



2020 DESERT CIRCUIT SPONSOR REPORT





Dear Sponsor,

Thank you so much for your generous support of our inaugural season at the Desert International Horse Park! We are incredibly appreciative of the enthusiasm and involvement of the entire equestrian community this past year. We received extremely positive feedback on our first-year efforts. As you are aware, this was a first step in a multi-year effort to make our facility, our hospitality, and our equestrian competition into a premier destination. We have committed to invest all of our sponsorship dollars and all of our profits more broadly back into DIHP for the next five years. As such, your role had a direct impact on the success of Desert Circuit.

Our equestrian competition attracted riders from all over North America and we saw an increase in participation across the entire nine-week event. In fact, Desert Circuit VI and VII were record breaking for number of entries. The show featured competition in as many as 12 show rings each day and highlighted riders of all levels, from beginners to Olympic-level. We featured two weeks of FEI competition which saw the highest participation ever for events on the West Coast. We introduced a number of exciting new events, such as Family Class, which created new excitement to each week. We dedicated a new ring to Equitation, which saw enthusiastic crowds each Friday to Sunday. We ran the biggest hunter derby program in North America, sponsored by Marshall & Sterling, with a total of eleven derby competitions. We will continue our focus on evolving the type and level of competition we offer to bring freshness to the ring for each of our many groups of competitors.

We would like to extend a special thank you to our Sunday Grand Prix Sponsors: Horseflight, Go Rentals, Boehringer Ingelheim, Eq International Real Estate, Adequan, Purina Animal Nutrition, and Horse Taxi. This year we spread our prize money more evenly across our circuit which created bigger grand prix competitions each week and was strongly endorsed by our leading jumper riders.



The top riders in the Grand Prix classes and rated hunter divisions were tracked on the Great American Insurance Leading Rider board throughout the season. The top 30 in the Grand Prix standings will compete in a special invitational Grand Prix later this season where the winner will receive a one-year lease on an STX Horse Van!

We are also very proud of our efforts to expand the media reach of DIHP through a broader social program and an industry-leading video program. We streamed all 12 of our competition rings every week, Wednesday to Sunday, and made clips available for constant viewing to all of our competitors and their trainers. We were able to work with US Equestrian to stream many of our competitions every single week during the circuit. We saw clip views over 20,000 per week on most weeks. We also introduced a new texting service which communicated to our community on a daily basis.

We will continue to invest in our strong platform for reaching the equestrian community, along with our unique equestrian competitions, to offer our sponsors the highest return for their efforts on our behalf.

Finally, we are perhaps most proud of the enthusiasm communicated to us by riders and trainers. We heard more people say they were "sad" to leave and "couldn't wait to return for next year."

So, thank you for your generosity and endorsement! We could not have done it without you. See you in the fall with our expanded schedule of 15 weeks of competition!

Best,

Steve Hankin, President and CEO

Chris Mayone, Vice President of Sponsorship

DIHP BY THE NUMBERS

Desert Circuit included record breaking participation from riders, sponsors, and vendors. We reached more exhibitors than ever through social media, email, video, and texting with over 120,000 clip views, 500,000 web visits, 7,600 account likes, and over 550 individual opt-ins to our texting service.



OVER **120,000**
LIVE STREAM
VIEWERS



OVER **7,600**
ACCOUNT
LIKES

500,000
WEBSITE VISITS



AS MANY AS
2,000 HORSES
COMPETING EACH WEEK

NEARLY A **10%**
INCREASE IN
ENTRIES FROM 2019



2019/2020 SPONSORS & PARTNERS

PLATINUM

GO RENTALS • HORSEFLIGHT • PURINA ANIMAL NUTRITION • STEPHEX GROUP •
VALENCIA SPORT SADDLERY

GOLD

ANTARES SELLIER • ADEQUAN • AIG • ALU JUMPS • AON • ARIAT • BOEHRINGER
INGELHEIM • CWD SELLIER • EQ INTERNATIONAL REAL ESTATE • EQUSTECH
• FARMVET • GREAT AMERICAN INSURANCE GROUP • HORSETAXI • KAVAL •
MARSHALL & STERLING INSURANCE • SHAKLEE • SMARTPAK

