

#### **About Pony Club**

The United States Pony Clubs, Inc. (USPC or Pony Club) is a 501(c)(3) nonprofit educational organization teaching horse care, riding, and safe horsemanship to youth and equestrians of all ages.

Pony Club offers 10+ English and Western disciplines. Horses, ponies, and equines of all sizes and types are welcome in Pony Club activities.

Through Pony Club's educational and instructional programs, members learn hands-on skills while also developing exceptional teamwork, leadership, and sportsmanship skills.

> **Learn more at** www.ponyclub.org

#### **USPC Festival Education + Championships** July 13-19, 2026

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:

- A variety of sponsorships, *ranging from \$500-\$7,500+*
- Trade Fair Space
- Program Advertising



Reach 2,500+ attendees of all ages

#### Contact



development@ponyclub.org

**?** (859) 254-7669



### 2026 USPC FESTIVAL

### **EVENT OVERVIEW • JULY 13–19, 2026**







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 more than 50 clinic and workshop sessions with Championships competition in eight disciplines, plus a trade fair and other special events for an unforgettable experience attracting 2,500+ Pony Club members of all ages, their families, volunteers, 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 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.

#### **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.



### 2026 USPC FESTIVAL

#### **EXCLUSIVE OPPORTUNITIES**

#### **Title Sponsor**

- Recognition as the Title Sponsor of the 2026 USPC Festival in the event name
- Exclusive social media and signage
- Full-page ad in the USPC Festival program
- Logo placement on event website pages
- Complimentary booth(s) 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.....\$8,000-\$10,000

Exclusive—one opportunity available at this level.

Deadline May 15, 2026





#### **Presenting Sponsor**

- Recognition as the Supporting Sponsor of the 2026 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.....\$5,000-\$7,500

Multiple opportunities available at this level.

Deadline May 15, 2026

#### **Contact**

**✓** development@ponyclub.org

**(859) 254-7669** 



## 2026 USPC FESTIVAL SPONSORSHIPS



## **Festival Education**

#### Sponsor a Clinician—\$1,000

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** 

## **Championships**

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

#### **Award Ceremony Sponsor—\$2,500**

All award ceremonies will take place in one designated area at specified times for each discipline, with signage and other sponsor recognition.

#### **Eventing Sponsorship—\$1,000**

Includes Pony Club Eventing Championships plus an Open horse trial in conjunction with Pony Club's event.

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

#### **Jog Strip Sponsor—\$500**

Signage at one of several jog strip locations used by multiple disciplines.

#### **Mounted Games Competition Sponsor—\$2,500**

USPC is proud to host two exciting Mounted Games competitions in special evening events during Festival, including the Pony Club International Alliance Mounted Games Exchange and the Prince Philip Cup Invitational Challenge.



#### Contact

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



# 2026 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 and participant packets.

**Schooling Ring or Hacking Path Sponsor—\$750** *Several opportunities available.* 

**Tote Bag Sponsor**—*price based on custom options* Please inquire for details.

#### Hospitality Sponsor—price based on custom options

Enhance the Festival experience for participants and support the equine pros and many dedicated volunteers who make Festival possible. Various opportunities; please inquire for details.

#### People Movers—\$1,500

Signage on golf carts and at pickup stations.

#### **Additional Opportunities**

- Donation of Product
- Custom Sponsorship

If you don't see quite what you are looking for, please don't hesitate to ask! We are often able to tailor a sponsorship to better suit your needs, or create a custom opportunity.

Contact <u>development@ponyclub.org</u> for details and additional sponsorship opportunities.

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

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

#### **Contact**

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



## 2026 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

# Festival Guidebook Ads due March 1; Posts Online April 1 Full Page \$400 Half Page \$200

#### 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"		

May 15, 2026

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 <a href="mailto:advertising@ponyclub.org">advertising@ponyclub.org</a>

#### 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)	☐ Guidebook
Company/Organization/	/Individual Name:		
Contact Name			
Address			

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

**(859) 254-7669** 



## **USPC** Festival Sponsor Agreement

July 13–19, 2026 • Kentucky Horse Park, Lexington KY

#### I want to support the 2026 USPC Festival at the following level:

Title Sponsor for USPC Festival at \$8,000–\$10,000 (Exclusive)	
Presenting Sponsor for USPC Festival at \$5,000-\$7,500 (Exclusive	re)
Opening Ceremonies & Competitor Party Sponsor at \$5,000	
Mounted Games Competition 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	
Eventing Sponsorship at \$1,000	
Mock Foxhunt at \$1,000	
Registration Bag Portfolio Service at \$750	
Schooling Ring or Hacking Path Sponsor at \$750	
Festival Education Clinician Sponsor at \$1,000—indicate reque	st below
Cross-Country Jump Sponsor at \$500	
Jog Strip Sponsor at \$500	
Registration Tote Bag Sponsor—price based on custom options	
Volunteer Hospitality Sponsor—price based on custom options	
Rider Hospitality Sponsor	
Custom Sponsorship:	_ Amount \$
I would like information about the trade fair.	
Company/Organization/Individual Name (as you would like it listed fo	r official acknowledgment)
Contact Name	
Address	
City/State/ZipTelephon	e
EmailWebsite	
Social Media Tags	

Please return this form to <a href="mailto:development@ponyclub.org">development@ponyclub.org</a>

SPONSOR DEADLINE: to meet printing deadlines and maximize your exposure, book by May 15.