

HITS SPONSOR PROSPECTUS



HITS

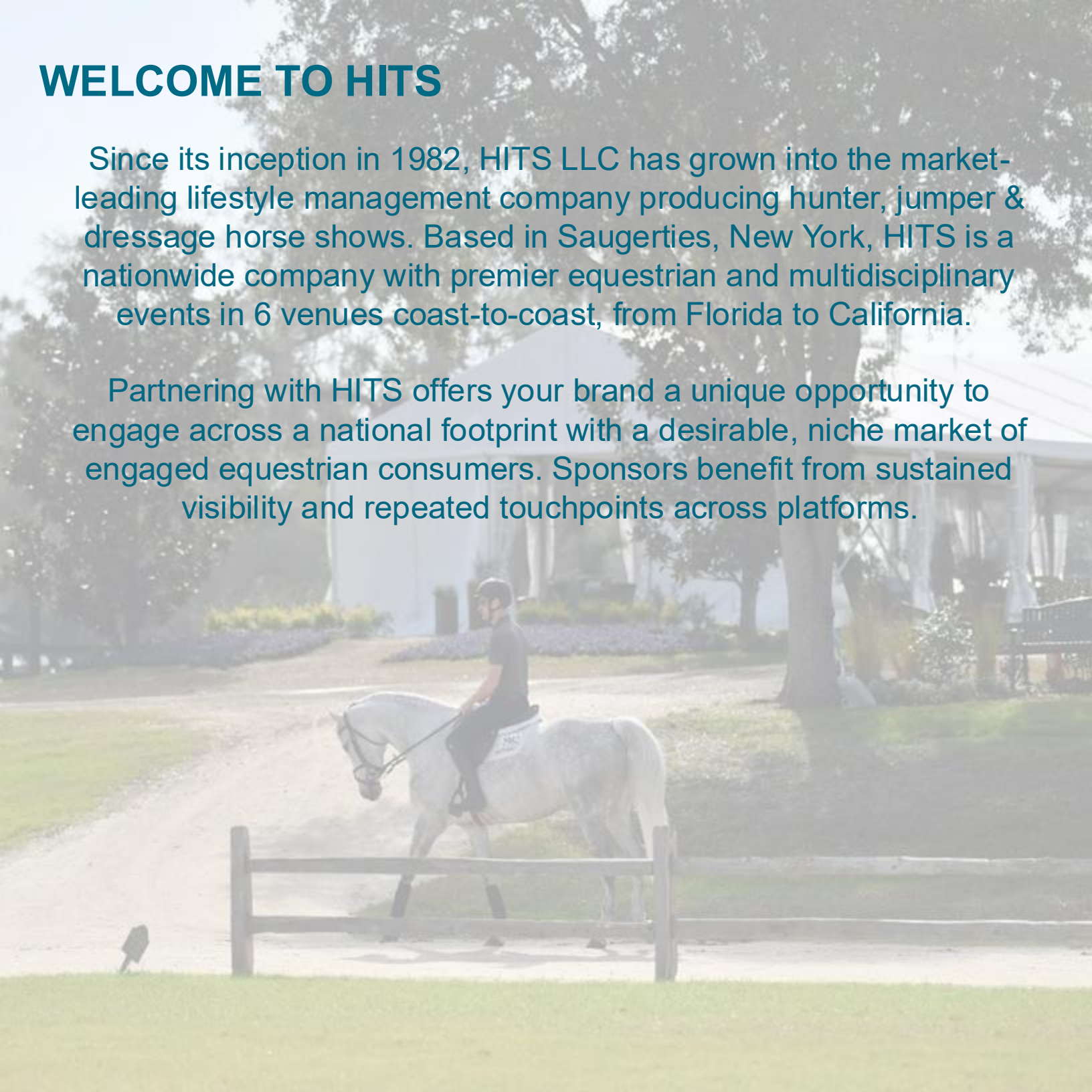
2027 SHOW SEASON

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WELCOME TO HITS

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

Partnering with HITS offers your brand a unique opportunity to engage across a national footprint with a desirable, niche market of engaged equestrian consumers. Sponsors benefit from sustained visibility and repeated touchpoints across platforms.





