



2026-27

Sponsorship Opportunities

REACH 2.3 MILLION VISITORS/EQUESTRIANS ANNUALLY



North America's Iconic Equestrian Jewel

The Kentucky Horse Park opened to the public in 1978, with 1,200 acres devoted to Equestrian Tourism, some of the world's top Equestrian Competitions, Kentucky's largest resort campground, and a world-renowned event venue. The estimated visitation to the park is a remarkable **2,300,000 visitors and equestrian competitors**, making the Kentucky Horse Park a venue unrivaled by any other as the nation's largest and premiere equestrian venue, nestled in the heart of the beautiful Bluegrass State.

Visitors & Equestrians from around the globe converge upon the park every year to enjoy the state-of-the-art facilities and venue, with more than **200 events held annually**. Sponsorships with the Kentucky Horse Park include annual exposure to uniquely target the one million visitors/equestrians, including several key areas within the park including:

- One of Kentucky's **top tourism attractions** and working farms- 1,200 beautiful acres, with 75 resident horses
- **Equestrian Competition Venue**- Hosting internationally recognized equestrian events up to the 4* and 5* levels
- **Event Venue**- Offering meeting and event facilities throughout the venue and grounds, hosting a wide variety of events annually
- **Campground**- A beautiful, resort-style campground, and the largest campground in Kentucky, with full-service amenities and 260 spaces, occupied an astonishing 43,000+ nights annually



Highlights of the Kentucky Horse Park

Located in the Horse Capital of The World in Lexington, Kentucky, the Kentucky Horse Park is home to an impressive and long list of attractions and competitions. Visitors and competitors from around the globe visit the Kentucky Horse Park for the world's best equestrian attraction and renowned competitions, including the following (just to name a few):

- Kentucky Three-Day Event, a 5* eventing competition (one of only 7 in the world)
- BreyerFest
- Kentucky Horse Shows- Spring & Summer Series
- Road to the Horse
- Split Rock Jumping Tour
- The Kentucky International CSI5*
- Pony Club Festival Championships
- USEF Pony Finals
- American Eventing Championships
- National Mounted Police Colloquium
- Bluegrass Classic Dog Show
- Retired Racehorse Project
- Proms, Shopping Events, Graduations, Sporting Events, Running competitions, and more!



Kentucky Horse Park Attractions

Situated in the heart of the bluegrass, many organizations and attractions call the Kentucky Horse Park home. Some of the world's most renowned attractions are located at the park for the estimated 2,300,000 visitors to enjoy all year long.

- Home to the National Horse Center (United States Equestrian Federation, United States Pony Clubs, US Dressage Federation, United States Hunter & Jumper Association, American Association of Equine Practitioners, American Saddlebred Horse & Breeders Association, and many more!)
- Featuring Alltech Arena- one of the nation's most prestigious indoor arenas, built in 2010 for the World Equestrian Games
- Rolex Stadium: a state-of-the-art outdoor arena hosting thousands, upon thousands of equestrian competitors annually.
- International Museum of the Horse: with amazing exhibits celebrating the history of the horse, with exhibits from around the globe
- Hall of Champions: home to legendary retired racing legends, many capturing the world's top competitions
- Kentucky Horse Park Campground: 43,000+ occupied nights!
- The Big Barn: one of North America's largest and most historic wood frame barns
- Kids' Barn: a fully-immersive learning experience barn with interactive and educational exhibits, newly renovated in 2024!



Why Sponsor? More than a million reasons!

Your sponsorship helps support the Kentucky Horse Park, a state-owned park devoted to celebrating the history of our relationship with the horse through education, exhibition, engagement, and competition. By sponsoring, you'll reach the estimated **2,300,000 visitors/competitors**, creating a lasting impression with those visiting the park as tourists, and those competing in the hallowed Rolex Stadium, Alltech Arena, the Covered Arena, the fields of bluegrass, and in the many outdoor rings located throughout the park.



The Nation's largest equestrian attraction and competition venue, situated on 1,200 acres, reaching 2,300,000 people annually



Kentucky's top tourist attraction, and bucket list experience, attracting a multi-generational audience



206,000+ followers

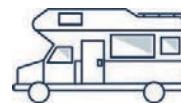


102,000+ followers

65 Annual Equestrian Events (including 5* and 4*-level competitions)
21,000 Horses Competing,
149,000 Stalls Rented
(Average of 408 Stalls/Night)



Kentucky's largest campground with 260 sites, 43,335 occupied nights, walking distance to the Kentucky Horse Park



93,000 clicks/mo



75 resident horses



Available Sponsorships

The Kentucky Horse Park currently has the following sponsorships available on a first-come, first-served basis.

Naming Rights

- Rolex Stadium **SOLD**
- Covered Arena
- Rolex Stadium- Warm Up 1 & 2
- Dressage Complex
- Alltech Arena **SOLD**

Campground Sponsorships

- Dog Park Naming Rights
- Campground Pavilion
- Campground Exhibits
- Campground Special Events

Park Sponsorships

- Show Office **SOLD**
- Trolley Tours **SOLD**
- Horse Trailers **SOLD**
- Farrier Shed
- Uma no Kokoro Japanese Exhibit **SOLD**
- Kids' Barn
- Big Barn
- Hall of Champions
- Light Pole Signage
- New Barns
- Water Refill Stations
- Park Benches/Picnic Tables

- Walnut Ring **SOLD**
- KHP Visitor Map
- Shuttle/Mobility Carts
- Parade of Breeds **SOLD**
- Horse/Dog Treats **SOLD**
- Horse Blankets/Saddle Pads **SOLD**
- Hall of Champions Fence **SOLD**
- KHP Horses- Product Sponsorship (feed, bedding, supplements, grooming products, etc.) **SOLD**
- Employee Apparel & Accessories **SOLD**
- Maintenance & Grounds Crew Equipment & Supplies
- Visitor Center Theatres **SOLD**



