

HITS Sponsor Prospectus

2025 Show Season





WELCOME TO HITS

HITS is the premier producer of Hunter, Jumper & Dressage Shows in North America

Since its inception in 1982, HITS LLC has grown into the market-leading lifestyle management company producing hunter, jumper & dressage horse shows. Based in Kingston, New York, HITS is a nationwide company with premier equestrian and multidisciplinary events in 6 venues, from Florida to California.





COMPANY SNAPSHOT

BY THE NUMBERS

Coast-to-Coast Footprint across **6 Venues**

Year-round, multi-discipline competition schedule, totaling **130+ weeks**

40,000 Horses annually

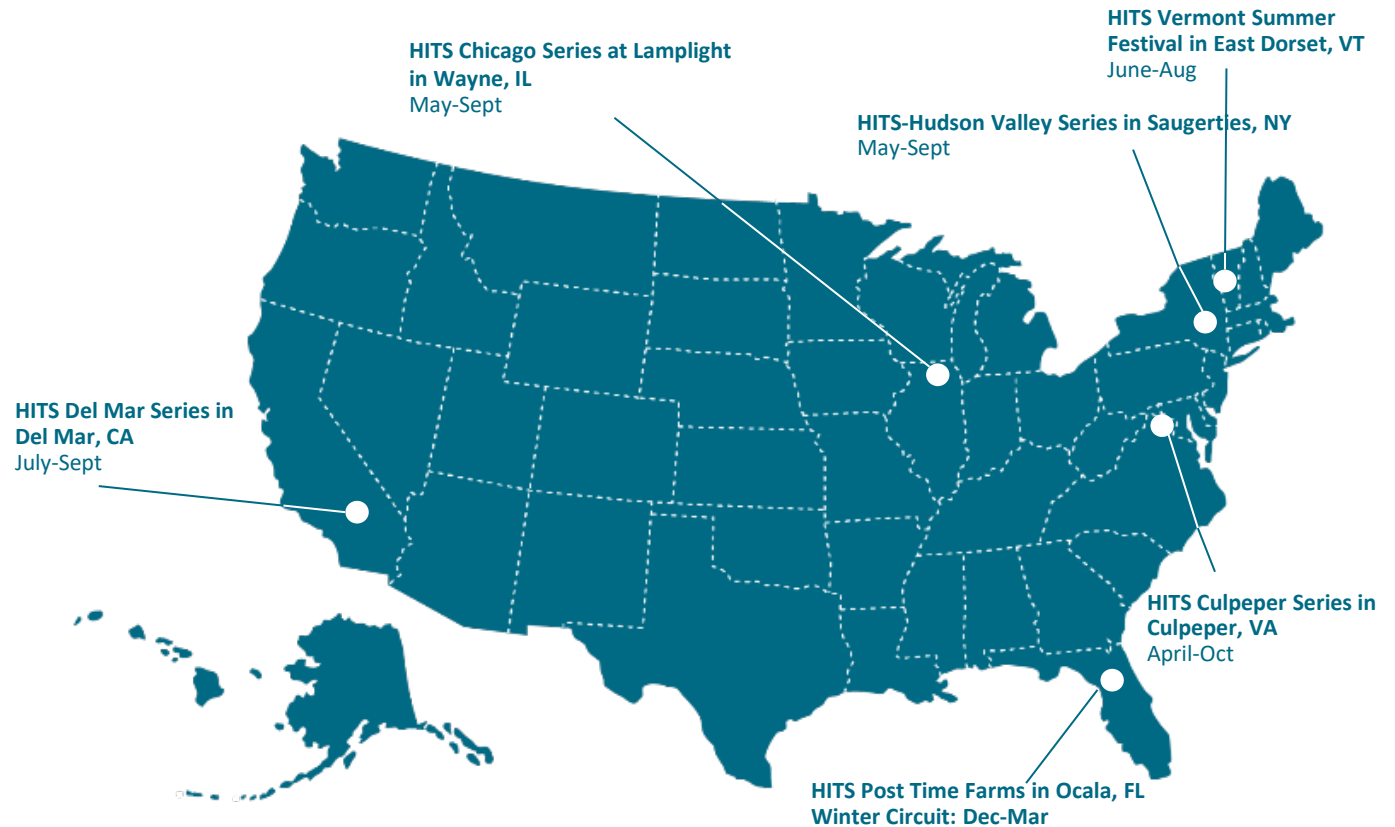
465.3K Visitors

52K Followers on Instagram & Facebook each, and **50K email list**.



DESIRABLE GEOGRAPHIES

HITS has a national footprint and has more horse show venues than any other horse show management company, offering coast-to-coast exposure for your brand.



YEAR ROUND COMPETITION

HITS has a year-round, multi-discipline competition schedule, totaling 130+ weeks.

Competition highlights include:

- 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!