SILVER

ADEPTUS ANIMAL NUTRITION • ANDALUSIA COUNTRY CLUB • BUTET SELLIER •
ANIMO • CASA LUIGI • DESERT FLIGHT • DEVER • DEVOUCOUX • EQUIFIT •
EQUITHRIVE • GREEN IS THE NEW BLUE • KASK • OSPHOS • PARLANTI • PERFECT
PRODUCTS • PLATINUM PERFORMANCE • PYRANHA • STAL HENDRIX • STUBBEN
• TERRA NOVA TRAINING CENTER • TUCCI • RUN AMOK HORSE TRANSPORTATION
• VDL STUD • VITA FLEX • VOLTAIRE DESIGN

BRONZE

BACK ON TRACK • BELLE VODKA • CALLIDAE • CAROLINA ARENA EQUIPMENT •
COUNTY SADDLERY • EL PASEO JEWELRY • DEPAOLO EQUINE CONCEPTS • DOVER
SADDLERY • EQUINE AMERICA MAGAZINE • EQU BOUTIQUE • EQUESTRIAN
CONNECT • FREE X REIN • FRANTISI • G2 • HAYUTIN & ASSOCIATES • HODGES
BADGE COMPANY, INC. • LA QUINTA RESORT • LAVENDER EIGHT • MASTERMIND
• MEYER SELLES • PARMA COMPANY • PEPSI • PROFESSIONAL MAINTENANCE
SYSTEMS • REINED IN • R.J. CLASSICS • ROSS AVIATION • STRUCK APPAREL • TOP
JOCK TACK BOXES

STABLES

ALERON • BALMORAL • BRIDGEPORT FARMS • BROOKWAY STABLES • BURGUNDY
FARMS • CHARLEBOIS FARM • CITRUS HILL FARMS • ELVENSTAR • EQUINE TRADING
COMPANY INC. • FAR WEST FARMS • ILAN FERDER STABLES • IVY GATE FARM •
KARDEL GLOBAL SOURCED • MAKOTO FARM • MORNING STAR SPORT HORSES •
OZ INC. • ROUND MEADOW FARM • SEAHORSE RIDING CLUB • SAN MARCOS
TRAINING • SUSAN HUTCHISON STABLES INC. • THUMBS UP FARM • WOODGROVE
FARM • WHITETHORNE • WINDY HILL EQUESTRIAN

HIGHLIGHTING TALENT AT ALL LEVELS

3' EQUITATION CHALLENGE



Paige Walkenbach and Radcliffe emerged victorious in our 3' Equitation Challenge, sponsored by Dover Saddlery.

CHILD/ADULT HUNTER DERBY 2'/2'3"



Annita Geng and Elementary took home Champion in her first derby: the Child/Adult Hunter Derby 2'/2'3".

\$2,000 PRO/AM CHALLENGE



Nicole Wilson, Marisa Metzger, and Centerfold K came out on top in the \$2,000 Pro/Am Low Hunter Challenge, sponsored by El Paseo Jewelers.

CHILD/ADULT HUNTER DERBY 2'6"/2'9"



Audrey Daucher and Prophecy took home Champion in the Child/Adult Hunter Derby 2'6"/2'9", sponsored by Boehringer Ingelheim.

FAMILY CLASS



The Looker Family topped the competition in the Family Class, which allowed families to team up and ride abreast at the walk, trot, and canter.

\$1,500 USHJA PONY HUNTER DERBY



Shiloh Roseboom and Heavenly Patch of Blue take top honors in the \$1,500 USHJA Pony Hunter Derby, sponsored by AIG.

THE INTRODUCTION OF A TIERED FEI STRUCTURE

Desert Circuit welcomed a new tiered structure to Weeks V and VI for our FEI CSI3* classes. The tiers were organized into tours: the Ruby Tour (1.35m - 1.40m), the Sapphire Tour (1.40m - 1.45m), and the Diamond Tour (1.45m - 1.55m). Each tour included three classes for a total of **nine** FEI classes each week.



