



Pennsylvania National
HORSE SHOW

2026 SPONSORSHIP OPPORTUNITIES

OCTOBER 8-18, 2026

PENNSYLVANIA FARM SHOW COMPLEX

HARRISBURG, PA

Welcome to the PNHS!

Since 1945, the Pennsylvania National Horse Show has stood as one of the most prestigious and enduring traditions in American equestrian sport. Held each fall at the iconic Pennsylvania Farm Show Complex & Expo Center in Harrisburg, Pa., the PNHS draws elite athletes, passionate fans and a loyal equestrian community from across the country.

Recognized as a U.S. Equestrian Heritage Competition and one of the nation's premier indoor competitions, the PNHS showcases top hunter, jumper and equitation talent — from rising junior riders to Olympic-level professionals.

In 2026, the PNHS celebrates 80 years!

FEATURED COMPETITIONS



Turnham Green / USEF
Junior Jumper
Championships



Dover Saddlery /
USEF Hunter Seat
Medal Final



\$100,000 Grand Prix
de Penn National



and so much
more!





The PNHS Foundation:

Enriching Lives Through Equestrian Sport

Established in 1999, the PNHS Foundation is a 501(c)(3) non-profit organization that provides annual grants for equine rescue programs, therapeutic riding groups and other equine-assisted services organizations. Each year, the PNHS Foundation also proudly hosts the LifeVac Therapeutic Riding Championships as part of the annual PNHS.

As a PNHS sponsor, your contributions directly support the PNHS Foundation.


\$125,000 in grants awarded for 2025

75+ organizations supported since 2021

Therapy Horse of the Year award presented annually

Our Audience

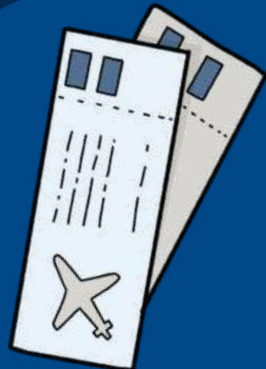
 86% are more likely to buy products from companies that sponsor events

85% women, with an average age of 34-54 

 80% make or influence purchasing decisions at work

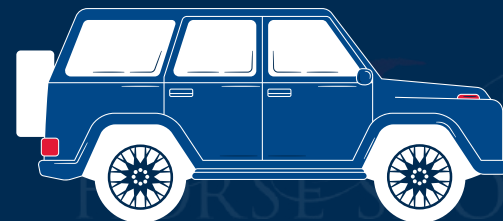
66% are college educated 

 average 30 nights per year spent in a hotel

 average 16 flights taken per year

 \$995,000 average net worth
\$185,000 average annual income

average of three vehicles owned



Equestrian Industry Demographics



By The Numbers

Approximately **15,000** attendees annually

\$7.7 million economic impact*

25,000+ email subscribers

912 jobs supported

An average of **46+** U.S. states represented

>200,000 livestream viewers

38,000+ social media followers

>\$700,000 in prize money

11 days of competition

**data provided by Visit Hershey & Harrisburg*





Special Events

Fun For All Ages

The PNHS is much more than world-class competition for a cause — it is an 11-day fall tradition packed with special experiences for spectators of all ages, and admission is FREE to attend for nine of the 11 days! In addition to the featured special events below, an ice cream social, hors d'oeuvres hours, shopping and much more are offered throughout the show.

Family Fun Day



Hundreds of kids from the local community attend the PNHS Family Fun Day each year, with activities including hands-on horse stations, face painting, goat snuggling, behind-the-scenes tours and more.

Double Dan Horsemanship



Dan James of Double Dan Horsemanship joined the PNHS lineup in 2025, and he returns in 2026 to bring his world-class horsemanship performances to the finale Friday and Saturday night crowds!

Team Night



Team Night brings added excitement and friendly competition to the show! Groups of all kinds are invited to cheer on the jumpers and compete for fun prizes, including best team spirit, largest group and more.

Ringside Hospitality

The Marshall+Sterling VIP Terrace offers the best seats in the house throughout the horse show. Seating on the specially built platform overlooking the Harrisburg Coliseum competition ring includes breakfast and lunch daily, as well as dinner during featured evening events.

The VIP tables are the ideal spot for networking, entertaining guests or spending an evening with friends or colleagues.



Sponsorship Opportunities

Sponsorship of the PNHS offers exposure through onsite activations, the live stream, social media, digital marketing, press coverage and more. Sponsorships are available at any level, and all sponsorship packages are fully customizable to meet your unique needs.

Available sponsorship properties include, but are not limited to:

- Venue branding
 - Arenas and schooling rings
 - Exhibitors' lounges
- Classes and divisions
- Spectator tickets
- Team Night
 - Presenting sponsorship
 - Awards
- Family Fun Day
 - Presenting sponsorship
 - Activities
- Social media promotions
- Social events
 - Exhibitor Parties
 - Ice Cream Socials
 - Sponsor gatherings
- Livestream
- Hospitality
 - VIP tables
 - Grooms' Kitchen
 - Exhibitor meals
- Audience giveaways
- Program and prize list advertising
- Website promotions on PAnational.org



Sample Sponsorship Packages

| | \$50,000+ | \$25,000 | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
|------------------------------------|--|---|---|---|--|-----------------------|
| CLASS & DIVISION NAMING RIGHTS | Featured grand prix or other highlight event | Featured event or two daytime special classes | Two divisions or a special class | One division or special class | One division or special class | |
| IN-ARENA SIGNAGE & ONSITE BRANDING | Extensive in-ring and onsite signage. Logo and commercial on jumbotron | Extensive in-ring and onsite signage. Logo and commercial on jumbotron | In-ring signage. Logo on jumbotron | In-ring signage. Logo on jumbotron | In-ring signage. Logo on jumbotron | Logo on jumbotron |
| SOCIAL MEDIA & DIGITAL ADVERTISING | Dedicated press release and email blast. Minimum of five social media posts and more | Dedicated press release and email blast. Minimum of three social media posts and more | Logo and link included in all PNHS event press releases. Minimum of two social media posts and more | Logo and link included in all PNHS event press releases. Minimum of two social media posts and more | Minimum of two social media posts and more | One social media post |
| PROGRAM & PRIZE LIST ADVERTISING | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| VIP TABLE ACCESS | ✓ | ✓ | ✓ | | | |
| CUSTOM JUMP FEATURED IN RING | ✓ | | | | | |
| LIVE STREAM COMMERCIAL | ✓ | ✓ | | | | |
| PA ANNOUNCEMENTS | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Pennsylvania National HORSE SHOW

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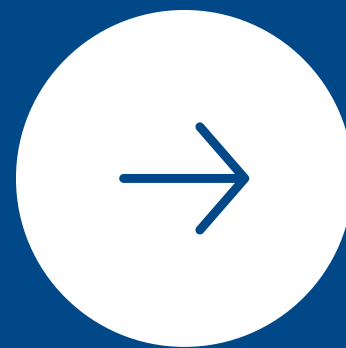
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AND MAKE A
DIFFERENCE**

www.PAnational.org

