



Sponsor Prospectus

2024-2025 Show Season



The New HITS

This is more than a horse show.
This is HITS.

The spirit of HITS is the pursuit of passion, achievement, and connection. We are rooted in an exceptional dedication to service, committed to building a culture of community, and passionate about curating meaningful encounters with excellence.

With 40+ years of storied history in building and hosting the show jumping community we are inviting partners seeking unique and elevated experiences into the HITS community.

In all that we do, in every venue we host, and in every employee at your service, our hope is that you will see and feel the soul of HITS - hospitality, horses, and community.



The Premier Producer of Hunter, Jumper, & Dressage Shows





Hallmarks of HITS



ELEVATING THE EVERYDAY



Special Moments
Orchestrating the unexpected
Mastering Every Moment

FOSTERING COMMUNITY



Approachable, Welcoming
Attracting Like-Minded Audiences
Creating Communal Spaces

CULTURE OF HOSPITALITY



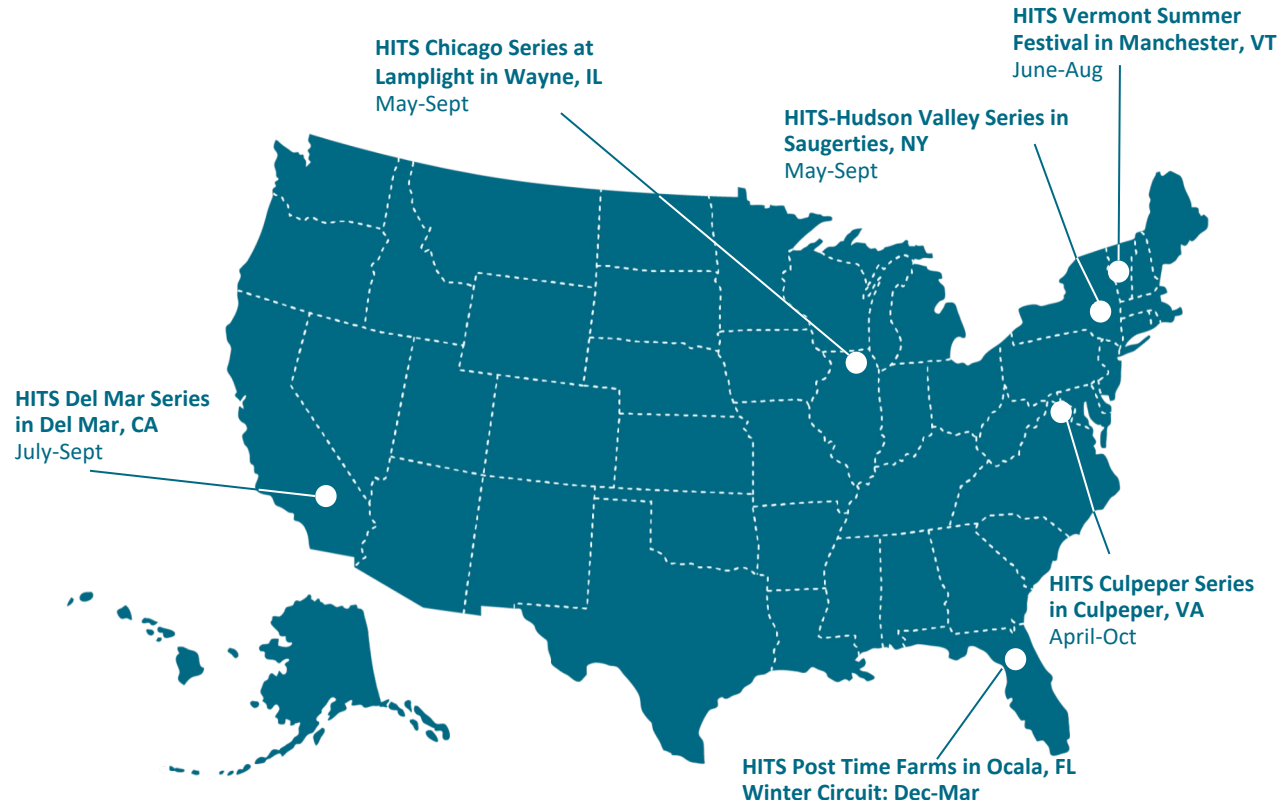
Internal Ambassadors
Guest-First Approach
Prioritizing Service and Experience



Desirable Geographies

HITS has a national footprint and has more horse show venues and more weeks of competition than any other horse show management company.