Jeff Campf and Tender Star shined in the \$10,000 Ruby Tour Classic, sponsored by Alu Jumps USA, during Week V.



Delaney Batter and Evolinus emerged victorious in Week V's \$25,000 Sapphire Tour Classic, sponsored by Free x Rein.



Ali Ramsay and Casino cashed out in the \$100,000 Diamond Tour Grand Prix sponsored by Adequan, to conclude Week V's FEI classes.



Rich Fellers and Mojo prevailed in Week VI's \$10,000 Ruby Tour Classic, sponsored by Platinum Performance.



Karl Cook and E'Special P.S. led the victory gallop in Week VI's \$25,000 Sapphire Tour Classic, sponsored by Voltaire.



Keri Potter aboard Jiminy Cricket came out on top in Week VI's \$150,000 Diamond Tour Grand Prix, presented by Purina Animal Nutrition.

WHAT PEOPLE ARE SAYING

"Love seeing this in my industry!! A step in the right direction." - **Sedona Prietto**

"Always best for safety and well being of the horses and competitors! Best winter circuit hands down from hospitality to improvements to the staff and cleanliness around the horse park Desert International Horse Park is the real deal!" - **Jake Evans**

"Thank you Steven Hankin and team for putting on the most amazing horse show! What a time it has been." - **Halie Robinson**

"I have so enjoyed your park and watching all the amazing riders and horses! Top notch facility and wonderful community!" - **Terri DiMartino**

"We had a fantastic week last week, thank you for everything! We were all super impressed with your management. Thank you!!!" - **Megan Gore**

"Amazing show!!! Looking forward to getting back in the fall." - **Jennifer Wright Burke**

"The property looks great. Congratulations on a job well done and a great circuit...until next year!" - **E.J. Harrison**

"Thank you team Desert Horse Park for raising the bar and caring for horses, trainers, and owners! We feel so lucky to have you here in the desert!" - **Laurie Strang Cunningham**

"Congratulations to the new owners of the Desert International Horse Park (previously HITS) with a special shout-out to Chris Mayone. We are honored to be your partner." - **Go Rentals**

WHAT PEOPLE ARE SAYING

“Thank you for the new shaded area at the Grand Prix arena....LONG over due!!” - **Becky Cordray Barabe**

“Great show. We were sad to leave! Thanks Christina and partners, show manager, office staff and workers Place was immaculate! Office was welcoming and efficient. Pretty new ribbons, top quality cooler too!! No complaints.” - **Hillary Thomas**

“I love my prizes I was able to get.” - **Marnye Langer**

“Wow all the improvements have been incredible!!” - **Nick Byassee**

“You are treating the grooms like Kings and they deserve it. Thank you for recognizing their hard work and dedication with so many thoughtful touches and treats.” - **Kristi Koester-Zimbelman**

“You guys are doing a great job!” - **Jorge Hidalgo Duran**

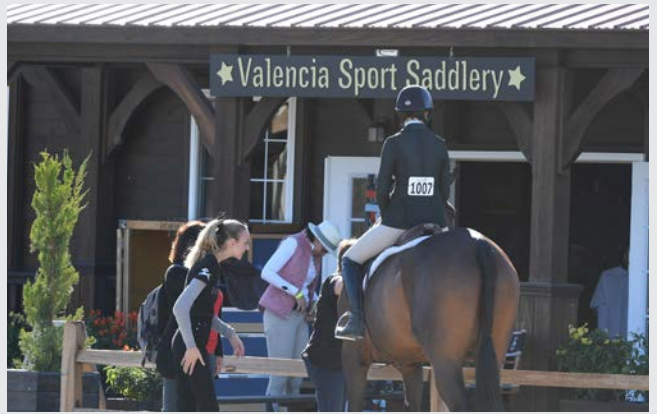
“Love all the improvements!!” - **Mark Purcell**