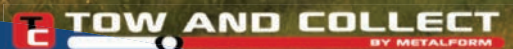
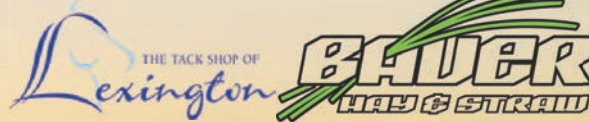
Sponsorship Benefits

Sponsorship with the park includes promotional exposure on an annual basis to the estimated 2.3 Million visitors/competitors. Benefits are based upon the specific sponsorship opportunity, and sponsor's investment. Examples of benefits include:

- Logo and live URL on kyhorsepark.com
- Brand recognition with logo representation at activation site
- Venue signage
- Literature display/distribution
- Social Media posts
- Discount on KHP Meeting Space
- Admission passes to the Kentucky Horse Park
- And more...



JOHN DEERE



Join our Growing List of Sponsors!

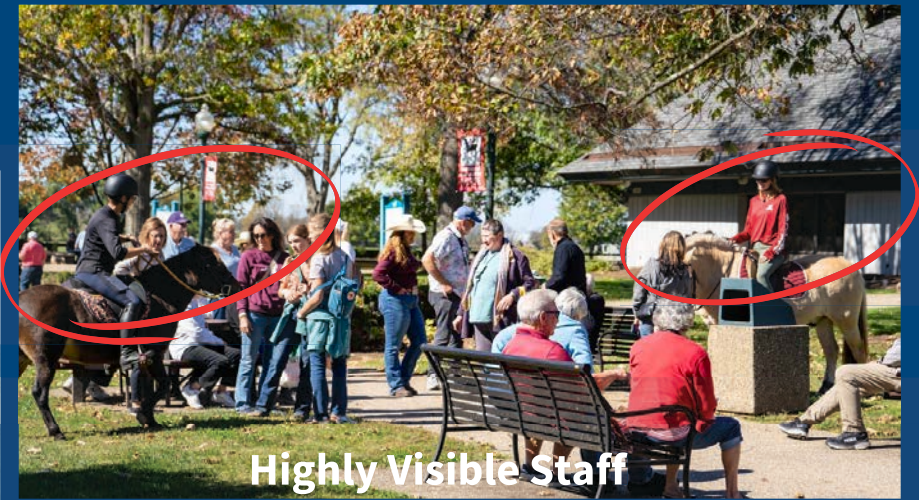
By aligning with the Kentucky Horse Park as a sponsor, you'll join these outstanding organizations in supporting the Park on an annual basis. Whether your company is a brand entrenched in the equestrian sport, or an organization interested in reaching the masses, our sponsorship program delivers results. When you sponsor with the Kentucky Horse Park, your organization has the potential to reach 2,300,000 visitors/competitors, all year long!



Examples of Sponsor Visibility at the Kentucky Horse Park, 365 & 24/7



9 signboards on buildings throughout park



Highly Visible Staff



Visitor Center Welcome Screens



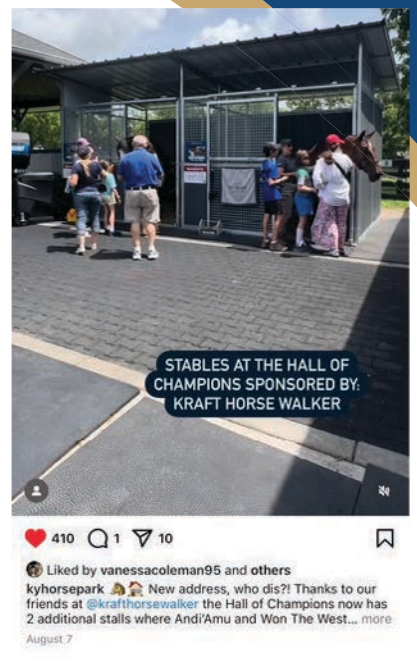
Billboards along Competition Entrance



Main Entrance Welcome Digital Sign



kyhorsepark
 Liked by lillianrdobat and others
 Thanks to the sponsorship with @@redingote_equestrian, the KHP Mounted Police Officers are staying dry in their new rain gear while caring for... more
 karladdinardo @redingote_equestrian
 September 29



kyhorsepark
 Liked by vanessacoleman95 and others
 New address, who dis?! Thanks to our friends at @krafthorsewalker the Hall of Champions now has 2 additional stalls where Andi/Amu and Won The West... more
 August 7

Social Posts Tagging Sponsors



Logo with Live URL on Website



Big Barn Sponsorship

\$50,000, or \$35,000 + \$15,000 in-kind/year



The Big Barn houses beautiful draft horses and special weekend guests, as well as various other horses from the other equine departments at the park. Visitors are encouraged to visit this historic barn throughout the day to see the various breeds being groomed and harnessed in preparation for pulling the trolleys, as well as viewing the amazing historic carriages on display. Presentations are held each day in the Big Barn for visitors to learn more about the resident draft horses.

The Big Barn is situated in a highly visible location along Cigar Lane, and accessible from center park.

