



# 2024 USPC FESTIVAL

## SPONSORSHIP OPPORTUNITIES



### Celebrate With Us

The United States Pony Clubs is celebrating 70 years of excellence in equestrian education. Since 1954, the US Pony Clubs has taught horse care, riding and safe horsemanship.



### USPC Festival Championships + Education July 15-22, 2024

Kentucky Horse Park • Lexington, KY

As a sponsor, you will be reaching a targeted audience of equine enthusiasts, helping to grow the next generation of riders, and supporting the future of equestrian sports.

#### Festival opportunities include:

- Sponsorships for every budget
- Trade Fair Space
- Program Advertising



Reach **2,500+** attendees of all ages

Learn more at  
[ponyclub.org](http://ponyclub.org)

Contact  [development@ponyclub.org](mailto:development@ponyclub.org)

 (859) 254-7669



# 2024 USPC FESTIVAL

EVENT OVERVIEW • JULY 15–22, 2024



The USPC Festival is held every other year at the Kentucky Horse Park. The weeklong event is a celebration of the best that Pony Club has to offer. Festival combines **Championships competition in eight disciplines** with more than **50 clinic and workshop sessions**, plus a **trade fair** and other special events for an unforgettable experience attracting **2,500+** Pony Club members of all ages, their families, volunteers and leaders, coaches, judges and clinicians, as well as equestrians from the local community.



---

*Join us for Pony Club's  
biggest event and reach  
**2,500+** attendees*

---

### *Festival Championships*

Members compete for USPC national championship titles in eight disciplines: **Dressage, Eventing, Mounted Games, Polocrosse, Quiz, Show Jumping, Tetrathlon, and Western Dressage.**



USPC will also be offering open competitions in Gymkhana and Trail during Festival Championships.

### *Festival Education*

Taught by a wide range of experts, including judges, clinicians, equine professionals, and many USPC A-level instructors, Festival education covers a variety of English and Western riding disciplines, as well as horse care, groundwork, and much more.





# 2024 USPC FESTIVAL

## EXCLUSIVE OPPORTUNITIES

### Title Sponsor

- Recognition as the Title Sponsor of the 2024 USPC Festival in the event name.
- Exclusive social media and signage.
- Full page ad in the USPC Festival program.
- Logo placement on event website.
- Complimentary booth in the Trade Fair.
- Competitor Party tickets and other hospitality.
- Recognition at the Opening Ceremonies.
- Portfolio Service with promotional materials placed in registrant packets.
- Additional customized benefits are available.

INVESTMENT.....\$12,000-\$15,000  
*Exclusive - one opportunity available at this level.*  
**Deadline JUNE 1, 2024**



### Presenting Sponsor

- Recognition as the Supporting Sponsor of the 2024 USPC Festival.
- Recognition on social media and signage.
- Half-page ad in the Festival program.
- Logo placement on event website.
- Complimentary booth in the Trade Fair.
- Competitor Party tickets and other hospitality.
- Recognition at the Opening Ceremonies.
- Portfolio Service with promotional materials placed in registrant packets.
- Additional customized benefits are available.

INVESTMENT.....\$7,500-\$10,000  
*Exclusive - one opportunity available at this level.*  
**Deadline JUNE 1, 2024**

### Contact

✉ [development@ponyclub.org](mailto:development@ponyclub.org)  
 ☎ (859) 254-7669





# 2024 USPC FESTIVAL SPONSORSHIPS



## Championships

**Opening Ceremonies & Competitor Party Sponsor - \$5,000** *please inquire for details*

**Upper-Level Showcase Sponsor - \$2,500**

In a special evening presentation, USPC's finest demonstrate a variety of Pony Club disciplines.

**Award Ceremony Sponsor - \$2,500**

All award ceremonies will take place in one designated area at specified times for each discipline.

**Championships Video Briefing Sponsor - \$750**

Includes video briefing distributed to all competitors via email, posted to the official event website.

**Jog Strip Sponsor - \$500**

Signage at one of the two Jog Strip locations which will be used by multiple disciplines.

**Discipline Sponsor - \$1,000**

Support your favorite discipline with recognition at the discipline site, in the discipline awards ceremony, plus promotional materials made available to discipline Championship participants. Benefits vary by discipline.

**Cross-Country Jump Sponsor - \$500**

## Festival Education

**Sponsor a Clinician or Workshop - \$500**

Let us match you with an opportunity.

**D-Camp Sponsor - \$2,500**

Three days of riding instruction, unmounted education, activities and fun for kids ages 6 to 12 at the beginning D-1 and D-2 certification levels.

**Mock Foxhunt Sponsor - \$1,000**

**Master Clinics/Demonstrations**

To be announced; please inquire.



### Contact

✉ [development@ponyclub.org](mailto:development@ponyclub.org)

☎ (859) 254-7669

*Additional sponsorship opportunities and benefits as well as custom packages to fit your needs are available.*



# 2024 USPC FESTIVAL

## SPONSORSHIPS



## Special Opportunities

### Map Sponsor - \$1,500 *exclusive*

Logo recognition on facility map signage and handouts.

### Traffic & Parking Sponsor - \$1,500 *exclusive*

### Trade Fair & Vendor Hospitality - \$1,000

### Registration Bag Portfolio Service - \$750

Promotional materials (provided by sponsor) will be inserted into all rider, coach and chaperone packets.