Ocala

- November 26th – March 23rd

Hudson Valley

- May 18th – September 22nd

Virginia

- April 13th – September 29th

Vermont

- July 3rd – August 11th

Chicago

- May 8th – Sept. 15th, 2024

Del Mar

- February 1st – October 20th

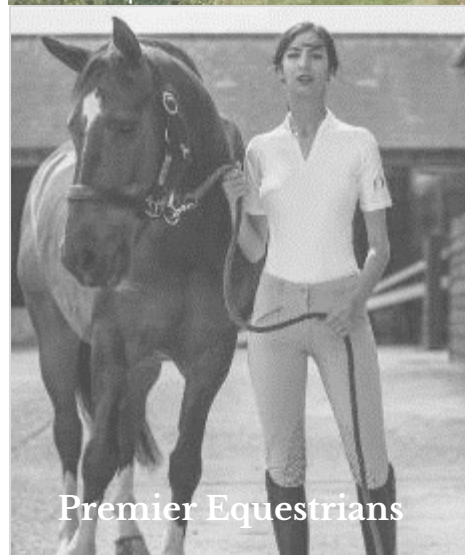
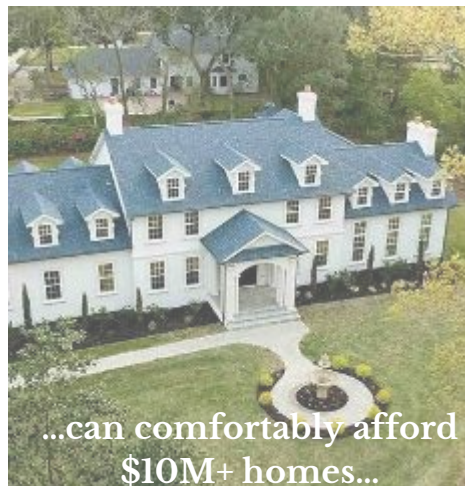


ATTRACTIVE DEMOGRAPHICS

HITS is a community of like-minded enthusiasts, 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: UHNWI, female, own multiple horses and multiple homes





A close-up photograph of a brown horse's head, facing left. The horse has a white blaze on its forehead and is wearing a dark brown halter. A large, ruffled pink ribbon award is attached to the halter, featuring a small white silhouette of a horse and rider. The background is blurred, showing a person in dark clothing and a white towel draped over the horse's back. The text "WHY PARTNER WITH HITS" is overlaid in white, serif, all-caps font, with a small white silhouette of a horse and rider positioned above the word "PARTNER".

WHY PARTNER WITH HITS

WHY PARTNER WITH HITS

Partnering with HITS offers your brand a unique opportunity to engage across a national footprint with a highly desirable, niche market of affluent consumers.

Sponsor collaborations, joined with event management, onsite fulfillment, and marketing in both HITS channels and through advertorial partnerships, enable your brand to reach a targeted audience and delivers extensive sponsorship value onsite and online.