“The Horse show grounds are beautiful! You did a spectacular job cleaning it up. Making horse & rider oriented upgrades. The whole vibe is one of friendliness, inclusiveness & sustainability.” - **Kathy Weiss**

“The right Horse people making decisions that affect horses and exhibitors in a positive way. Good job!!!” - **Troy Linback**

“Love these jumps!! So exciting.” - **Kristin Lee**

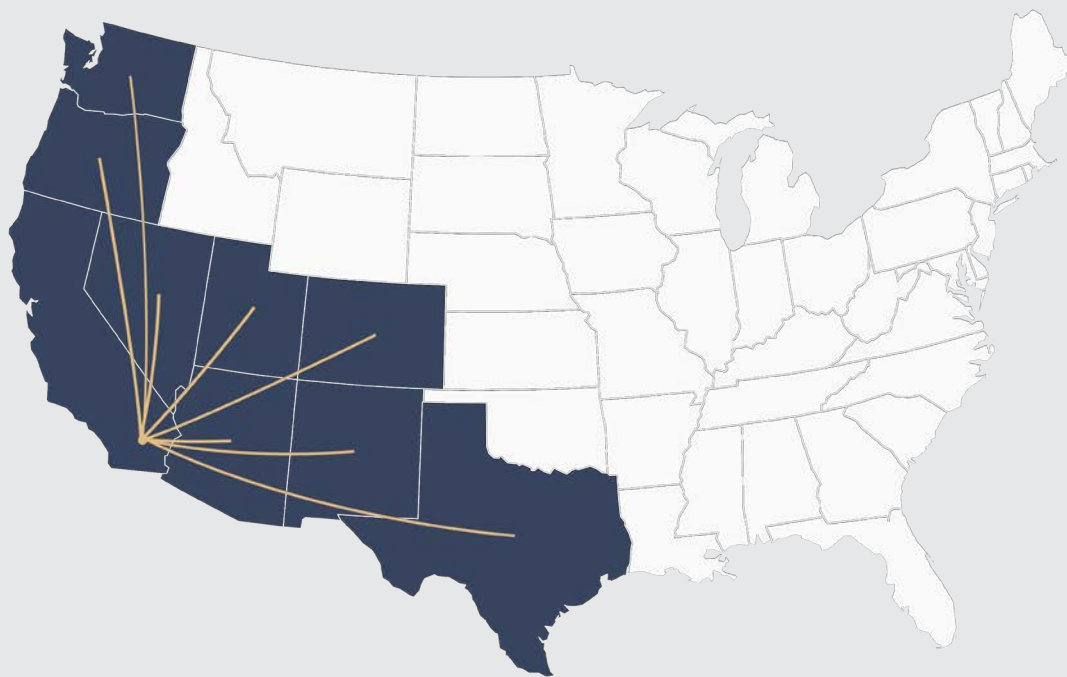
“I’m so impressed with the new ownership and the wonderful changes that have occurred. Thank you for everything!” - **Leah Lively**





WHERE THE BEST COME TO COMPETE

Desert Circuit is the second largest horse show circuit in the United States with more than 2,000 horses competing each week throughout the eight weeks of competition. The states that represent the most competitors are California, Washington, Oregon, Nevada, Colorado, Utah, Texas, Arizona and New Mexico. In addition, Desert Circuit draws many owners, riders and trainers from all over the world with a large group of clients coming from Canada and Mexico.



NEARLY 10% INCREASE IN ENTRIES FROM 2019

8 WEEKS OF COMPETITION

A PEAK OF OVER 2,500 STALLS IN A SINGLE WEEK

\$3 MILLION IN PRIZE MONEY

AS MANY AS 2,000 HORSES COMPETING EACH WEEK

ADVERTISING AND PROMOTION

The Desert International Horse Park executes an extensive nationwide advertising campaign through equine media outlets with a large reach. Some ads appear courtesy of our sponsors with whom we have trade relationships, and other ads are part of a paid advertising campaign. In addition, Desert International Horse Park ran extensive television advertising in the Coachella Valley which dramatically increased the number of spectators attending the Grand Prix events.