Sponsorship Benefits include:

- Name/logo featured on official facility references
- Facility signage opportunities including recognition as sponsor of the Big Barn on signage located at entrance and exit
- Sponsor's logo on website with live URL link
- Sponsor's logo on digital signboard at entrance (excludes KY3DE, last weekend of April)
- Logo in rotation on video boards in Visitor Center

- Sponsor's ability to state "Sponsor of Kentucky Horse Park Big Barn", sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
- 25% discount on meeting space once/year
- Logo signage in demonstration area in Big Barn

- Ability to place brochures in barn
- Ability to host educational opportunities for employees/visitors as agreed upon
- Up to 5 passes per year
- Two (2) social media posts per year
- Opportunity to include other benefits consistent with class of benefits listed above.
- Two-year term required, with an additional two, two-year renewal periods available

Accessibility Sponsorship

One-year term, with 2 additional one-year renewals



With an estimated 2,300,000 visitors and competitors visiting the Kentucky Horse Park annually, there is a tremendous need for assistance items for individuals with limited mobility, or those needing assistance (adults and children), throughout the expansive 1,200-acre venue. This includes transport/mobility/accessibility throughout the Kentucky Horse Park attraction-side, throughout the competition area, and the Kentucky Horse Park Campground, a 260-space campground which remains occupied for more than 43,000 nights/year.

Golf Cart Shuttles are driven by volunteers or Kentucky Horse Park staff to facilitate transportation throughout the venue, as a great amenity for the many visitors and competitors throughout the year. As well, items like wheelchairs, strollers, wagons, ramps, changing stations, and other amenities are needed for improved guest experience, making accessibility throughout the park and campground a top priority.

Available Sponsorships:

- **Golf Cart Shuttle Sponsor-** \$15,000 **or** one 8-seater, gas powered golf cart
- **Wheelchair Sponsor-** \$5,000 **and** 10-12 durable wheelchairs (2 oversized)
- **Stroller/Wagon Sponsor-** \$5,000 **and** 6 commercial strollers (Combo of 1-2 seats preferred) **and** 4 commercial wagons
- **Mobility Scooter Sponsor-** \$10,000 **or** 4 battery operated all-terrain scooters with 4 back-up batteries
- All items and delivery responsibility of sponsor. To be mutually agreed upon between sponsor and KHP.

Sponsorship Benefits:

- Facility signage opportunities, including, but not limited to signage on item(s) with sponsor's logo.
- Sponsor's logo on website with live URL link
- Logo in rotation on Welcome Digital board, Hall of Champions monitors, and Visitor Center Welcome Monitors
- Ability to place brochure in the Visitor Center
- Sponsor can state "Accessibility Sponsor or Proud Sponsor of KHP". Sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
- KHP to post a minimum of one (1) post per term on Facebook and Instagram.
- Up to 5 passes to KHP
- Sponsor can host educational opportunities for KHP employees and/or visitors at mutually agreeable times and places on KHP grounds.
- Opportunity to include other benefits consistent with class of benefits listed above. Benefits included cannot be an "endorsement" and shall be subject to all other regulations as stated in KRS 45A.097.
- One-year term required, with 2 additional one-year renewal periods available

Hall of Champions

\$50,000 or \$35,000 cash + \$15,000 in-kind/year



The Hall of Champions is a barn and paddock area housing legendary horses, including those winning their sport at the highest level of competition. In addition to the barn and paddock areas, The Hall of Champions features a covered gazebo barn viewing area where guests can enjoy presentations narrated by equestrian experts daily during park hours. Volunteers and park staff engage with visitors, learn more about the legendary horses, and engage with the horses with treats, affection, and photographs.

Sponsorship Benefits include:

- Hall of Champions signage with “Sponsored by _____”
- Name/logo identification in facility references made by the Kentucky Horse Park
- Facility signage opportunities including sponsor logo boards at each entrance and two logo boards in the gazebo, provided by sponsor
- Directional signage within facility public areas
- Sponsor’s Ability to state “Sponsor of Hall of Champions” Sponsor may not claim “official sponsor” pursuant to KRS 45A.097 which prohibits endorsement verbiage by the Commonwealth of Kentucky
- Sponsor’s logo and URL on website
- Logo on digital signboard at entrance to KHP. Not valid during Kentucky Three-Day Event
- Ability to provide brochures in Visitor Center
- Ability to purchase meeting space at 25% discount up to one time per year
- Up to 10 passes to KHP per year
- Two (2) social media posts per year
- Other benefits consistent with the above class of benefits as mutually agreed upon
- Two-year term required, with two additional two-year renewal periods



Farrier Shed Sponsorship

\$35,000 or \$25,000 + \$10,000 in-kind products/services/year



The Farrier Shed is a three-bay wooden barn located centrally in the competition area of the Kentucky Horse Park. Used by farriers and competitors in preparing their horses for competition, the Farrier Shed is an important part of all equine competitions. Located adjacent to the show office, stabling, and along Nina Bonnie Boulevard, the sponsor will receive tremendous visibility and exposure to all competitors.

Sponsorship Benefits include:

- Facility signage opportunities including recognition as sponsor of the Farrier Shed on signage located on the exterior of the building (4'x6') provided by sponsor
- Sponsor's logo on website with live URL link
- Sponsor's logo on digital signboard at entrance (excludes KY3DE, last weekend of April)
- Logo in rotation on video boards in Visitor Center
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Farrier Shed", sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
- 25% discount on meeting space once/year
- Ability to host educational opportunities for employees/visitors as agreed upon
- Up to 5 passes per year
- Two (2) social media posts per year
- Opportunity to include other benefits consistent with class of benefits listed above.
- Two-year term required, with an additional four, one-year renewal periods available

Water Bottle Refill/Fountain Sponsorship



\$20,000 cash or \$15,000 cash + \$5,000 in-kind/year
One-year term, with two additional one-year renewal options



With an estimated 2.3 million visitors/competitors annually, the Kentucky Horse Park boasts 200 events a year. By sponsoring the Water Refill Stations and select Water Fountains, Sponsor will be recognized as providing this great amenity for the park's visitors/competitors/campers. The Water Bottle Refill Station Sponsorship includes branding at each of the newly-installed water refill fountains with "Sponsored by (sponsor logo)" for incredible brand recognition throughout the park. Sponsorship includes signage at 12 bottle refill fountains.

