

2025 Media Kit



United States Pony Clubs.  *Where it all begins*



ABOUT PONY CLUB



The United States Pony Clubs, Inc. (USPC or Pony Club) is a 501(c)(3) non-profit organization established in 1954.

USPC is the largest equine educational organization in North America teaching riding, mounted sports, and the care of horses and ponies.

Our program develops leadership, confidence, sportsmanship, goal-setting, responsibility, and many other essential life skills.

Pony Club has opportunities for all ages, including adult members and a large network of professionals, horse-savvy leaders, alumni, and volunteers.

USPC's respected horse management curriculum is utilized as a resource throughout the horse industry, and in public schools, colleges, and university classrooms.

More than 175,000 equestrians have gotten their start through Pony Club.

Approximately

10,000

Members

478

Clubs &
Riding Centers

23,000+

Volunteers

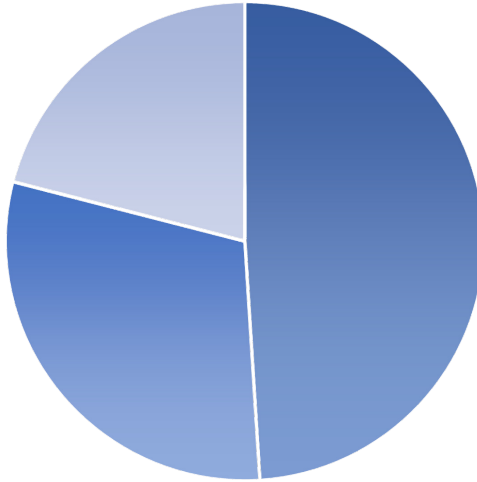
11+

English &
Western
Disciplines

OUR MEMBERSHIP

MEMBERSHIP BY AGE

21%
Over 18



49%
13 & Under

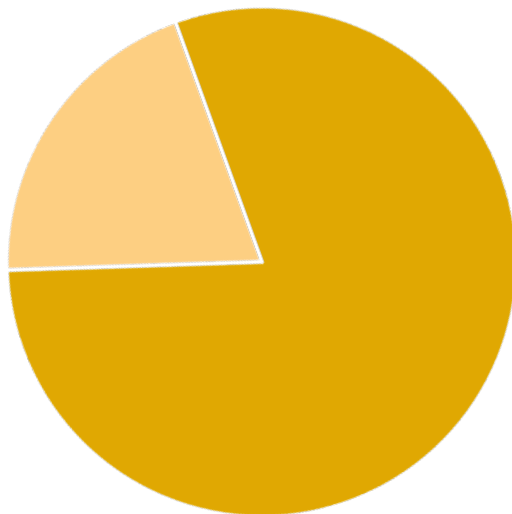
30%
14-18

13 is the median youth member age.



MEMBERSHIP BY TYPE

22%
Pony Club
Riding Centers



68%
stay involved with horses for life.

78%
Local Pony Clubs



OUR ORGANIZATION



When you connect with Pony Club, you are reaching a broad community of equestrians, from the beginning rider to experienced equestrian instructors and professionals.

The United States Pony Clubs, Inc. is a national organization with a network of nearly 500 local clubs and riding centers organized into 41 regions.

Local Pony Clubs are powered by dedicated volunteer leaders and instructors to offer education and competitive opportunities for participating members. Mounts of all sizes are welcome—including horses and ponies.

Pony Club Riding Centers are professional facilities licensed by USPC. Our riding centers help make horses, equestrian sports, and Pony Club accessible to more people, whether they own a horse or not.

Professional Membership provides exclusive Pony Club lesson plans and resources for instructors, professors, teachers, and organizations to use in their educational programs.

PARTNER WITH US



USPC offers a full range of opportunities to connect with our members. Your support helps to create better-educated horse owners and grows the future of equestrian sport.

Advertise in Discover USPC Magazine

The best and most cost-effective way to reach our entire membership, with multi-issue discounts.

Digital Advertising

We offer digital advertising opportunities through the Pony Club Blog, as well as special digital packages, including social media and more.

E-News

Pony Club E-News goes out to 35,000+ subscribers twice each month with essential member news and top stories that the Pony Club community wants to read.

Affiliate Partnerships

These partners give back to Pony Club in a variety of ways that help support our programs and the national organization in exchange for promotion to our membership.

Corporate Sponsorship

For companies interested in broad-based reach of Pony Club's membership at the highest level, USPC will design a custom sponsorship. These include a mix of advertising, educational content opportunities, social media promotion, and sponsor recognition online, in print, and at Pony Club events. Custom sponsorships of Pony Club programs are also available.