PRINT & WEB

PUBLICATION

Elite Equestrian	10,000
Riding Magazine	24,000
Sidelines	20,000
Chronicle of the Horse	22,000
The Plaid Horse	10,000
Horse & Style	10,000
THE Equestrian Catalog	15,000
EQUINE America Magazine	5,000

CIRCULATION

TELEVISION

STATION

CBS-2 Local

OUTREACH

78,876

Thermal
IT'S OKAY, WE CALL IT THAT TOO.

COME SEE WHY THE WEST COAST IS THE BEST COAST
#seeyouinthedesert

NATIONAL SUNSHINE SERIES 2019
USEEF PREMIER & FEI CS13*

NSS I Oct 30 - Nov 3 FEI CS13* NSS II November 6-10 FEI CS13*-W

DESERT CIRCUIT 2020
USEEF PREMIER

DC I January 14-19 DC V February 18-23 FEI CS13**
DC II January 21-26 DC VI Feb 25 - Mar 1 FEI CS13**
DC III Jan 28 - Feb 2 DC VII March 3-8
DC IV February 4-9 DC VIII March 10-15 WCHR

* RATINGS PENDING FINAL APPROVAL

DESERT INTERNATIONAL HORSE PARK APEX EQUISPORT

FACEBOOK.COM/DESERTHORSESPARK
TWITTER.COM/DESERTHORSESPARK
INSTAGRAM.COM/DESERTHORSESPARK
WWW.DESERTHORSESPARK.COM

DESERT INTERNATIONAL HORSE PARK

COME JOIN THE FUN AT THE DESERT INTERNATIONAL HORSE PARK, LOCATED IN THERMAL, CA.

COMPETITION INCLUDES OLYMPIC LEVEL SHOW JUMPING.

JANUARY 14 - MARCH 15

FEATURED COMPETITION EVERY SUNDAY AT 2 PM IN THE GRAND PRIX ARENA

CIRCUIT FINALE MARCH 15 - \$250,000 INVITATIONAL GRAND PRIX

AN AFTERNOON OF FAMILY FUN INCLUDING NEW SHADED SEATING AREAS, SHOPPING ON THE EXPANDED VENDOR AREA, AND YOUR FAVORITE REFRESHMENTS AT THE ON-SITE CANTINA.

FREE ADMISSION • FREE PARKING

A NEW TYPE OF *Horse Show* EXPERIENCE

DESERT CIRCUIT NATIONAL SUNSHINE SERIES DESERT DRESSAGE DESERT HOLIDAY

2020/2021 HORSE SHOW DATES

NATIONAL SUNSHINE SERIES 2020
USEEF PREMIER
NSS I Oct 28 - Nov 1 FEI CS13* NSS II November 4-8 FEI CS14*

DESERT DRESSAGE 2020
November 19-22
FEI CD13*/CD11*/CD14M/CD12S/CD17/CD11/CD14H/CD19/CD19H

DESERT HOLIDAY 2020
USEEF PREMIER
DH I Dec 3-6 DH II Dec 10-13 DH III Dec 17-20

DESERT CIRCUIT 2021
USEEF PREMIER
DC I Jan 19-24 DC II Jan 26-31 DC III Feb 2-7 DC IV Feb 9-14
DC V Feb 23-28 DC VI Mar 2-7 DC VII Mar 9-14 DC VIII Mar 16-21

EQUITATION SATURDAY 2021
February 20

AND MORE TO COME... STAY TUNED!

DESERT INTERNATIONAL HORSE PARK APEX EQUISPORT

FACEBOOK.COM/DESERTHORSESPARK
TWITTER.COM/DESERTHORSESPARK
INSTAGRAM.COM/DESERTHORSESPARK
WWW.DESERTHORSESPARK.COM

DIGITAL MEDIA

WEB & LIVESTREAM

The Desert International Horse Park website was an access point during the circuit for competition schedules, prize lists, forms, results, press releases, and live streaming. From September 2019 through March 2020, the website saw 500,000 page views and 65,000 unique users. Sponsorships are highlighted on the Sponsors and Partners page by sponsorship level. Each logo is hyperlinked with a click through link that seamlessly takes the exhibitor to the sponsor's website. Additionally, sponsors had the opportunity to have their commercials played during the daily live stream or have their logo cycled through the top right hand corner of the viewer dramatically increasing the number of impressions.

