



2024 LOCAL ADVERTISER PACKAGE

Promote Your Business with the
Pennsylvania National Horse Show!



The Pennsylvania National Horse Show (PNHS), to be held October 10-20, 2024, is one of the preeminent equestrian competitions in the United States. Each year, the PNHS attracts top riders and trainers from around the world and spectators from across the U.S. right here to Harrisburg, PA, and the Pennsylvania Farm Show Complex.

This year, the PNHS is proud to offer local businesses the opportunity to get in front of the PNHS's audience with an all-new local advertiser package. This low-cost option presents a great chance to get your business or brand in front of an affluent demographic - with the PNHS having an estimated economic impact of \$11.8 million over the course of the 11-day event!

In addition to promoting your business, advertising with the PNHS directly supports the PNHS Foundation, a 501(c)(3) dedicated to "Enriching Lives Through Equestrian Sport." Each year, the PNHS Foundation provides grant funding to therapeutic riding organizations and horse rescues across Pennsylvania and beyond.

What's Included:

- **Business listing, link and image on "Things To Do" page of PAnational.org**
 - o PAnational.org is the go-to resource for all exhibitors, trainers and spectators, receiving roughly 100,000 views during the month of October.
- **Inclusion (image or logo, link and a short write-up) in a "Plan Your Visit to the Pennsylvania National Horse Show" email blast**
 - o This email blast will be sent to roughly 20,000 recipients, including competitors, trainers, past ticket purchasers and more.
- **Business card-size advertisement or coupon in the printed PNHS Visitors' Guide**
 - o The PNHS Visitors' Guide is distributed to attendees throughout the 11 days of the PNHS and is available for pickup at the main information desk, the horse show office and more.
 - o The Visitors' Guide presents a great opportunity to include a coupon or voucher good for use at your business only during the dates of the horse show.

Cost:

- **\$250 - The PNHS team is happy to offer a low rate for 2024!**



Who:

- The PNHS welcomes approximately 1,500 athletes each year. The average number of people attending with each competitor is five, in addition to thousands of local spectators.
- Based on US Equestrian statistics, PNHS competitors fall into the following demographics:
 - o 77% of competitors are female
 - o 73.5% hold college and graduate degrees
 - o 37% have an annual household income of \$150,000+, with 6.3% earning more than \$500,000 annually

When:

- **Online Listing** - Your business will be listed on the PNHS website within 72 hours of completion of the attached contract.
- **Email Blast** - This email blast will be sent in late September or early October 2024.
- **Visitors' Guide** - The Visitors' Guide will be distributed from October 10-20, 2024, during the PNHS

Where:

The horse show will be held at the Pennsylvania Farm Show Complex in Harrisburg, PA, and all are welcome! Admission is free for nine out of the 11 days of competition.

Questions?:

Contact Emily by email to emily@randolph-pr.com or by phone at (717) 368-8102.

To secure your spot, please complete the following information and submit it by email to emily@randolph-pr.com or by mail to: PNHS Foundation, P.O. Box 6815, Harrisburg, PA 17112. The form can also be completed online at panational.org/localadvertising.



Local Advertiser Package Contract

Business Name Contact Name

Address

Phone Number Email Address

Web Address for Link

Payment

Check enclosed payable to PNHSF

Credit Card payment/information:

Name as it appears on card: _____

Number: _____ Exp. Date _____

Zip Code associated with card: _____ Security Code: _____

Upon receipt of the above contractual information by the PNHS team, you will be contacted regarding your logo, images and additional advertising assets.