Sponsorship Commitment:

- One-year term, with two additional one-year terms available for renewal
- \$20,000 cash/year or \$15,000 cash + \$5,000 in-kind product provided for each year of the agreement.
- Sponsor responsible for delivery of product to KHP

Sponsorship Benefits Include:

- Sponsor identification in sponsor references made by the Kentucky Horse Park
- Facility signage recognition as a sponsor
- Link on KHP website with live URL link
- Logo in rotation on digital signage at KHP entrance (does not include K3DE)
- Logo in rotation in Visitor Center video boards
- Brochure distribution in visitor center (optional, sponsor to provide)
- Two (2) social media posts annually, Facebook & Instagram
- Ability to place a display at a mutually agreed upon location
- Tickets to KHP, up to 5 annually
- Ability to promote "sponsor of Kentucky Horse Park"
- Ability to include logo on products provided (if commercially available)
- Ability to purchase discounted meeting space 1x/ year at 25% off
- Ability to host educational opportunities on KHP grounds as mutually agreed upon
- Opportunity to include other benefits consistent with the class of benefits listed above

Walnut Ring Sponsorship

\$50,000, or \$35,000 + \$15,000 in-kind/year



The Walnut Ring is a premier show ring featuring all-weather synthetic footing, multiple entrances, and level gravel and grassy areas where bleachers and hospitality tents are placed for a variety of events held throughout the year. The ring is a regular shape with maximum dimensions of 275' x 360' and an area of 100,000 square feet, comprising fine sand and fiber footing. Includes a two-story judges/announcers tower with lower-level office space, and an upper-level glass booth for officiating, viewing, with permanently installed counter and sound-system components. Located in the epicenter of the competition area, the Walnut Ring is widely used and highly visible from Nina Bonnie Boulevard.

Sponsorship Benefits include:

- Facility signage opportunities including recognition as sponsor of the Walnut Ring on signage located at entrance and exit
- Ability to place four boards within the ring and one on judges tower (at sponsor's expense)- to remain 365 days/year
- Sponsor's logo on website with live URL link
- Sponsor's logo on digital signboard at entrance (excludes KY3DE, last weekend of April)
- Logo in rotation in Visitor Center
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Walnut Ring", sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
- 25% discount on meeting space once/year
- Ability to place brochures in Visitor Center
- Ability to host educational opportunities for employees/visitors as agreed upon
- Up to 5 passes per year
- Two (2) social media posts per year
- Opportunity to include other benefits consistent with class of benefits listed above.
- Two-year term required, with an additional two, two-year renewal periods available

Kids' Barn Sponsorship

\$40,000, or \$30,000 + \$10,000 in-kind/year



The Kids' Barn is an interactive facility with hands-on educational activities that are guaranteed to capture every guest's attention. Both children and adults can learn about the basics of horses, how to care for them, and jump their own course of fences on foot located in the grassy area right beside the barn. In 2024, the Kids' Barn underwent significant renovations including new exhibits and an overall refresh of the interior. An estimated 20,000 children under the age of 12 visit the Kentucky Horse Park with their families, with an additional 5,000 children attending with their school's field trips. Many more children visit through the various events and competitions held at the Horse Park throughout the year.

Sponsorship Benefits include:

- Facility signage opportunities including recognition as sponsor of the Kids' Barn on signage located at entrance and exit
- Sponsor's logo on website with live URL link
- Sponsor's logo on digital signboard at entrance (excludes KY3DE, last weekend of April)
- Logo in rotation on video boards in Visitor Center
- Ability to place promotional literature in Visitor Center
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Kids' Barn", sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
- 25% discount on meeting space once/year
- Ability to place display in Kids' Barn (at sponsor's expense)
- Ability to host educational opportunities for employees/visitors as agreed upon
- Up to 5 passes per year
- Two (2) social media posts per year
- Opportunity to include other benefits consistent with class of benefits listed above.
- Two-year term required, with an additional two, two-year renewal periods available



Rolex Warm-Up 1 & 2, Naming Rights

\$50,000 or \$35,000 + \$15,000 in-kind/year



The Warm-Up Rings at Rolex Stadium are two popular warm-ups situated on either side of Nina Bonnie Boulevard, and adjacent to Rolex Stadium. The rings include Otto Sport sand/fiber mix footing, surrounded by a 2-rail white board fence, and are widely seen by spectators, competitors, grooms, owners, and visitors to the competition-side of the park. This is a naming right sponsorship and includes branding in both rings for great visibility.

Sponsorship Benefits include:

- Naming rights as _____ Warm Up 1 and _____ Warm Up 2.
- Name/logo identification in all facility references made by the Kentucky Horse Park
- Facility signage opportunity, four logo boards per ring, sponsor to provide signage
- Facility name/sign at entrance to each Warm-Up
- Directional signage within facility public vehicular areas
- Sponsor's Ability to state "Sponsor of Kentucky Horse Park Warm Up 1 & 2"
- Sponsor's logo and URL on website
- Logo on digital signboard at entrance to KHP. Not valid during Kentucky Three-Day Event
- Ability to provide brochures in Visitor Center
- Ability to purchase meeting space at 25% discount up to one time per year
- Up to 10 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities as agreed upon
- Two-year term required



Beautification Sponsorship

One-year term, with 2 additional one-year renewals



Upgrades and beautification of the park is a much-appreciated amenity, seen widely throughout the park's expansive 1,200 acres. Located throughout the park and campground are opportunities to showcase your company by providing a sponsored enhancement of items such as; **floral and greenery, paint, lighting, fencing, furniture, temporary structures, and more.** This sponsorship is an incredible way to provide an appreciated amenity, all while receiving recognition through sponsorship promotion to our 2.3 million annual visitors to the park. This sponsorship is available as a cash sponsorship, a cash + in-kind sponsorship, or an in-kind sponsorship, dependent upon amenity and value of item(s).