AVERAGE WEEKLY LIVESTREAM VIEWS

Week I: 15,579 views

Week II: 17,530 views

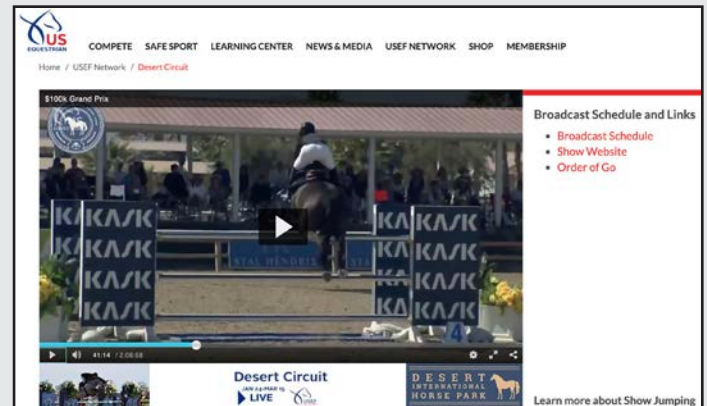
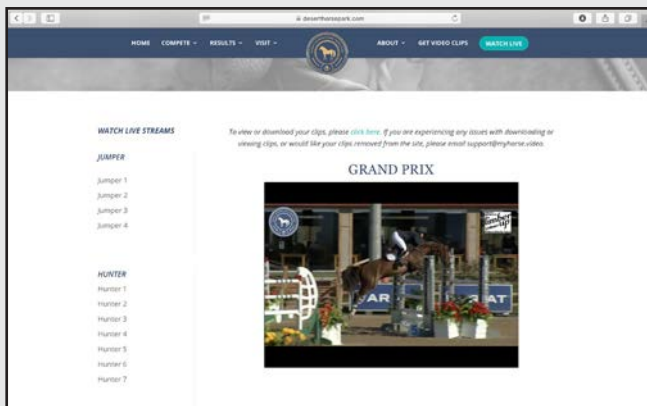
Week III: 17,963 views

Week IV: 13,460 views

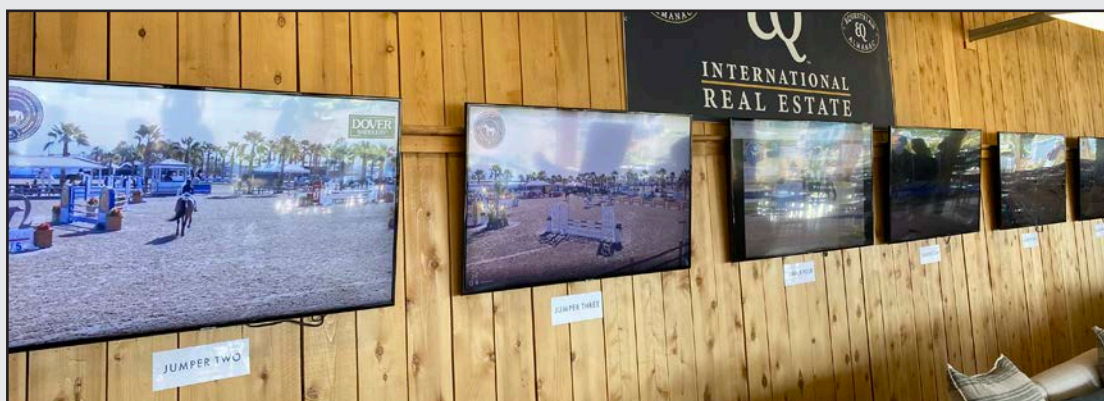
Week V: 16,420 views

Week VI: 18,896 views

Week VII: 20,540 views




Screenshots showing the livestream page on our website and on the USEF Network website. We partnered with USEF to increase exposure of our streamed Grand Prix, Hunter Derbies, and medals in the dedicated Equitation Arena (Jumper 3).