Reach Equestrian Consumers



Boost Brand Visibility

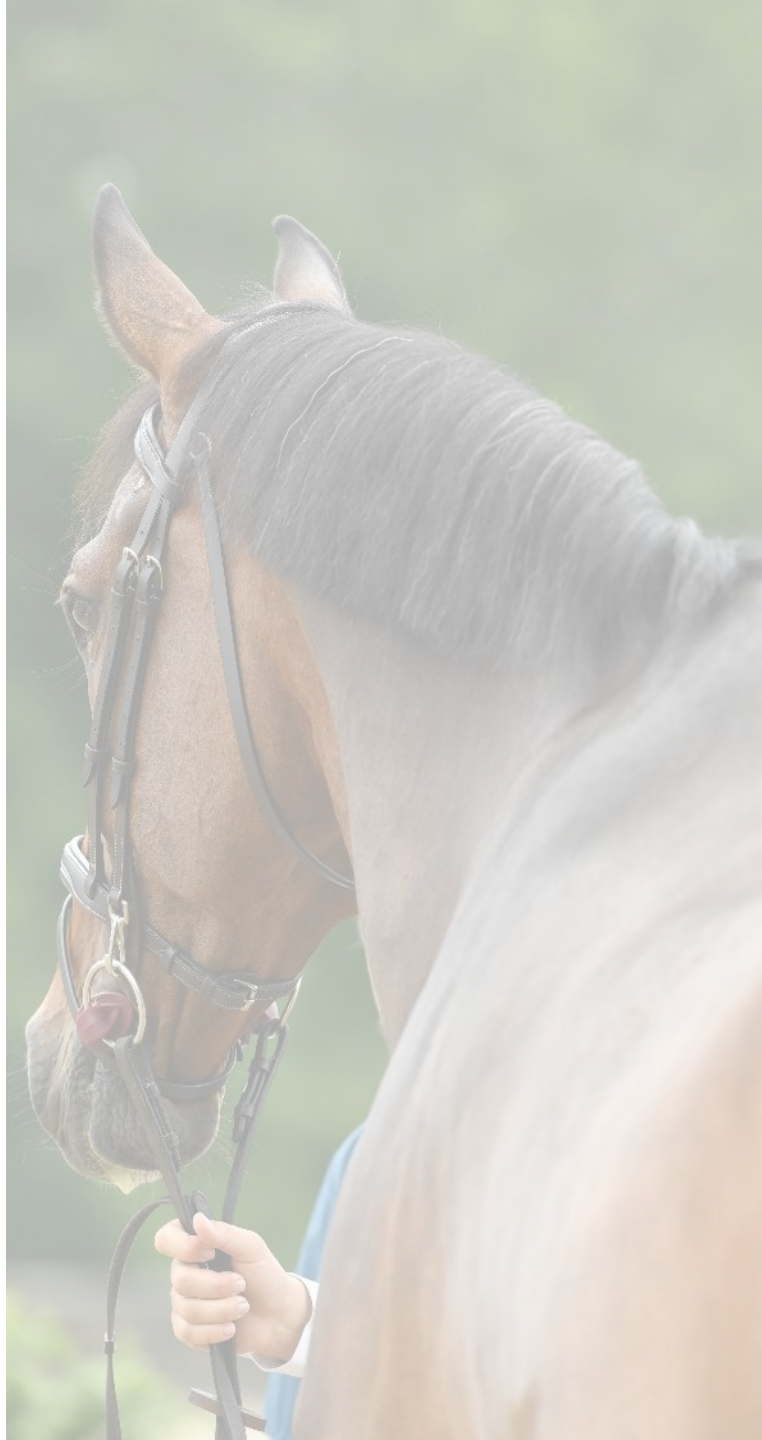


Engage with the HITS Audience

360 APPROACH



**Sponsorships may include a combination of touchpoints, commensurate with contribution level*



ACTIVATION TOUCHPOINTS



Branded Jump



Class Presentation



Hospitality



Digital Marketing



Venue & Ring Signage



Product Display

SPONSORSHIP HIGHLIGHTS – COMPETITION SPONSORSHIPS



Build Brand Awareness among exhibitors and spectators by becoming part of the competition! Sponsorships may include a combination of the following, commensurate with contribution level:

- Naming rights to a Circuit, Division, Class or Award
- Signage in competition rings and key locations
- Jump(s) in arenas
- Presentation opportunities
- Public address announcements
- Marketing promotions including eblasts and social media

SPONSORSHIP HIGHLIGHTS – MARKETING

HITS marketing platforms, combined with growing set of analytic tools and technologies, helps your brand reach an affluent niche audience.

Social Media

- Reach: 52K on Facebook & Instagram

Direct Marketing

- 50K email list. 45% average open rate

Website

- Newly launched website (May 2024).
- 27,000 Unique Monthly Users

HITS Insider

- Digital and Print Program

Other

- Live Stream coverage of major venues via ClipMyHorse.tv
- Paid Media in major National trade publications
- Strong PR Support



SPONSORSHIP HIGHLIGHTS – HOSPITALITY

Engage directly with HITS customers or plan a special VIP event or brand activation.

- Custom Hospitality Events
- Product Displays
- Official Product Status



SPONSORSHIP OPPORTUNITIES – HUNTER/JUMPER

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 – CIRCUIT SPONSOR, MULTI-VENUE SPONSOR OF GRAND PRIX OR FEATURE CLASS **\$100,000+**

GOLD - NATIONAL SPONSOR OF ALL SIX HITS VENUES – MULTI-VENUE SPONSOR OF PREMIER CLASS; SINGLE-VENUE FEATURE CLASS **\$50,000**

SILVER - OFFICIAL SPONSOR AT ONE HITS VENUE – SPONSOR OF PREMIER CLASS **\$25,000**

BRONZE – OFFICIAL SPONSOR AT ONE HITS VENUE - DIVISION & CLASS SPONSORSHIPS, HOSPITALITY **\$15,000**

COMMUNITY PARTNERSHIPS – DESIGNED FOR LOCAL BUSINESSES *Starting at* **\$2,500**

SPONSORSHIP OPPORTUNITIES – DRESSAGE

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

DIAMOND - TITLE SPONSOR OF ALL VENUES OR PREMIER CIRCUIT SPONSOR ACROSS SERIES

\$50,000+

GOLD –TITLE SPONSOR OF ONE EVENT; CLASS SPONSOR OR AWARD SPONSOR ACROSS SERIES

\$25,000

SILVER – PREMIER CLASS SPONSOR

\$10,000

BRONZE– OFFICIAL CLASS SPONSOR OR HOSPITALITY PARTNER

\$5,000

Join our growing family of premier brands across a range of categories, from equestrian to luxury retail



PARTNER INDUSTRY CATEGORIES



FASHION



TRAVEL



REAL ESTATE



FINANCE



INSURANCE



ENDEMIC

SELECT PARTNER BRANDS

Saks Fifth Avenue



PRIVATE CLIENT



Douglas
Elliman

VERONICA BEARD



THANK YOU

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

HITSSHOWS.COM