Sponsorship Benefits include:

- Facility signage opportunities, including, but not limited to “real estate” signage at sponsor’s area of activation with sponsor’s logo and “Sponsored by”
- Sponsor’s logo on website with live URL link
- Logo in rotation in Visitor Center or Campground Video boards.
- Ability to place brochure in VC or Campground
- Sponsor can state “Beautification Sponsor or Proud Sponsor of KHP”. Sponsor may not claim to be an “Official Sponsor” pursuant to KRS 45A.097 which prohibits such verbiage
- KHP to post a minimum of one (1) post on Facebook and Instagram.
- Up to 5 passes to KHP
- Sponsor can host educational opportunities for KHP employees and/or visitors at mutually agreeable times and places on KHP grounds.
- One-year term required, with 2 additional one-year renewal periods available
- Opportunity to include other benefits consistent with class of benefits listed above. Benefits included cannot be an “endorsement” and shall be subject to all other regulations as stated in KRS 45A.097.

Equipment Sponsorship: Maintenance & Landscaping



One-year term, with two additional one-year renewal options



With an estimated 200 annual events, 2.3 million visitors/equestrians, and 75 resident horses at the Kentucky Horse Park, a tremendous amount of products, services, and resources are used in maintaining the park and caring for the horses. By sponsoring equipment for the 1,200-acre working farm, attraction and competition venue, your organization has the opportunity to reach the masses and align with the nation's iconic equestrian venue. The Equipment Sponsorship provides important resources necessary to provide maintenance and landscaping resources for the work crew, all while supporting the Kentucky Horse Park with a highly visible sponsorship reaching the masses, including affluent equestrians with major purchase power.

Sponsorship Commitment:

- One-year term, with two additional one-year terms available for renewal
- Cash, In-Kind or Cash + In-Kind Opportunities available
- Mutually-agreed upon equipment
- Sponsor responsible for delivery to KHP and equipment maintenance during term of agreement

Sponsorship Benefits Include:

- Sponsor identification in sponsor references made by the Kentucky Horse Park
- Facility signage recognition as a sponsor
- Link on KHP website with live URL link
- Logo in rotation on digital signage at KHP entrance (does not include K3DE)
- Logo in rotation in Visitor Center video boards
- Brochure distribution in visitor center (optional, sponsor to provide)
- Two (2) social media posts (Facebook & Instagram)
- Tickets to KHP, up to 5 annually
- Ability to promote "sponsor of Kentucky Horse Park" (may not refer to as "official")
- Ability to include logo on products provided (if commercially available)
- Ability to purchase discounted meeting space 1x/ year at 25% off
- Ability to host educational opportunities on KHP grounds as mutually agreed upon
- Opportunity to include other benefits consistent with the class of benefits listed above



Barn Naming Rights: Barns A, B, I, J

Ten (10) year term, \$2,000,000



The highly anticipated new barns were complete and in use in August, 2024. In 2026, two more barns (A&B) will be added, and another two barns (I & J) in 2027. Constructed of steel frames and concrete, Barns A & B have 100, 10'x12' stalls in each barn, and Barns I & J have 84 each. Each barn includes restrooms, wash bays, shed row aisles, cross aisles, and a center aisle for ease of access, as well as muck pits located at the end of the barn. One sponsorship including naming rights for the four new barns (A, B, I, J) is available for a term of 10 years. These barns are undoubtedly be the most popular amongst competitors at the 200 events held annually at the Horse Park.

Sponsorship Commitment:

- 10-Year Term Available for Barn Naming Rights at a cost of \$2,000,000, due in full by contract start date.
- Includes an additional 5-year term at a cost of \$150,000/year.
- Includes Barns A, B, I, J

Naming Rights Benefits:

- Sponsor identification in sponsor references made by the Kentucky Horse Park
- Facility signage recognition as a sponsor, one sign at each end of barn, 4 barns, two signs each) to be provided by KHP

Naming Rights Benefits (cont.)

- Link on KHP website with live URL link
- Logo in rotation on digital signage at KHP entrance
- Logo in rotation on Visitor Center & Hall of Champions Screens
- Brochure distribution in visitor center (optional, sponsor to provide)
- Two (2) social media posts per year
- Ability to place a display at a mutually agreed upon location
- Tickets to KHP, up to 5 annually
- Ability to promote “sponsor of Kentucky Horse Park Barn __”
- Ability to include logo on products provided (if commercially available)
- Ability to purchase discounted meeting space 1x/ year at 25% off
- Ability to host educational opportunities on KHP grounds as mutually agreed upon
- Opportunity to include other benefits consistent with the class of benefits listed above



Covered Arena, Naming Rights

\$100,000, or \$75,000 + \$25,000 in-kind/year



The Covered Arena is the most versatile rental space at the Kentucky Horse Park. With its proximity to the event area, main parking lot, and tourist attractions, it is the most trafficked venue. In addition to equine events, the arena is home to trade shows like BreyerFest, Kentucky Three-Day Event, and Vintage Market Days. The Covered Arena is also equipped with a viewing lounge that can host VIPs during events or stand-alone meetings, receptions, and lectures.

