

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
9,000
Members

Nearly
500
Clubs &
Riding Centers

More Than
25,000+
Volunteers

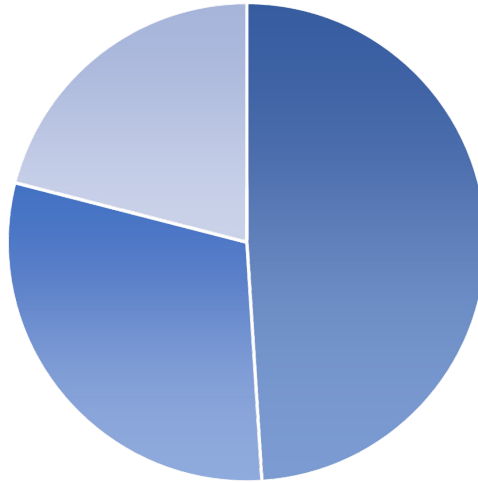
11+
English &
Western
Disciplines

OUR MEMBERSHIP

MEMBERSHIP BY AGE

22%
Over 18

32%
14-18



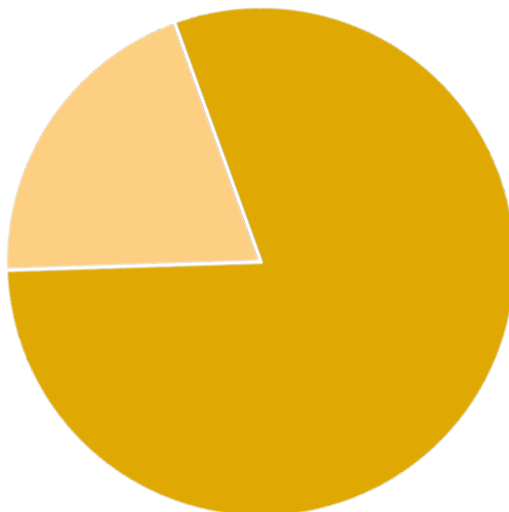
46%
13 & Under

13 is the median youth member age.



MEMBERSHIP BY TYPE

21%
Pony Club
Riding Centers



68%
stay involved
with horses
for life.

79%
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 40 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, sponsored content, 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.

Contact

✉ advertising@ponyclub.org

☎ (859) 254-7669

OUR EVENTS



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 Convention brings together Pony Club's most engaged members, leaders, volunteers, and families for an event filled with equine education and leadership training. In addition to dozens of workshops and seminars, hands-on learning activities and science fair are highlights of the event.

Jan.28–Feb. 1, 2026 • Chicago area, Illinois
Lincolnshire Marriott Resort

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 educational clinics and workshops with Championships competition in eight disciplines 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 13–19, 2026
The Kentucky Horse Park, Lexington, Ky.

USPC Virtual Competitions

Virtual competitions are offered during non-Festival years.

Disciplines include:

- Dressage
- Show Jumping
- Trail
- Western Dressage

Contact

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☎ (859) 254-7669

*Sponsorships
Available!*

ADVERTISE WITH PONY CLUB



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.



Mails to the
entire membership,
plus friends and
supporters
of Pony Club

Editorial Calendar

Spring/Summer Issue: Equestrian Athlete

Essential advice to ride into spring and summer, with tips to improve both horse and rider and advice to set and achieve goals.

Ad Close: February

Fall/Winter Issue: Stable Management

Focus on important horse care information and tips for maintaining safe horsekeeping facilities.

Ad Close: August

Contact

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☎ (859) 254-7669

**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 content that showcases Pony Club people, events and programs, plus tips on horse care, riding, and useful advice for all equestrians.

blog.ponyclub.org

Social Media

Available with sponsorships and advertising packages.



/USPonyClubs



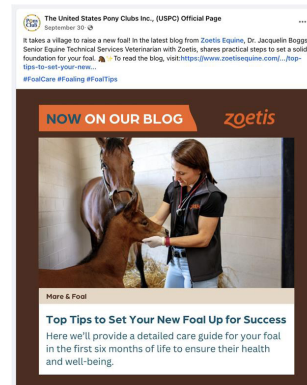
@unitedstatesponyclubs

5%

Engagement Rate
on our most frequently
used platforms

140K+

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, along with educational articles for all horse lovers.

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
- American Saddlebred Horse and Breeders Association
- Amplify Horse Racing
- 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
- Pivo Equestrian
- Ram Tap Horse Park
- Retired Racehorse Project
- RevitaVet
- Ride EquiSafe
- Ride iQ
- Riding Warehouse
- Santa Cruz Animal Health
- Shires Equestrian Products
- *Sidelines Magazine*
- Specialty Program Insurors
- SSG Gloves
- 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*

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 members of all ages 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



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