



Pennsylvania National HORSE SHOW FOUNDATION

Enriching Lives Through Equestrian Sport



Enriching Lives Through Equestrian Sport

The Pennsylvania National Horse Show Foundation is a 501(c)(3) tax-exempt non-profit organization dedicated to "Enriching Lives Through Equestrian Sport," by providing support for therapeutic riding and equine rescue programs.

Through the Pennsylvania National Horse Show, the Foundation is able to make grants available for charitable and educational purposes and host the annual Therapeutic Riding Championships.

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Corporate Sponsorship Opportunities

2024

October 10-20, 2024

**Pennsylvania Farm Show Complex
Harrisburg, PA**



Who Are We?



Highlights

- **2024 Marks the PNHS's 78th Year**
- **Honored to be a USEF Heritage Competition**
- **11 Days of Competition and Over \$700,000 in Prize Money**
- **Exciting Jumper Competition Including the USEF Junior Jumper Prix des States**
- **Prestigious Host of the USEF/Dover Hunter Seat Medal Finals and the USEF/NCEA Junior Hunter Seat Medal Finals**
- **Top Hunter Competition Daily**
- **The Best Horses and Riders in the Country, Including Olympians, Compete for Top Honors and Coveted Titles**

About the Pennsylvania National Horse Show

The Pennsylvania National Horse Show (PNHS) has celebrated 77 years of hosting top horses and riders from across the country for exciting hunter jumper competition at the historic PA Farm Show Complex in Harrisburg, Pennsylvania. The United States Equestrian Federation (USEF) has honored the championship horse show with the prestigious Heritage Competition classification as one of the longest standing indoor championships in the United States.

Since 1945, the PNHS has attracted elite horses and riders who have qualified by earning points from USEF competitions across the country throughout the year. During the 11- day competition, divisions are offered for junior and amateur riders as well as seasoned professionals and Olympians, with 2024 prize money totaling over \$700,000.

The equine athletes are some of the most valuable horses with price tags reaching into the multi-million dollar mark. Some of the horse and rider combinations have competed internationally, including at prestigious World Cup and Olympic events.

The PNHS continues to host some of the most distinguished USEF competitions including the Dover Saddlery/USEF Hunter Seat Medal Final, which draws approximately 300 junior riders vying for the title, and the USEF Junior Jumper Prix des States, attracting junior rider teams from all over the United States with hopes of taking home the highly coveted gold medal. Prospective college riders also get a chance to compete in the exciting USEF National Collegiate Equestrian Association (NCEA) Junior Hunter Seat Medal Final.

The PNHS offers exciting jumper competition each evening, including the \$100,000 Grand Prix De Penn National, drawing spectators who cheer on their favorite combinations as they jump tough courses, designed by the best designers in the world, with speed and agility for the honor of taking home the celebrated PNHS ribbon.

Top hunter competition takes to the ring daily in one of the two beautiful show rings. Junior Weekend draws the best junior riders on horses and ponies that have competed all year for a chance to shine at the PNHS.

Professional and amateur riders get their chance center stage during Champions Week along with the prestigious Penn National Children's and Adult Jumper competition.

The Pennsylvania National Horse Show

Gallery



Enriching Lives Through Equestrian Sport

What Makes Us Special?



The Pennsylvania National Horse Show Foundation *Enriching Lives Through Equestrian Sport*

The Pennsylvania National Horse Show Foundation (PNHSF), a 501(c)(3) tax exempt non-profit, was created to provide an avenue for the horse show to support non-profit and volunteer groups. Each year grants are awarded to therapeutic riding programs and equine rescue organizations who qualify and apply for the grants. While the PNHS grows in financial strength, the PNHS Foundation is fortunate to give away more funding each year. In 2022, over \$50,000 in grants were awarded and the Foundation plans to increase the amount annually. The PNHS and the PNHS Foundation take great pride in helping these worthy organizations, who often struggle to make ends meet while providing much needed services to their communities.

A highlight of the PNHS is "Foundation Friday," a designated day to honor and promote the organizations we support. The PNHS will honor these worthy non-profits by sharing their stories with the community along with presenting the Therapeutic Riding Championships during the horse show. The show also recognizes and awards the Therapeutic Riding Horse of the Year.

The PNHSF will continue to grow the grant program and increase the amount of funds allocated to this very special program each year.