Pony Club Events

Connect in person with Pony Club members at our national events. Sponsorships are available for every budget, in addition to trade fair booth space.

- *USPC Convention*
- *USPC Festival*

Contact

✉ advertising@ponyclub.org

☎ (859) 254-7669





OUR EVENTS

USPC Convention

USPC Convention brings together Pony Club's most engaged members, leaders, volunteers, and families for an event filled with equine education and leadership training, plus digital options for expanded access. In addition to dozens of workshops and seminars, an equine anatomy lab and science fair are highlights of the event.

January 22–26, 2025 • Traverse City, Mich.
January 2026 • North Central Prairie Region
Dates/Location TBA

USPC Festival

Join us for Pony Club's premier event! The USPC Festival is now held every other year at the Kentucky Horse Park. Festival combines Championships competitions with educational clinics and workshops for an unforgettable experience attracting 2,500+ Pony Club members, their families, volunteers, and leaders, as well as equestrians from the local community.

USPC Festival • July 2026
The Kentucky Horse Park, Lexington, Ky.

New for 2025

USPC Virtual Competitions

Virtual competitions are offered during non-Festival years. Disciplines will include Dressage, Show Jumping, Trail, and Western Dressage.

March–June 2025

*Sponsorships
Available!*

Contact

✉ advertising@ponyclub.org

☎ (859) 254-7669

ADVERTISE WITH PONY CLUB



Mails to the
Entire Membership



10,000+
Readership

Discover USPC Magazine Print + Digital

Our membership magazine is a full-color print publication with an online digital edition featuring live links.

Discover USPC magazine offers an equine-savvy audience with a broad age range. Readers include Pony Club's youth and adult members and their families, plus equine professionals, alumni, and a vast network of volunteers, all with buying power and interest in horse-related products.

Discounts are available for multiple insertions or with sponsorships.

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☎ (859) 254-7669

Editorial Calendar

Issue 1: Horse Care

Ride into spring and summer with essential horse management advice, along with tips to make the most of the Pony Club experience.

Ad Close: February

Issue 2: Safety

Focus on important safety advice, while reaching USPC members during the most active time of year for riding and rallies.

Ad Close: May

Issue 3: Training

Tips to improve skills for horse and rider, and setting and achieving goals. Plus, coverage of Pony Club's variety of disciplines and activities.

Ad Close: August

Expanded Reach Through the
Digital Edition and Online Archives

DIGITAL OPPORTUNITIES



The Pony Club Blog

The official blog of the United States Pony Clubs features member spotlights and updates on Pony Club events, plus horse care and riding tips, and useful advice to get the most out of Pony Club.

blog.ponyclub.org

Social Media

Available with sponsorships and advertising packages.



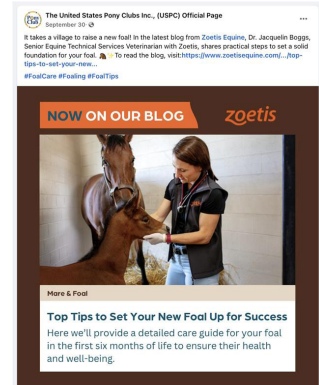
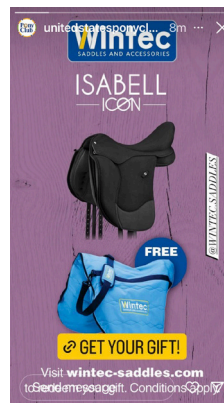
/USPonyClubs



@unitedstatesponyclubs

5%
Engagement Rate
on our most frequently
used platforms

174K+
average estimated
monthly impressions
... and growing!



multibriefs.com/briefs/uspc/



Pony Club E-News

Connect with the Pony Club community through twice-monthly e-news featuring important updates and all the news from the USPC National Office.

Sold and fulfilled by our partners at Multiview.