All twelve livestreams were displayed in the VIP area.


DIGITAL MEDIA

EMAIL






A WALDORF ASTORIA RESORT




Discover La Quinta Resort & Club, Waldorf Astoria's original desert hideaway located a short distance from Desert International Horse Park. This iconic resort boasts 41 climate-controlled pools, championship golf and tennis, renowned spa, boutique-style shopping, three distinct restaurants and more.

[Discover More](#)




Enjoy an upscale shopping experience at our shops on The Plaza with brands that include Polo Ralph Lauren, Trina Turk, Lilly Pulitzer and more. The Gift Shop features a wide array of La Quinta logo gifts, Talavera treasures, and souvenirs inspired by your stay.

[Learn More](#)




Catch up with friends over seasonal favorites at Twenty6, a modern American bistro. Looking to spice things up? Adobe Grill is home to authentic Mexican cuisine and the desert's most refreshing margaritas. Or treat yourself to one of the Coachella Valley's most acclaimed dining experiences, at Morgan's in the desert.

[Learn More](#)



Discover a luxurious escape at Spa La Quinta. Spoil yourself with a bevy of treatments that will melt away stress and relax your spirit. We highly recommend the La Quinta Resort Signature Massage.

[Learn More](#)



On-site partner, La Quinta Resort Vacation Rentals has a diverse portfolio of private residences ranging from one-bedroom condos to five-bedroom estate-style homes - all with access to resort amenities - including pools.


[Learn More](#)


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Our mailing address is:
Desert International Horse Park
85-555 Airport Boulevard
Thermal, CA 92274

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).







DISCOVER KAVAL

Online at kaval.com and outside the VIP at Desert International Horse Park this Weekend.

KAVAL - the international online shopping destination for riders and those who appreciate equestrian style - is coming to Desert International Horse Park this weekend. Between Friday March 7th and Sunday March 9th, stop by the grassy area outside the VIP and shop a selection of great brands including Equiline, Dada Sport, The Tailored Sportsman, MaKeBe, Lingua Franca, Ronner Design and much more. (Airbag jackets and vests from Helite and Dada Sport will also be available.) For those spectating or done with their rounds, drinks will be available from a nearby bar.

[SHOP NOW.](#)

[FOLLOW ON INSTAGRAM.](#)

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Our mailing address is:
Desert International Horse Park
85-555 Airport Boulevard
Thermal, CA 92274

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

DIGITAL MEDIA

PRIZE LIST

The Prize List is the most vital piece of information sent electronically to exhibitors prior to the start of the event. The publication contains crucial information such as class descriptions, entry forms, show schedules and order forms for feed and bedding. Advertising opportunities in the prize list are limited to sponsors.




Proud Sponsors of the
Desert International Horse Park

The proof is in the performance.
Your perfect performance starts here.

PERFECTPRODUCTS
877-324-8002 | PerfectProductsEQ.com

Perfect Prep EQ | GastroEase EQ | Lactalex | Perfequin | PerfectBlok | Joint Impact | Regen-x EQ | ProtEQtor



**LOOKING FOR A PLACE
TO LET YOUR HAIR DOWN?
JOIN THE CLUB.**

The perfect club is one that is long on luxury and short on pretense. One where the amenities are as inviting as the members you share them with. Such is the life at Andalusia, a place where gatherings are impromptu, come as you are and stay as late as you like. Which means that around here, there's never a dull moment, unless you want one.

New 6 Resale Residences \$1.1M to \$3M | Six Luxurious Model Homes Open Daily 9-5
La Quinta, California | 760.777.1000 | AndalusiaCC.com

ANDALUSIA
COUNTRY CLUB



KENT FARRINGTON PERFORMS ANIMO

DIGITAL MEDIA

SOCIAL MEDIA

In preparation for and during the circuit, The Desert International Horse Park utilizes its social media channels (Instagram and Facebook) to excite, notify, and educate exhibitors. In its inaugural year, the official Instagram account has over 5,000 followers and the official Facebook page has more than 2,850 followers. During the first seven weeks of Desert Circuit, the DIHP Instagram organically grew 94.43% in followers, had an average impressions of 77,000 per week, and an average reach of 3,435 per week. The DIHP Facebook page had an organic growth of 39.96% in followers, an average engagement of 14,479 per week, and an average reach of 9,590 per week!