Highlights

- Over \$75,000 in Grants to be Awarded in 2024
- 30+ Organizations Received Grants in 2023
- Foundation Friday Honors These Special Organizations
- Proudly Hosts the Therapeutic Riding Championships
- Honors the Therapeutic Horse of The Year
- Sponsors Help Us Give Back to the Community



The PNHS Foundation

Gallery



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Where and When is the Event?



The Pennsylvania Farm Show Complex October 10-20, 2024

The Pennsylvania National Horse Show (PNHS) takes place October 10-20, 2024, at the historic Pennsylvania Farm Show Complex in the heart of Harrisburg, Pennsylvania. The event features 11 days of exciting competition for the top hunter and jumper horses and riders in the country.

Since 1931, the facility has hosted numerous agricultural events and expanded multiple times. Now, with over one million square feet under one roof, the entire horse show from stabling, to showing, to shopping, and spectating, is completely indoors with more than ample space to support approximately 2,000 exhibitors during the horse show.

The facility boasts two main show rings, two warm-up rings, one schooling ring, a lunging area, ample stabling with rubber mats, wash stalls, onsite feed and laundry, an exhibitors' lounge, junior lounge, show office lounge, bar/lounge area, specialty vendors, PNHS and USEF merchandise, education facilities, VIP table service, seating around both show rings, concession areas, and special event space. There is abundant space and numerous venue areas to highlight your business and accommodate your promotional needs.

The location makes it an easy destination with easy access from Baltimore, New York, Washington DC, Philadelphia, and from travelers across the country supported by several major airports. PNHS travelers bring approximately \$10.5 million annually to the Hershey Harrisburg region with plentiful lodging, restaurants, shopping, and activities.

The event draws spectators from the local community in addition to those who travel specifically to attend and watch the prestigious event.



Highlights

- Over 24 Acres Under One Roof
- Two Main Show Rings, Two Warm Up Rings, One Practice Ring
- Stabling for over 2,000 Horses
- Ample Vendor Areas and Attractive Bar and Lounge Areas
- Local Community Attends
- PNHS Travelers Bring in \$10.5 Million Annually
- Easy Access Location

The Pennsylvania Farm Show Complex

Gallery



Enriching Lives Through Equestrian Sport

What Does the PNHS Offer Sponsors?



Highlights

- Custom Sponsor Packages Support the Foundation's Mission
- Variety of Sponsor Opportunities from Venue to Hospitality
- Exposure to Equestrian, Sports, and Pet Enthusiasts
- The Horse Industry Contributes \$122 Billion to the U.S. Economy
- Attendees Participate from Across the Country as Well as Locally
- The Average Value of Horses Owned is \$87,000
- 91% of Participants Also Own a Dog

Sponsor Opportunities

The PNHS, in conjunction with the PNHS Foundation, offers unlimited sponsor opportunities for corporate exposure to the community of Harrisburg and surrounding areas as well as our equestrian demographic from across the country. Custom packages can be created to provide your company maximum exposure while supporting our foundation mission and the expansive equestrian sport.

Categories of sponsorship include:

- Venue Sponsor
- Livestream Sponsor
- Special Class Naming Rights
- Presenting Sponsor
- Special Award Sponsor
- Competition Division Sponsorship
- Hospitality Sponsor
- Special Event Sponsor
- Official Supplier
- Community Event Sponsor
- Jump Sponsor

Who does my sponsorship reach?

Sponsorship of the PNHS aligns brands and individuals with one of the most prestigious annual events in equestrian sports, offering exposure to exhibitors, trainers, and owners from around the world and spectators from across the United States as well as the local community.

Demographics

- 77% of competitors are female
- 38% are between the age of 25-54
- 73.5% hold college and graduate degrees
- 86% make or directly influence purchasing decisions at work
- 37% have an annual household income of \$150,000+ with 6.3% earning more than \$500,000 annually
- 20% own or lease two horses or ponies , 91% also own a dog
- The average value of horses owned per household is \$87,000
- 30.5% of all U.S. households contain horse enthusiasts
- The horse industry's total contribution to the U.S. economy (direct and indirect effects) is \$122 billion
- The economic activity involved in caring for the nation's estimated 7.2 million horses, along with spending by horse enthusiasts in their pursuit of horse events and recreation, directly contributes over \$50 billion to America's gross domestic product.



What Exposure is There for My Business?