### Photo Op Stop Sponsor - \$750

*One opportunity available.*

### Registration Tote Bag Sponsor

Please inquire for details.

### Volunteer Hospitality

Support the equine pros and many dedicated volunteers who make Festival possible. Please inquire for details.

### Rider Hospitality

Various opportunities; please inquire for details.

### Additional Opportunities

- **International Quiz Exchange**

*July 10-20 beginning prior to Festival*

USPC is proud to host this international competition with Pony Club members from Australia, Canada, New Zealand, the United Kingdom and the United States Pony Clubs. Each team will consist of four competitors plus a team manager.

- **Donation of product**

Contact [development@ponyclub.org](mailto:development@ponyclub.org) for details and additional sponsorship opportunities.

*All sponsors receive recognition on the Festival event website, in the official program, and on-site signage.*

*Recognition may also include social media, press releases, news and event coverage.*

### Contact

✉ [development@ponyclub.org](mailto:development@ponyclub.org)

☎ (859) 254-7669

*Additional sponsorship opportunities and benefits as well as custom packages to fit your needs are available.*



# 2024 USPC FESTIVAL ADVERTISING



## Festival Souvenir Program

### Advertising Rates

- Back Cover \$1,300
- Inside Cover \$900
- Full Page \$750
- Half Page \$400
- Quarter Page \$275
- Business Card \$150

### Ad Specs

Size	Non-Bleed	With Bleeds
Full Page	7.25" x 9.75"	8.5" x 11"
Back Cover	N/A	8.5" x 11"
1/2 Page	7.25" x 4.7778"	
1/4 Page	3.5417" x 4.7778"	
Bus. Card	3.5417" x 2.306"	

Deadline for Ad Submissions:  
**JUNE 1, 2024**

Send your ad to:  
[advertising@ponyclub.org](mailto:advertising@ponyclub.org)

**File Format:** PDF, JPEG, PNG

**Resolution:** High (300 dpi)

Files must be created as print-ready with fonts, high-resolution images and graphics embedded.

**Questions?** Contact [advertising@ponyclub.org](mailto:advertising@ponyclub.org)

*Yes! I would like to support Pony Club by advertising in the Festival program:*

- Full Page     
  Half Page     
  Quarter Page     
  Business Card  
 Back Cover     
  Inside Cover (front)     
  Inside Cover (back)

Company/Organization/Individual Name:

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_ TOTAL AMOUNT \_\_\_\_\_

Please call **(859) 254-7669** to pay by credit card, or make checks payable to United States Pony Clubs, Inc., and mail to: 4041 Iron Works Parkway, Lexington, KY 40511



### Contact

✉ [advertising@ponyclub.org](mailto:advertising@ponyclub.org)

☎ (859) 254-7669



# USPC Festival Sponsor Agreement

July 15–22, 2024 • Kentucky Horse Park, Lexington KY

*I want to support the 2024 USPC Festival at the following level:*

- \_\_\_\_\_ Title Sponsor for USPC Festival at \$12,000–\$15,000 (Exclusive)
- \_\_\_\_\_ Presenting Sponsor for USPC Festival at \$7,500–\$10,000 (Exclusive)
- \_\_\_\_\_ Opening Ceremonies & Competitor Party Sponsor at \$5,000
- \_\_\_\_\_ Upper-Level Showcase Sponsor at \$2,500
- \_\_\_\_\_ Festival Education D-Camp at \$2,500
- \_\_\_\_\_ Award Ceremony Sponsor at \$2,500
- \_\_\_\_\_ Map Sponsor at \$1,500
- \_\_\_\_\_ Traffic & Parking Sponsor at \$1,500
- \_\_\_\_\_ Trade Fair & Vendor Hospitality Sponsor at \$1,000
- \_\_\_\_\_ Mock Foxhunt at \$1,000
- \_\_\_\_\_ Discipline Sponsor at \$1,000 per discipline – indicate the discipline you wish to sponsor

- \_\_\_\_\_ Photo Op Stop Sponsor at \$750
- \_\_\_\_\_ Registration Bag Portfolio Service at \$750
- \_\_\_\_\_ Championships Video Briefing Sponsor at \$750
- \_\_\_\_\_ Festival Education Clinician/Workshop Sponsor at \$500 – indicate request below

- \_\_\_\_\_ Cross-Country Jump Sponsor at \$500
- \_\_\_\_\_ Jog Strip Sponsor at \$500
- \_\_\_\_\_ Registration Tote Bag Sponsor
- \_\_\_\_\_ Volunteer Hospitality Sponsor
- \_\_\_\_\_ Rider Hospitality Sponsor
- \_\_\_\_\_ Custom Sponsorship: \_\_\_\_\_ Amount \$ \_\_\_\_\_

\_\_\_\_\_ **I would like information about the trade fair.**

Company/Organization/Individual Name (as you would like it listed for official acknowledgment)

\_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Social Media Tags \_\_\_\_\_

**SPONSOR DEADLINE:** to meet printing deadlines and maximize your exposure, book by **JUNE 1.**

**Please return this form to [development@ponyclub.org](mailto:development@ponyclub.org)**

United States Pony Clubs, Inc. • 4041 Iron Works Parkway • Lexington, KY 40511

Phone: (859) 254-7669 • FAX: (859) 233-4652 • [www.ponyclub.org](http://www.ponyclub.org)