FOLLOWERS

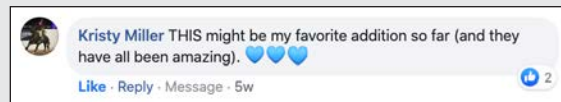
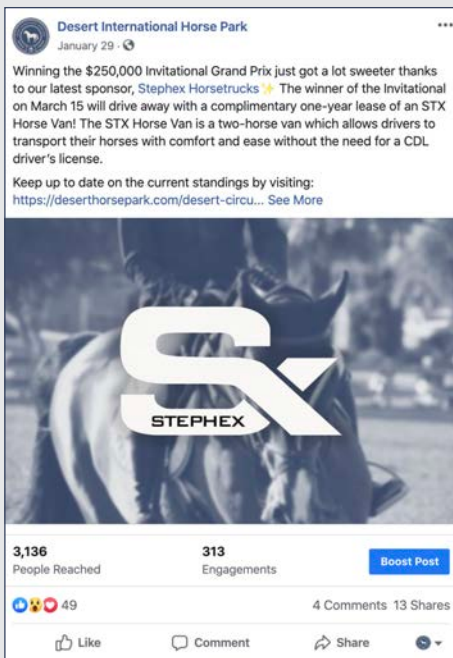
IG 94.43% growth
FB 39.96% growth

AVERAGE IMPRESSIONS

77,000/week
 14,479/week

AVERAGE REACH

3,435/week
 9,590/week



DIHP IN THE NEWS

Desert International Horse Park was featured in a variety of video and news outlets to highlight the events and classes that occurred during Desert Circuit. A few of the press releases' subjects and distribution dates are included below.



January 20, 2020 - Chronicle of the Horse
["Simplicity Done Well" Is The Theme Of USHJA Gold Star Clinic With Kirsten Coe](#)

January 26, 2020 - KESQ.com
[Riders showing support after The Desert International Horse Park changes management](#)

February 5, 2020 - KESQ.com
['Endo' the blind horse gets ready to perform at Desert International Horse Park](#)

February 5, 2020 - Chronicle of the Horse
[New West Coast CDIs Step Up](#)

February 14, 2020 - KESQ.com
[The Desert International Horse Park gears up for another four weeks of competition](#)

February 22, 2020 - KESQ.com
[Steve Hankin with Desert International Horse Park talks about an International competition](#)

February 28, 2020 - spring-reiter.de
[Heineking and Schwenker in the jump-off of the Diamond Tour Thermal](#)

February 28, 2020 - Chronicle of the Horse
[Behind The Photo: Cool Shades Bro](#)

March 9, 2020 - spring-reiter.de
[The Heineking-Schwenker pairing rocks the Grand Prix in Thermal](#)

March 10, 2020 - Chronicle of the Horse
[Behind The Stall Door With: Caillou 24](#)

VIP AND HOSPITALITY

We pride ourselves on offering a different horse show experience that begins from the moment exhibitors enter our park to the moment they leave. We have a greeter at the main entrance with coffee and complimentary goodies to welcome our exhibitors, carrots and treats at each ingate, and weekly exhibitor parties. Desert International Horse Park is also home to what is regarded by many as one of the best VIP Lounge's in the county. Our VIP area and EQ International Riders Lounge give sponsors a chance to entertain clients in style.



ON-SITE VISIBILITY

Desert International Horse Park offered a unique variety of ways to have on-site exposure. Amenities include arena and venue naming rights, custom jumps, signage in prominent locations, retail space, branded back numbers and mounting blocks, class and division sponsorship, and sponsored exhibitor receptions just to name a few!





THANK YOU