Highlights

- Onsite Advertising
- Press and Social Media Exposure
- Video Commercials Onsite and Livestream
- Dedicated YouTube Video Channel
- Special Community Event Promotional Opportunities
- Year Round Website Links
- 41% Open Rate on Press Releases with Sponsor Links

Custom Media Packages Available

The PNHS offers a multitude of exposure options including onsite, online, email, print, tv, video, and social media visibility.

Options include:

- Prize list ad
- Program ad
- Logo on scoreboard sponsor scroll
- Link on website (183,000 page views annually)
- Video commercial
- Daily public address announcement
- Social media post
- Ring sign
- Dedicated press release
- Logo and link inclusion on eblast newsletters (41% Open Rate)
- Ticket sponsor
- Schedule sponsor (white book)
- Daily Newsletter

Social Media for 2023 included:

Approximately 275 pieces of content including posts, stories and videos. Reach of over 2.5 million total on social media apps.

Facebook (October 12 - November 12, 2023)

- Total Page Reach: 876,946

Instagram (October 12 - November 12, 2023)

- Total Account Reach: 622,438

TikTok (October 12 - November 12, 2023)

- 1,021,143 views

YouTube -Dedicated YouTube channel

- Total Videos Uploaded During Show: 17
- Total Reach of Videos: 9,625

Livestream

- USEF Network
- Total Views: 122,726

Penn Live Local Paper Advertising

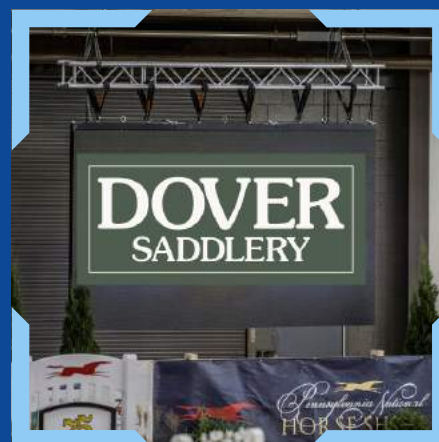
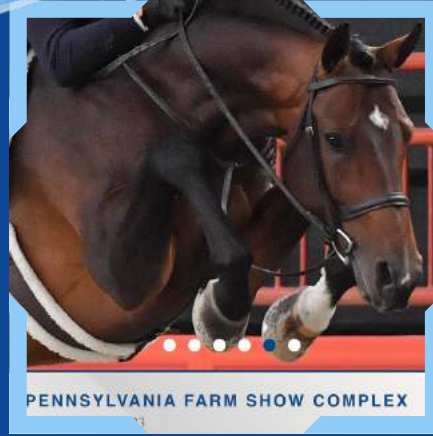
- 763,000 digital display impressions

PA National Horse Show Website

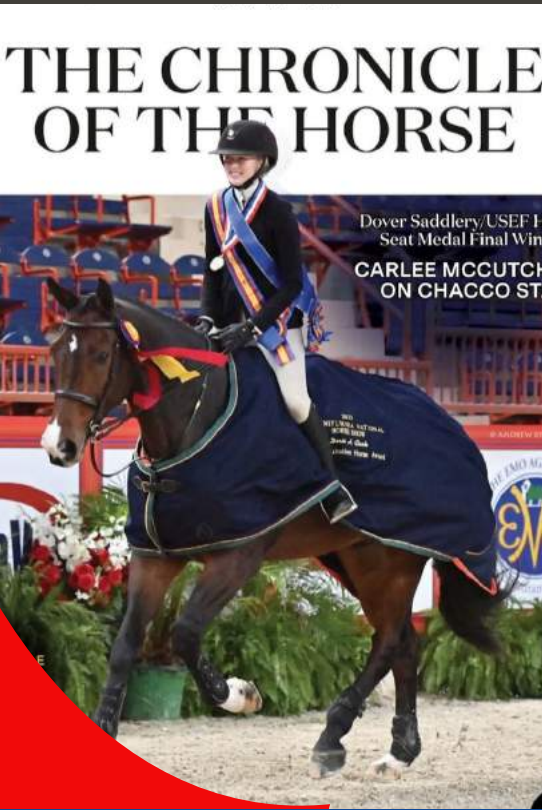
- 92,000 views (October)

Media Packages

Gallery



What Does the Media Coverage Look Like?



Highlights



Coverage includes print, TV, online and digital as well as onsite and livestream.