The HITS brand can offer your brand coast-to-coast, year-round exposure across our 6 venues.





2024 Calendar of Events

Ocala

- January 16th – March 24th

Virginia

- April 17th – September 29th

Chicago

- May 8th – Sept. 15th, 2024

Saugerties

- May 18th – September 22nd

Vermont

- July 3rd – August 11th

Del Mar

- April 11th – October 1st

FEATURING

- 7 weeks of FEI Showjumping
- 3 weeks of World Championship Hunter Rider competition; 9 USHJA International Hunter Derbies
- 3 weeks of CDI Dressage Competition plus the U.S. Dressage Festival of Champions and USDF Region 8 Championships
- USHJA Hunter and Jumper Zone Championships, Children Hunter Pony Finals and more!

An aerial photograph of a horse farm or equestrian center. In the foreground, there are several large, dark-colored riding arenas with white jumps and obstacles. A dirt path winds through the green grass. In the background, there are several large, white, tent-like structures, possibly for events or competitions. The entire scene is set against a backdrop of misty, rolling mountains under a soft, golden light, suggesting early morning or late afternoon. The text "The HITS Audience" is overlaid in a large, white, serif font, with a small white silhouette of a horse and rider jumping over a fence positioned above the letter "I" in "HITS".

The HITS Audience

Audience Alignment & Regional Skews

A unique opportunity to meaningfully engage across a national footprint, with a highly-desirable customer segment, where passion for horses merges with a luxury lifestyle.

Psychographic Mindset: Elevated Enthusiasts: reaching for the next level of achievement, passion, and/or aspirational lifestyle.

Demographics: HNWI, female, own multiple horses and multiple homes



Ocala

January 16 – March 24



Seasonal competitors &
Family Focus

Vermont

July 3 – August 11



Family Vacations & Strong
Junior Population

Virginia

April 17 – September 29



Historic Horse Country &
Multigenerational

Hudson Valley

May 18 – September 22



Premier Venue in the
Heart of New York

Del Mar

April 11 – October 1



West Coast influence and
International Appeal

Chicago



Midwest presence &
Young Professionals



Where Passion for Horses Meets Luxury Lifestyle

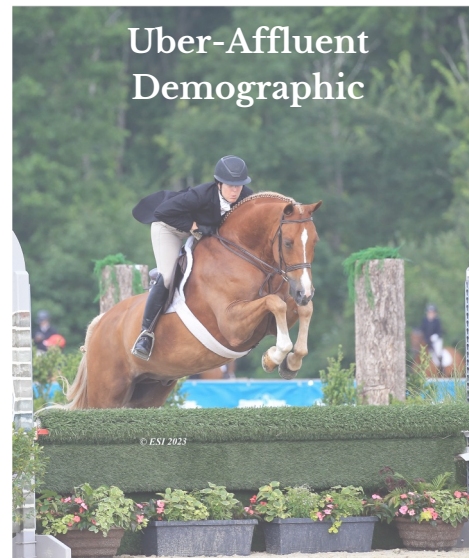
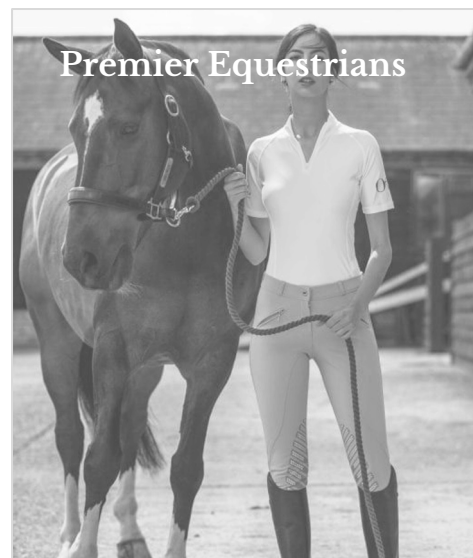
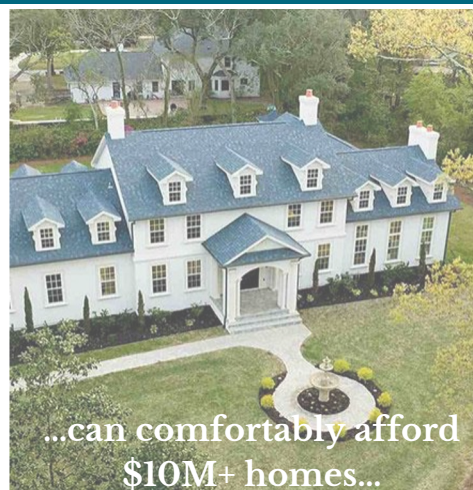
High Net Worth, Elevated Enthusiasts:

The HITS consumer is in a special environment, where she is perpetually captivated and open to influence. HITS aims to meet the client where she is most passionate, and thus most likely to connect and spend.

Whether they're elite riders or just starting out, trainers expanding their careers, or even luxe-lifestylers seeking the elegance of the equestrian life, the current and prospective audience of HITS are all seeking one thing: to ascend. They're reaching for the next level of accomplishment, passion, or aspirational lifestyle. And HITS is the community of like-minded enthusiasts that can nurture their goals and make dreams a reality. This mindset is shared across segments - exhibitors, spectators, owners, and trainers.

Key demographics of the audience include:

- Local audience profile
- Riders, trainers, owners
- Equestrian adjacent
- Luxe seekers
- Aspirational social crowd





Who is the HITS Customer?

WHERE THEY'RE STAYING



THE RITZ-CARLTON

THE PENINSULA
HOTELS

WHERE THEY'RE EATING



NOBU

Del
Frisko's
DOUBLE EAGLE STEAK HOUSE

WHAT THEY'RE WEARING

Prioni

LOUIS VUITTON

GUCCI



HERMÈS
PARIS

WHAT THEY'RE DRIVING



BENTLEY



CADILLAC



Mercedes-Benz





HITS Partnerships



Partner Industry Categories



FASHION



JEWELRY/WATCHES



REAL ESTATE



WELLNESS



INSURANCE



ENDEMIC



Select Partner Brands

 **Alliant**

PRIVATE CLIENT


GREAT AMERICAN
INSURANCE GROUP

 **GO** RENTALS

 **PURINA**

VOLTAIRE
DESIGN


Saks Fifth Avenue



**Douglas
Elliman**

VERONICA BEARD


SUMMITmax™

VANS
STX



DOVER
SADDLERY



Sponsorship Competition Highlights



- Competition Sponsorships, including charity feature events, available at the Series, Division & Class Level
- Bespoke Awards, designed for your consumer target and personal passion



Sponsorship On-Site Activation



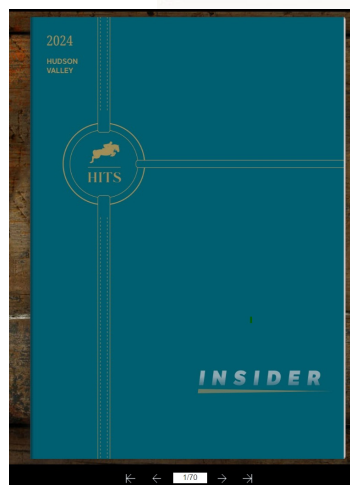
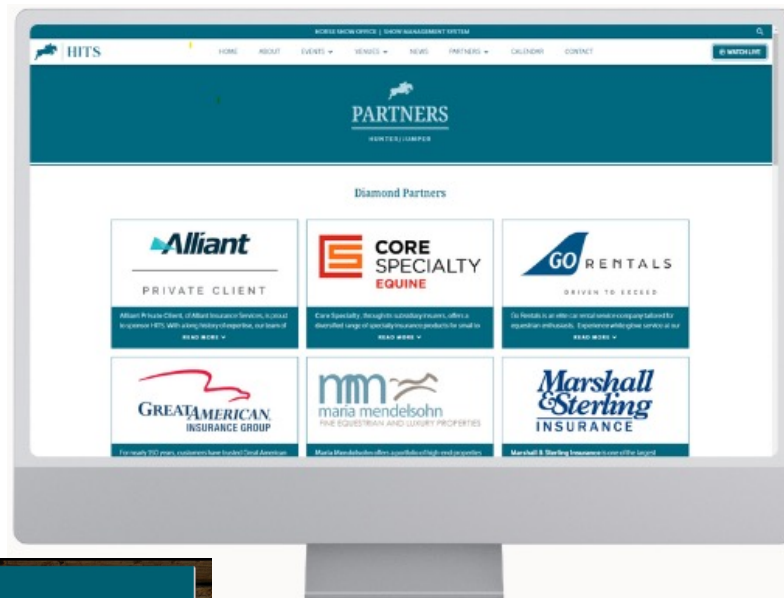
- Signage: Entrance & In-Ring
- Scoreboard Signage
- Literature Distribution
- In-Ring Presentations
- Signature Weekend Brunches
- Custom Hospitality Events