Sponsorship Benefits include:

- Naming rights as _____ Covered Arena.
- Name/logo identification in all facility references made by the Kentucky Horse Park
- Exterior facility name and signage opportunities and branding on interior signage, sponsor to provide signage
- Directional signage within facility public vehicular areas
- Sponsor's Ability to state "Sponsor of Kentucky Horse Park Covered Arena"
- Sponsor's logo and URL on website
- Logo on digital signboard at entrance to KHP. Not valid during Kentucky Three-Day Event
- Dedicated 10'x10' display space in Covered Arena- provided by sponsor
- Ability to purchase meeting space at 25% discount up to one time per year
- Up to 15 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities as agreed upon
- Five-year term required

Horse Supplies



Fee and in-kind ranges based upon product
One-year term, with two additional one-year renewal options



With an estimated 75 resident horses at the Kentucky Horse Park, a tremendous amount of products, services, and resources are used in maintaining the horse's excellent care. An estimated 30-35 individuals are responsible for the horse's care including grooming, feeding, nurturing, and working with the horses all year long. The horses are the stars of the Kentucky Horse Park experience, including inhabiting the 1,200-acre working farm, and providing demonstrations for the enjoyment of the estimated 2.3 million visitors/competitors annually. The Horse Supplies Sponsorship(s) provide important resources necessary to provide excellent care for the horses and important resources for the Equine Team, all while supporting the Kentucky Horse Park experience for all to enjoy.

Examples of Sponsorship Include:

- Feed (of all varieties for different breeds) **SOLD**
- Hay **SOLD**
- Waterers
- Supplements **SOLD**
- Wellness Products
- Tack
- Bedding **SOLD**
- Stall Mats
- Stable Supplies
- Saddles **SOLD**
- Riding Boots
- Helmets **SOLD**
- Grooming Products **SOLD**

Benefits provided vary based upon sponsorship, and may include:

- Sponsor recognition at Kentucky Horse Park
- Facility signage opportunities
- Link on KHP website with live URL link
- Logo in rotation on digital signage
- Brochure distribution
- Social media post
- Tickets to KHP
- Ability to promote "sponsor of Kentucky Horse Park"
- Ability to include logo on products provided (if commercially available)
- Ability to purchase discounted meeting space
- Ability to host educational opportunities on KHP grounds as mutually agreed upon
- Opportunity to include other benefits consistent with the class of benefits listed above

Dog Treat Sponsorship



\$5,000/year + \$5,000 in-kind product/year
One-year term, with two additional one-year renewal options



Everyone knows horse ownership and dog ownership is synonymous. With this sponsorship, your company will provide dog treats for those entering the Horse Park visitor, as an incredible way of showing hospitality and appreciation to our four-legged companions, as their humans enjoy the horses. The Dog Treat Sponsorship is available for a one-year term, with two, one-year renewal options. Available for a cash fee of \$5,000 per year, plus \$5,000 in in-kind product per year.

Benefits of sponsorship include:

- Sponsor identification in sponsor references made by the Kentucky Horse Park
- Facility signage opportunities including recognition as sponsor of the Dog Treats
- Link on KHP website with logo link
- Logo in rotation on digital signboard at entrance (does not include Kentucky Three-Day Event)
- Sponsor's logo in rotation on video boards at the Visitor Center
- Brochure distribution in the visitor center, provided by sponsor.
- Social media post, two annually on Facebook and Instagram
- Up to 5 passes annually to KHP
- Ability to promote "sponsor of Kentucky Horse Park Dog Treats"
- Ability to purchase discounted meeting space at 25% off, one time annually
- Ability to host educational opportunities on KHP grounds as mutually agreed upon
- Opportunity to include other benefits consistent with the class of benefits listed above

SOLD

Mounted Police Sponsorship

Two Year Term, with Two, Two-Year Renewable Options



With an estimated 2.3 million visitors/competitors annually, the Kentucky Horse Park boasts 200 events a year at North America's most iconic equestrian venue, competition facility, event venue and campground. By sponsoring the Mounted Police, your company shows support of one of the top Mounted Police programs in the country. Sponsor will receive visibility throughout the park 365 days a year, 24/7 to the park's visitors/equestrians. The following are available sponsorship opportunities associated with the Mounted Police, sold on a first-come, first-served basis.

Available Sponsorships/Annual Fee

- Horse/Police Trading Cards- \$10,000
- Quarterly Coloring Contest- \$5,000 + \$5,000 in-kind/year
- Mounted Police Paddock (includes one signboard)- \$5,000/year
- Mounted Police Jr. Badges- \$10,000
- Kids Jumps with Police Theme **SOLD** \$10,000
- Mounted Police Safety Tips (6 marker signs)- \$7,500
- Mounted Police Barn- \$25,000 + \$5,000 in-kind/year
- Mounted Police Photo Opportunity- \$5,000 + \$2,500 in-kind/year **SOLD**

Sponsorship Benefits Include:

- Sponsor identification in sponsor references made by the Kentucky Horse Park
- Facility signage recognition as a sponsor
- Link on KHP website with live URL link
- Logo in rotation on digital signage at KHP entrance (does not include K3DE)
- Logo in rotation in Visitor Center video boards
- Brochure distribution in visitor center (optional, sponsor to provide)
- Minimum of one social media post/year, Facebook and Instagram
- Tickets to KHP, up to 5 annually
- Ability to promote "sponsor of Kentucky Horse Park Mounted Police"
- Ability to purchase discounted meeting space 1x/ year at 25% off
- Ability to host educational opportunities on KHP grounds as mutually agreed upon
- Opportunity to include other benefits consistent with the class of benefits listed above