Contact

✉ salesinquiries@multiview.com

☎ (972) 402-7070

JOIN THESE PARTNERS IN SUPPORTING PONY CLUB



Official Apparel Sponsor



Official Grooming Products Sponsor



Official Feed Sponsor



Official Saddle Sponsor



Official Equine Health
& Wellness Partner

Thank you to our sponsors, advertisers, and partners who have shown support for Pony Club:

- Absorbine
 - Achieve Equine
 - Ag Pro Trading
 - Albion College
 - American Association of Equine Practitioners
 - American Association of Equine Therapists & Technicians
 - American Polocrosse Association
 - Arabian Horse Youth Association
 - ASPCA Right Horse
 - Auburn Laboratories, Inc.
 - Banixx Horse & Pet Care
 - Bit of Britain
 - BLM Wild Horse & Burro Program
 - Breyer Model Horses (Reeves Intl.)
 - Brooke USA Foundation
 - Coach Daniel Stewart's Pressure Proof Academy
 - Cross Country App
 - Delaware Valley University
 - Dimples Horse Treats
 - Dover Saddlery
 - Dreamers & Schemers
 - Dressage4Kids
 - EquestrianCoach.com
 - Equestrian Vaulting USA
 - Equine Affaire
 - Equine Land Conservation Resource
 - Equus Foundation
 - Fair Hill Saddlery
 - Grayson-Jockey Club Research Foundation
 - International Liberty Horse Association
 - Giddyap Girls Biscuit Company
 - Gift Horse Baskets
 - Gore Trailers
 - Hands-On Grooming Gloves
 - Horse & Country TV
 - Interscholastic Equestrian Association
 - Kentucky Equine Research
 - Kentucky Performance Products
 - Lake Erie College
 - LeMieux
 - Lincoln Memorial University
 - Masters of Foxhounds Association of North America
 - Mustang Champions
 - Otterbein University
 - Ram Tap Horse Park
 - Retired Racehorse Project
 - RevitaVet
 - Ride EquiSafe
 - Ride iQ
 - Santa Cruz Animal Health
 - Shires Equestrian Products
 - *Sidelines* Magazine
 - Specialty Program Insurors
 - SSG Gloves
 - St. Andrews University
 - State Line Tack
 - Stephens College
 - Stoneleigh-Burnham School
 - Tarter Farm & Ranch Equipment
 - The Jockey Club Thoroughbred Incentive Program
 - Trafalgar Square Books
 - Unicorn Trails
 - United States Dressage Federation
 - United States Equestrian Federation
 - United States Eventing Association
 - University of Findlay
 - University of Missouri College of Veterinary Medicine
 - University of Louisville Equine Industry Program
 - Urad
 - USA Working Equitation
 - Via Nova Training
 - Western & English Sales Association
 - Western Dressage Association of America
 - Western Specialty Insurors
 - Western States Horse Expo
 - William Woods University
 - Wilson College
 - World Strides Educational & Travel Experiences
 - *Young Rider* magazine
- And more ...
add your name to the
growing list today!**

OUR EDUCATION



Pony Club teaches **HORSEMANSHIP,** *not just riding.*

Members learn about horse care, riding, and safety; progress through Pony Club certification levels; and participate in Pony Club team competitions called rallies.

Each level of the program is progressively more challenging, from the beginning D-1 up to the advanced A-level certification.

Pony Club is committed to **SAFETY** for both horse and rider.



Pony Club offers the chance to learn and compete in these disciplines:

Dressage

Eventing

Gymkhana (barrels, poles, and more)

Horse Management

Mounted Games

Polocrosse

Quiz (a knowledge-based competition)

Show Jumping

Tetrathlon (a four-phase event including running, swimming, riding, and shooting)

Trail

Western Dressage

Additional disciplines supported by Pony Club include:

Distance Riding

Driving

Foxhunting

Hunter Seat Equitation

Polo

Vaulting



OUR MISSION



The United States Pony Clubs, Inc. (USPC or Pony Club) is an educational organization that builds the foundations of teamwork and sportsmanship through riding, mounted sports, and the care of horses and ponies, while developing and enhancing leadership, confidence, responsibility, and a sense of community in its youth and adult members.

Beyond the Barn

Pony Club prepares youth members with skills they need to succeed in life. Our equine educational programs are structured to build confidence and develop personal responsibility.

Working together through Pony Club's unique team-based competition format teaches cooperation, while leadership is developed through teaching and mentoring. Experienced members help teach new and less-experienced ones. National and Regional Youth Boards and the USPC National Youth Congress offer additional opportunities to enhance leadership skills.

Service to others and caring for the land that all equestrians ride on are also important core values emphasized in Pony Club's program.

"Pony Club helped shape me into the smart, confident person I am today."

Scan the QR Code below to watch Pony Club's documentary, ***Where It All Begins***





CONTACT US



The United States Pony Clubs, Inc.

The Kentucky Horse Park
4041 Iron Works Parkway
Lexington, KY 40511-8483

Phone: (859) 254-7669

Fax: (859) 233-4652

E-Mail: advertising@ponyclub.org

www.ponyclub.org

Pony Club
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