Sponsorship Marketing Highlights

- Newly upgraded HITS Website
(www.hitsshow.com) - Fixed Position
- HITS Insider Ad, digital and print
- HITS Social – Instagram & Facebook - stories and posts
- HITS Email – Event coverage, dedicated brand exposure
- Paid Media - Trade Publications Earned Media
- Strong PR Support
- Custom Content Opportunities





Sponsorship Opportunities

Below is a high-level look at the program options based on the benefits outlined in this presentation...

DIAMOND - NATIONAL SPONSOR OF ALL 6 VENUES - GRAND PRIX, HUNTER DERBY OR FEATURE CLASS

\$100,000+

GOLD - NATIONAL SPONSOR OF ALL SIX HITS VENUES – PREMIER DIVISION. GRAND PRIX ELIGIBLE.

\$50,000

SILVER - OFFICIAL SPONSOR AT ONE HITS VENUE – FEATURE EVENT, PREMIER CLASS OR DIVISION

\$25,000

BRONZE - DIVISION & CLASS SPONSORSHIPS, EXHIBITOR BRUNCHES – ONE HITS VENUE

\$15,000



Diamond Tier Sponsorship

DIAMOND TIER



National Sponsor across all 6 venues.

Priority as Circuit sponsor, Grand Prix or Derby level events. Opportunity for special awards.

On- Site Activation:

- Entrance, Arena and Presentation signage
- Grand Prix Ring Jump
- Vendor/ Product Display
- Public Address Announcements
- Scoreboard Video

Marketing:

- Press Release
- Dedicated brand marketing
- Inclusion in sponsored event marketing
- HITS Insider placement (print & digital)
- Website Logo Placement



Gold Tier Sponsorship

GOLD TIER



National Sponsor across all 6 venues.

Premier Division Sponsor. Grand Prix eligible.

On- Site Activation:

- Arena and Presentation signage
- Secondary Ring Jump
- Vendor/ Product Display
- Public Address Announcements
- Scoreboard Video

Marketing:

- Select dedicated brand marketing
- Inclusion in sponsored event marketing
- HITS Insider placement (digital)
- Website Logo Placement



Silver Tier Sponsorship

SILVER TIER



Official Sponsor at one HITS venue.

Feature Event, Premier Class or Division Sponsor.

On- Site Activation:

- Presentation Signage and Secondary Ring Signage
- Public Address Announcements
- Scoreboard Logo

Marketing:

- Inclusion in sponsored event marketing
- Website Logo Placement



Bronze Tier Sponsorship

BRONZE TIER



Official Sponsor at one HITS venue.
Division and Class Sponsorships

On- Site Activation:

- Secondary Ring Signage
- Public Address Announcements
- Scoreboard Logo

Marketing:

- Inclusion in sponsored event marketing
- Website Logo Placement



The HITS Team

Thank you.



SAUGERTIES, NY | MANCHESTER, VT | CULPEPER, VA
CHICAGO, IL | OCALA, FL | DEL MAR, CA

HITSSHOWS.COM