COMPANY OVERVIEW

BY THE NUMBERS

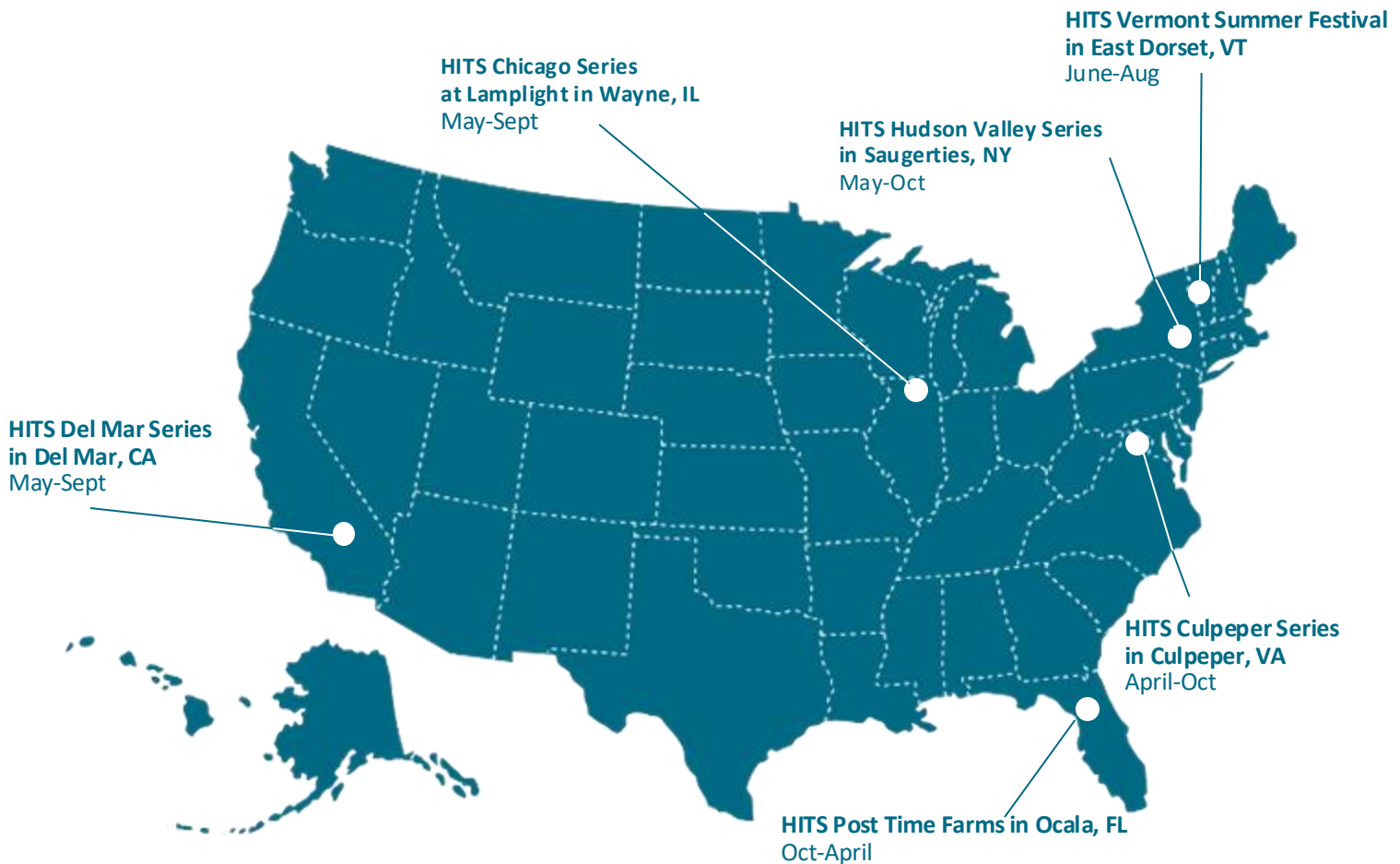
- 70 Weeks of Hunter/Jumper Competition in 2026*
- 20 Weeks of Dressage Competition in 2026*
- 33,000 Horses annually at Hunter/Jumper Competitions*
- 500K Visitors over the past 12 months



*HITS managed competitions. Does not included Rentals at HITS venues.

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.



THE COMPETITION

HITS has a year-round, multi-discipline competition schedule across 6 venues. Competition highlights include:

- 8 weeks of FEI Showjumping
- 9 weeks of World Championship Hunter Rider competition;
9 USHJA International Hunter Derbies
- 4 weeks of CDI Dressage Competition plus the U.S. Dressage Festival of Champions and USDF Region 8 and 5 Championships
- Adequan/USEF Junior Hunter National Championships, USHJA Hunter and Jumper Zone Championships, Children's Hunter Pony Finals and more!



THE EXPERIENCE

HITS is dedicated to elevating service and hospitality, fostering meaningful connections, and creating functional spaces that engage directly with our customers.

- Exhibitor Tent offering complimentary hospitality including Grand Prix Brunch
- On-site Food & Beverage
- Elevated, nature-inspired landscapes and social spaces, planned for the comfort of our human and equine guests



THE CONSUMER

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, highly engaged, own multiple horses and compete multiple times a year.