On site visibility

- Award presentations
- Jumbotron
- Ring signs
- Ring wraps
- Area signs
- Hospitality
- Venue signage
- Program
- Vendor Space



Other publications include:

- Jumper News – digital
- The Horse of the Delaware Valley
- Horse & Style Magazine
- East Coast Equestrian

Media Coverage Highlights in 2023

LIVESTREAM

All rings live streamed on USEF Network

TV

[Fox 43 News](#)

"World-class Horses, Riders Return to the Pennsylvania National Horse Show for Its 77th Year"

[ABC 27](#)

"Pennsylvania National Horse Show Kicks Off in Harrisburg"

Digital article: "The Prestigious Pennsylvania National Horse Show Returns to Harrisburg"

PRINT AND DIGITAL

[Elite Equestrian](#)

"Expect the Best at PNHS"

[Lancaster Farming/Mid-Atlantic Horse](#)

"Let the Pa. National Horse Show Begin!"

"2023 Pa. National Horse Show is a Must for Equine Enthusiasts"

"Pa. National Horse Show Had it All"

[The Chronicle of the Horse - Cover Story October](#)

Over 15 pages of coverage in both October and November issues.

[The Plaid Horse](#)

Digital Coverage

- "McLain Ward and Kyranthe Capture Victory in Their U.S. Debut"
- "Pennsylvania National Horse Show Foundation Awards More Than \$50,000 to Grant Recipients"
- "Ina & Olivia Sweetnam Open 2023 Pennsylvania National Horse Show with Win"
- "Deleyn & Sophia Cady Capture USEF Junior Jumper National Championship"

[Sidelines Magazine](#)

Print Photo Gallery

[US Equestrian](#)

Online articles including:

- "Carlee McCutcheon and Chacco Star Win 2023 Dover Saddlery/USEF Hunter Seat Medal Final"
- "Zone 10 Clinches Team Gold in 2023 USEF Junior Jumper National Championships"
- "Sophia Cady and Deleyn Secure Gold in 2023 USEF Junior Jumper National Championships"

In addition, our event is listed online and in many local travel and community calendars.

Media Coverage

Gallery



The Chronicle of the Horse



The Chronicle of the Horse



The Chronicle of the Horse



Sofia Cady and Deleyn Secure USEF Junior National Championships

by Kathleen Landwehr, US Equestrian Communications Department | Oct 16, 2023, 8:05 AM EST

Harrisburg, Pa. - The 2023 USEF National Championships concluded at the Pennsylvania National Horse Show on Sunday, Oct. 15, with the \$10,000 USEF Junior Jumper Championship. The event was a highlight of the weekend, with Sofia Cady and Deleyn securing the title.



Harrisburg, Pa. - The Dover Saddlery/USEF Hunter Seat Medal Final was the premier class on Sunday at the Pennsylvania National Horse Show. A total of 20 competitors competed in the first round over a Timmy Kees. The top 25 athletes returned for final testing. Carlee McCutcheon clinched the Adrian Van Sinderen Trophy with a fabulous Chacco Star.

Zone 10 Clinches Team Gold in 2023 USEF Junior Jumper National Championships

by Kathleen Landwehr, US Equestrian Communications Department | Oct 14, 2023, 9:30 AM EST

Harrisburg, Pa. - The exciting \$15,000 USEF Prix des States Team Championship took center stage Friday evening at the Pennsylvania National Horse Show. Two rounds over Nick Granol's course provided a solid test for the athletes representing their zones and vying for team medals in the 2023 USEF Junior Jumper National Championships. The podium for the \$15,000 USEF Prix des States Team Championship (Andrew Ryback Photography) Zone 10 led after the first round and maintained their lead.



Expect the Best at the PNHS

Highlights of the 2023 Pennsylvania National Horse Show

Here is just a taste of what attendees can look forward to this year. A New Schedule: Check full of Championships. The show features a variety of events, including the USEF Junior Jumper National Championships, the USEF Hunter Seat Medal Final, and the USEF Prix des States Team Championship. The show is a highlight of the equestrian calendar and is expected to draw a large crowd of spectators.

Is the Local Community Included?



Community Events

The PNHS hosts events and activities to include the local community during the 11 day horse show. In addition to the horse show events the public is welcome and encouraged to attend, vendors provide a variety of shopping and food while spectators enjoy the special events.

Foundation Friday

PNHS grant recipients can educate the public on their therapeutic riding and equine rescue programs during Foundation Friday. Videos of these various programs are played in the coliseum throughout the day in addition to celebrating the Therapeutic Riding Championships and the Therapeutic Riding Horse of the Year.