Park Benches & Picnic Tables Sponsor

Fee based upon Quantity and Item



Seating at the park is a much-needed amenity for our rapidly growing audience of park visitors/equestrians. Located throughout the park, seating areas will be provided to those in need of a rest as they enjoy the beautiful 1,200 acre grounds of the iconic Kentucky Horse Park. This sponsorship is an incredible way to provide an appreciated amenity, all while receiving recognition on each item provided. Options include:

- 3 Park Benches, \$5,000 or 3 Picnic Tables, \$7,500
- 6 Park Benches, \$9,000 or 6 Picnic Tables, \$14,000
- 10 Park Benches, \$14,000 or 10 Picnic Tables, \$22,000

Sponsorship Benefits include:

- Sponsor identification in sponsor references made by Kentucky Horse Park as Park Bench/Picnic Table Sponsor
 - Sponsor's logo on website with live URL link
 - KHP to post a minimum of one (1) post to collectively thank all Park Bench/Picnic Table sponsors on Facebook and Instagram.
 - Placard with sponsor's name/logo affixed to park bench/picnic table for duration of sponsorship.
 - Up to 2 passes per year
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Bench/Picnic Table", sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
 - Opportunity to include other benefits consistent with the class of benefits listed above. Benefits cannot be an "endorsement" and shall be subject to all other regulations as stated in KRS 45A.097.
 - Two-year term required, with an additional two, two-year renewal periods available

Employee Apparel & Accessories

One year term with 2 one-year renewal options



With an estimated 100 full-time employees, the Kentucky Horse Park seeks to align with apparel/footwear companies interested in outfitting the staff with logo-embellished gear for huge visibility to the estimated 2.3 million annual visitors/equestrians. This sponsorship is a great opportunity to showcase equestrian soft goods on staff working in the spotlight on the 1,200 acre working farm and equestrian event venue at the Kentucky Horse Park.

Sponsorship includes providing specified apparel/footwear for the equine team including those in the Breeds Barn show, the Hall of Champions show, the Big Barn demonstrations, and the Education Barn team working with the youth programs at KHP. Also includes certain items for the Mounted Police unit and members of the events' team, seen widely throughout the expansive show grounds. And, our very important maintenance and grounds crew, responsible for our 1,200 beautiful bluegrass acres.

Cash or In-kind product, size/style/qty TBD.
Examples of products needed include:

- Jackets
- Bibs
- Work Pants
- Waterproof boots
- Hoodies
- Shirts
- Gloves
- Vests
- Coveralls

Benefits offered based upon level of investment.

Pavilion Sponsorships

\$15,000/year 2-year term required



Situated throughout the grounds of the Kentucky Horse Park, are several covered pavilions/shelters, widely used by visitors, competitors and spectators. These pavilions are a great amenity to provide shelter from the elements, and a place to rest, watch and relax while at the park. By sponsoring a pavilion, you will receive sponsorship branding and visibility, with gratitude from those who use these common spaces throughout the park.

Sold on first-come, first-served basis, with specific pavilion to be mutually agreed upon.

Sponsorship Benefits include:

- Sponsor identification in sponsor references made by the Kentucky Horse Park.
- Includes one sign on pavilion- “Sponsored by _____”
- Sponsor’s logo on website with live URL link
- Sponsor’s logo on digital signboard at entrance (excludes KY3DE, last weekend of April)
- Logo in rotation on video boards in Visitor Center
- Sponsor’s ability to state “Sponsor of Kentucky Horse Park Pavilion”, sponsor may not claim to be an “Official Sponsor” pursuant to KRS 45A.097 which prohibits such verbiage
- 25% discount on meeting space once/year
- Up to 5 passes per year
- One (1) social media post per year
- Opportunity to include other benefits consistent with class of benefits listed above.
- Two-year term required, with an additional two, two-year renewal periods available

Show Office, Sponsorship

\$50,000, or \$40,000 + \$10,000 in-kind/year



The Show Office is centrally located for equine competitions held at the Kentucky Horse Park. This office is widely used by organizers in the day-to-day operations of their event(s), serving as the hub for competitors, officials, volunteers, etc. Located adjacent to stabling and along Nina Bonnie Boulevard, the sponsor of the Show Office will receive tremendous visibility and exposure to all competitors.

Sponsorship Benefits include:

- Branding of the Show Office including:
 - Four (4) exterior signs (max. 4'x6')
 - Opportunity to place two (2) company informational signs in show office
- Ability for sponsor to place promotional literature in Show Office
- Sponsor's Ability to state "Sponsor of Kentucky Horse Park Show Office"
- Sponsor's logo and URL link on website
- 25% discount on meeting space once/year
- Logo on digital signboard at entrance to KHP. Not valid during Kentucky Three-Day Event
- Ability to host educational opportunities for employees/visitors as agreed upon
- Up to 10 passes per year
- Two (2) social media posts per year
- Other opportunities as agreed upon
- Two-year term required

SOLD

Visitor Center Map Sponsorship

\$7,500/year



*Sample of current map. A redesign will occur with sponsorship to incorporate a brochure-style map with back-panel for sponsor.

This four-color map is accessible online and distributed to all guests as they enter the Kentucky Horse Park through the Visitor Center. Used for navigation throughout the park, this handy resource includes major landmarks, information about key areas within the park, horse information, and schedule of events. The printed circulation of the map is 50,000.

Sponsor is responsible for providing camera-ready artwork for back panel by specified deadline.

