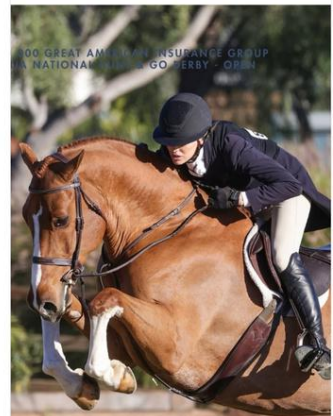
Desert International Horse Pa...
Published by Instagram ·
February 28 at 9:01 PM ·
Thermal, CA ·

Skylar Wireman & Barcelino B strike again and claim their second win of the week in the \$75,000 Adequan Grand Prix 🏆🏆
... See more



207 2 6

Hope Glynn scored a 1-2 finish in the \$10,000 Great American Insurance Group USHJA National Hunt & Go Derby - Open 🥰 She secured the win with Yellowstone 🏆
... See more



SOCIAL MEDIA SNAPSHOT

INSTAGRAM | @DESERTHORSE PARK

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Desert International Horse Park




DESERT CIRCUIT WRAPPED
TAKE A LOOK BACK AT EACH WEEK OF DESERT CIRCUIT 2026

View insights Boost post

638 7 2 46

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Desert International Horse Park



View insights Boost post

561 4 2 23

Liked by gf.films.llc and others
deserthorsepark The kind of special moments that only happen in the desert 🌵🌵🌵
... more
March 16

deserthorsepark and gracewahlberg_
Desert International Horse Park



EquiFit
LEADING JUNIOR JUMPER RIDER
GRACE WAHLBERG

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1,101 26 9 14

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Desert International Horse Park



View insights Boost post

559 2 13

Liked by megangiesemedia and others
deserthorsepark The spotlight is on the grooms 🌟
The \$20,000 Grooms' Class, presented by San... more
March 10

deserthorsepark and violettatum_eq
Desert International Horse Park



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3,661 92 16 90

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722 39 1 10

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\$7,500 SOLEA EQUESTRIAN 1.5M JR/AM CLASSIC
EMMELINE ADAMICK & APOLLO Z

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412 6 3 8

Liked by melodyliu.ce and others
deserthorsepark It's a winning Sunday for Emmeline

deserthorsepark and melodyliu.ce
deserthorsepark - Original audio



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995 19 2 34

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Desert International Horse Park



\$117,000 PREMIER EQUESTRIAN 2013 GRAND PRIX
KARL COOK & FOXY DE LA ROQUE

View insights Boost post

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.

620 ACRES IN TOTAL

- 3,000 Permanent Stalls
- 16 Competition Rings
- 6 Schooling/Ticket Rings
- 5+ Miles of Trails
- 10 Private Barns, each with a Private Ring

A SPACE FOR EVERYONE

- 22 Ranches
- 37 Estate Lots
- 350 Single-Family Homes
- 500+ Workforce Housing Units
- 300+ RV Spaces
- 21 Acre Commercial Village

2026-2027 SEASON SCHEDULE*

<p>NATIONAL SUNSHINE SERIES</p>	<p>NSS 1: October 28 - November 1, 2026 NSS 2: November 4-8, 2026</p>
<p>USHJA NATIONAL CHAMPIONSHIPS</p>	<p>LAS VEGAS: November 10-15, 2026</p>
<p>DESERT DRESSAGE I ft. the US Equestrian Open Dressage Final</p>	<p>November 12-15, 2026</p>
<p>DESERT HOLIDAY</p>	<p>DH 1: December 2-6, 2026 DH 2: December 9-13, 2026</p>
<p>DESERT CIRCUIT</p>	<p>DC 1: January 13 - 17, 2027 DC 2: January 20 - 24, 2027 DC 3: January 27 - 31, 2027 DC 4: February 3 - 7, 2027 DC 5: February 10 - 14, 2027 DC 6: February 17 - 21, 2027 DC 7: February 24 - 28, 2027 DC 8: March 3 - 7, 2027 DC 9: March 10 - 14, 2027 DC 10: March 17 - 21, 2027 DC 11: March 24 - 28, 2027 DC 12: March 31 - April 4, 2027</p>

**subject to change*

DESERT INTERNATIONAL HORSE PARK

THANK YOU FOR YOUR
SUPPORT!



FOR QUESTIONS OR ADDITIONAL INFORMATION ON
PARTNERSHIPS, PLEASE CONTACT
LORI@DESERTHORSE PARK.COM

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