Family Day - Celebration of the Horse

The first Saturday of the horse show celebrates Junior Weekend and Family Day with activities for the entire family including educational displays, a petting zoo, carriage rides, pony rides, face painting and so much more!

Highlights

- **Grand Prix Saturday Features Entertainment and Thrilling Competition**
- **Family Day Hosts Activities for the Whole Family to Enjoy in Addition to the Horse Show**
- **Team Night Honors Local Teams During Exciting Evening Jumping Competition**
- **Hunt Night Features Local Fox Hunting Teams and a Celebration of Equestrian History**

Team Night

Another action packed evening of jumper competition includes Team Night, where organizations can attend at a discount with special prizes to honor local teams from every sport.

Hunt Night

A long standing tradition at the PNHS includes Hunt Night, where local fox hunting clubs bring the horses and the hounds for some exciting team competition. The horse show honors the roots of equestrian competition on this evening as well as the prestigious USEF Heritage Competition title as we take a look back in history.

Grand Prix Saturday

The highlight of the horse show is the Saturday night Grand Prix with thrilling jumper competition, entertainment, music, t-shirt tosses, and more! Numerous sponsor opportunities are available for this great event!

Community Events

Gallery



Enriching Lives Through Equestrian Sport

What Does Sponsorship Cost?



Highlights

- **Customize Your Sponsor Experience to Fit Your Brand**
- **Align Your Products and Services with the Local Market as Well as the Affluent Equestrian Market**
- **VIP Tables and Corporate Boxes Available**
- **Our Innovative Ideas Will Help Promote Your Brand. Help us Help Others by Becoming a Sponsor**

Sponsorship Choices and Cost

Help us help others by becoming a sponsor.

The PNHS welcomes you to choose your own jewel package filled with the options that work for your business or product. Our levels include:

Blue Diamond	\$35,000+
Diamond	\$25,000 - \$34,999
Ruby	\$15,000 - \$24,999
Emerald	\$10,000 - \$14,999
Sapphire	\$ 7,500 - \$ 9,999
Opal	\$ 5,000 - \$ 7,499

Choose your promotional products from any of the categories to create your customized package. We will help with innovative ideas to provide exposure to your brand.

What other benefits can I get as a sponsor?

- VIP table or corporate box
- Special party events
- Vendor booths available
- Naming rights
- Admission tickets

Let our promotional experts help you design the best package for your products and services and create maximum exposure to fit your needs.

Enriching Lives Through Equestrian Sport



What People Are Saying

“For us, the Pennsylvania National Horse Show is about so much more than the top equestrian competition held each October; it’s also the primary vessel that makes it possible to give back through the PNHS Foundation. The Foundation is the heart of what we do, and we’re extremely appreciative of all of the sponsors, donors, exhibitors and spectators that have made it possible to continue to increase the Foundation’s giving and its mission of ‘Enriching Lives Through Equestrian Sport.’”

- Susie Shirk, Executive Director of the PNHS

“We are especially grateful for these funds during this still difficult year due to the ongoing effects of the pandemic. The grant will help us to replace our worn helmets to help keep our special riders safe.”

-Elaine Smith, Program Director for Horses & Horizons
Therapeutic Learning Center in New Ringgold, PA.

“[The PNHS Foundation’s gift] will be put to good use funding various components necessary for the success of the program: PATH Certified riding instruction, horse care and equipment, special lifts and ramps, helmets and safety gear for the riders and insurances. The therapeutic riding program can truly change a life, bringing joy, self-esteem and riding skills to special needs children and adults.”

-Renée Bench, President of Kent Association of Riding
Therapy in Worton, MD.

For groups like Special Equestrians in Warrington, PA, the grant funding will allow them to create an emergency medical fund for the organizations’ horses.

Other organizations will continue to grow therapeutic riding programs, like those offered at Leg Up Farm in Mt. Wolf, PA, where they hope to provide 15,000 therapy appointments in 2024.

Enriching Lives Through Equestrian Sport



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2 Competition Arenas
3 Schooling Rings
1 Outside Lunging Area



Over
\$700,000
in Prize Money



USEF Jr Jumper Championships
Dover Saddlery/USEF
Hunter Seat Medal Finals
USEF/NCEA Medal Finals



USEF Premier Hunters
USEF 6* Jumpers
Penn National Children's &
Adult Championships

Photos: Top - Brittany Oliver; Bottom - Andrew Ryback

Pennsylvania National Horse Show
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Thank You

For Your Consideration!

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