Sponsorship Benefits include:

- Recognition as sponsor of map in facility references.
- 4'x9' artwork on back panel of map, 50,000 circulation
- Online digital version including sponsor's advertisement.
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Visitor Map", sponsor may not claim to be an "Official Sponsor" pursuant to KRS 45A.097 which prohibits such verbiage
- Opportunity to include other benefits consistent with the class of benefits listed above
- One-year term required, with an additional two, one-year terms renewal periods available



Campground Dog Park, Naming Rights

\$20,000 or \$15,000 + \$5,000 in-kind/year



The Kentucky Horse Park Campground has over 43,000 occupied nights with 260 spacious sites, at one of the state's top campgrounds. The campground offers many extras including a grocery store/gift shop, two bath houses, tennis, basketball, and volleyball courts, and a junior Olympic size pool. The Dog Park is located in a highly visible location, along the entrance/exit to the Campground. This fenced in area allows the dogs to play and socialize with other canines. Adjacent to the Kentucky Horse Park, the campground is often home to equestrian competitors, dog show participants, and many other recreational campers who enjoy the peaceful setting throughout the year.

Sponsorship Benefits include:

- Facility naming rights as the “_____ Dog Park”
- Name/logo references in official facility references
- Exterior and interior fence branding opportunities, signage provided by sponsor
- Directional signage within facility public vehicular areas
- Sponsor's Ability to state “Sponsor of Kentucky Horse Park Campground Dog Park”
- Sponsor's logo and URL on website
- Ability to purchase meeting space at 25% discount up to one time per year
- Ability to provide promotional literature for Campground Store
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 10 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities as agreed upon
- Two-year term required

Visitor Center Theatres (2 theaters included)

\$15,000/year, three-year term required



The Visitor Center is the main entrance to the attraction-side of the park, housing two theaters for visitor's enjoyment and education. One theatre boasts stadium-style seating, a projector room and a large screen, with seating for 120. This theater hosts not only a video about the Kentucky Horse Park, but also many lectures and events throughout the year, as it is outfitted with sound and presentation technology, including the hugely popular Equine Learning Series. The second theater has bench-style seating with a video about the history of the Kentucky Horse Park, running continuously during all hours the park is open. Seating for 150.

SOLD

Sponsorship Benefits include:

- Name/logo references in facility references
- Exterior and interior fence branding opportunities, signage on exterior of Visitor Center, and at entrance to each theatre.
- Ability to provide a :30 commercial to be aired in each theatre on the video loop.
- Sponsor's Ability to state "Sponsor of Kentucky Horse Park Theatres"
- Sponsor's logo and URL on website
- Logo in rotation on digital roundabout sign at entrance
- Ability to purchase meeting space at 25% discount up to one time per year
- Ability to provide promotional literature for Visitor Center
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 5 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities as agreed upon
- Three-year term required, with two additional 3-year options



Campground Pavilion

\$25,000 or \$20,000 + \$5,000 in-kind/year



The Kentucky Horse Park Campground Pavilion is situated in the epicenter of the Campground, in a high visibility location, particularly for all entering the Kentucky Horse Park. The Pavilion is used all year long for various special events and available for rental for private functions. The Pavilion is the singular meet-up shelter at the campground, making it a popular location for picnics, cookouts, and private events.

Sponsorship Benefits include:

- Name/logo references in official facility references
- Facility signage opportunities including recognition as sponsor of the Campground Pavilion. Sponsor to provide signage.
- Sponsor's ability to state "Sponsor of Kentucky Horse Park Campground Pavilion"
- Ability to have RV display for one week (7 days) per year. Dates, location and space to be mutually agreed upon.
- Sponsor's logo and URL on website
- Sponsor's logo in rotation on video boards in the KHP Visitor Center
- Ability to purchase meeting space 1x/year at 25% off space rate
- Ability to provide promotional literature for Campground Store
- Sponsor can occasionally host educational employees for KHP employees or visitors at mutually agreed upon times
- Up to 5 passes to KHP per year
- Two (2) social media posts per year
- Other opportunities consistent with the class of benefits listed above
- Two-year term required, with two, two additional two year renewals available

Upgrade Opportunity: KHP Light Pole Signage

\$7,500 - \$20,000



The Kentucky Horse Park and Campground have light poles throughout to illuminate pathways and roadways for the 2.3 million annual visitors/equestrians/campers. These poles are prominent locations to display advertising messages for sponsors to convey messages to the 2.3 million guests. Signage is available throughout the park and the campground, and each sign is double-sided 23" wide x 39" high, affixed to the poles with brackets.

Sponsor is responsible for supplying vinyl banners to specification, and KHP will make one installation per year of agreement.

This upgrade opportunity is available with any sponsorship to enhance visibility.

- 5 Banners- \$7,500/year
- 10 Banners- \$12,500/year
- 20 Banners- \$20,000/year

Signage on designated light poles, double sided vinyl to specification 23" wide x 39" high (signage at expense of sponsor)



The Kentucky Horse Park is a state-owned venue through the Commonwealth of Kentucky. All sponsorships are subject to KRS 45A.097. For more information about sponsoring with the Kentucky Horse Park, please review the information provided below.

Pursuant to KRS 45A.097, the Kentucky Horse Park hereby announces the availability of sponsorship and naming rights opportunities. A sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice. An entity that has a business or regulatory relationship with the agency, or whom may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the Commonwealth, or the sponsorship promotes economic development or tourism in the Commonwealth.



Visit: www.kyhorsepark.com/about-us/sponsors-sponsorships/ to view:

- Required Affidavit for Bidders, Offerors and Contractors
- Sponsorship Legal Statement
- State Statute 45A.097



KENTUCKY
HORSE PARK



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