WHY PARTNER WITH HITS

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Partnering with HITS offers your brand a unique opportunity to engage across a national footprint with a desirable, niche market of engaged equestrians with a strong affinity for luxury goods and services.

Partner collaborations, joined with event management, onsite fulfillment, and marketing, enable your brand to reach a targeted audience and deliver extensive value onsite and online. Leveraging the unique scale of HITS's operations, sponsors benefit from sustained visibility and repeated touchpoints across platforms.



360 APPROACH



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

PARTNERSHIP HIGHLIGHTS –

Onsite Brand Visibility

From arena signage to class naming rights, onsite activations are the foundation of our Sponsorship Program, offering our partners opportunities at a range of investment levels to become part of the competition! Partnerships may include a combination of the following, commensurate with contribution level:

- Naming rights to a Circuit, Show, Division, Class or Award
- Signage in competition rings and key locations
- Public address announcements
- Scoreboard logo or video
- Custom jump(s) in arenas
- Presentation opportunities
- Custom brand activations or VIP events



PARTNERSHIP 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: 130K followers on Facebook & Instagram

Direct Marketing

- 50K email list. 47% average open rate

Website

- 22K Average Monthly Users
- 82K Average Monthly Views

Other

- Printed Program distributed at venues and available online
- Live Stream coverage of major competitions
- Paid Media in major National trade publications
- Strong PR Support





PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES -

Hunter/Jumper Sponsorships

HITS offers a variety of sponsorship opportunities that range in scale and investment, ranging from National Partnerships encompassing visibility across all six venues to Regional Partnerships focused on particular locations.



HUNTER/JUMPER SPONSORSHIPS

Diamond - \$100,000+

- Official National Sponsor
- Title Partner of a Circuit; Presenting Sponsor of a Feature Class or Award across multiple venues
- Grand Prix or FEI Eligible
- Dedicated brand marketing
- Prominent onsite exposure

Gold - \$50,000+

- Official National Sponsor
- Presenting Sponsor of a Premier Class across multiple venues or Feature Class at a single venue
- Grand Prix or FEI Eligible
- Dedicated brand marketing
- Prominent onsite exposure

Silver - \$25,000+

- Single venue sponsor of a Premier Class; some multi-venue division or class sponsorships
- Inclusion in sponsored event marketing
- Onsite activation opportunities

Bronze - \$15,000+

- Some single venue sponsorships; division and class sponsorships; hospitality or event partnerships
- Inclusion in sponsored event marketing

PARTNERSHIP OPPORTUNITIES - Dressage Sponsorships

Now hosted at 5 venues, HITS is proud to offer both prestigious international level competitions including 4 weeks of CDI Competition, the U.S. Dressage Festival of Champions, and two USDF Regional Championships.

Our Partners enjoy the opportunity to leverage their sponsorship across venues for national brand visibility, or focus on single-venue sponsorships.



DRESSAGE SPONSORSHIPS

Diamond - \$50,000+

- Presenting Partner of an entire season at one venue
- Presentation of one class per show (including CDI)
- Dedicated brand marketing
- Prominent onsite exposure
- VIP Access & Preferred Stabling (where available)

Platinum - \$25,000+

- Title Partner of one CDI show
- Grand Prix or FEI Eligible
- Group marketing
- Prominent onsite exposure
- VIP Access & Preferred Stabling (where available)

Gold - \$10,000+

- Title Partner of a National Show; Presenting Partner of a CDI or Grand Prix and one level of National classes at One Venue
- Group marketing
- Onsite recognition

Silver - \$5,000+

- Presenting Partner of one CDI Class at one venue
- Group marketing
- Onsite Recognition

Bronze - \$2,500+

- Presenting Partner of one level of National Classes

OTHER PARTNERSHIP OPPORTUNITIES

DIGITAL ADVERTISING

While most marketing is reserved as part of Sponsorship packages, our newly launched web display program is available as a la carte advertising. These special opportunities to directly reach the HITS customer may also be purchased in combination with Sidelines media to maximize your reach to the equestrian consumer.

- Digital Web Banner
- Sponsored Social Media Series

HOSPITALITY

HITS is dedicated to elevating service and hospitality, fostering meaningful connections, and creating functional spaces that engage directly with our customers. Sponsors enjoy an array of opportunities to engage directly with HITS customers or plan dedicated brand activations.

- Exhibitor Breakfast (Friday or Saturday Opportunities)
- FEI Hospitality
- Custom Events

Please inquire for more information and pricing



THANK YOU

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

HITSSHOWS.COM