

Desert International Horse Park

SPONSORSHIP REPORT

2024 - 2025 Season

Throughout our 2024-2025 Desert International Horse Park season, I often found myself pausing to take in the high caliber of equestrian sport that was happening right in front of me. Nearly six years ago, we set out to build an internationally recognized horse park that would welcome horses, athletes and guests to the West Coast and play an instrumental role in building the sport. However, if you would have said to me then that we would have the level of sport that we have here in Thermal, CA, now, I likely would not have believed it!

This year, we welcomed the return of the Longines FEI Jumping World Cup™ - Thermal, as well as two weeks of Major League Show Jumping. We saw record numbers of entries across our competition weeks and many new faces joined us from around the world. You will see much of this information reflected within this report.

Most importantly though, I believe we continued to grow in our efforts to be a "horses' horse park," a venue that puts the horses first and foremost and provides amenities that allow the Desert International Horse Park to be a place that horses and humans alike are happy to call home. That is what this report cannot capture: the special moments and memories for our exhibitors, the thrill of a Saturday night jump-off, the stalls filled with happy horses and the positive feedback and remarks from competitors, trainers and visitors. We are in fact, building a wonderful community, a phrase mentioned over and over to me the last several weeks of the season. People felt like part of a community and were going to miss it during the off-season.

So, as you review this report, I and all of our hard-working team at the Desert International Horse Park want to say THANK YOU! Running an ever-expanding winter circuit of this magnitude would not be possible without sponsors like you. Your sponsorship dollars go far beyond providing prize money and awards for our exhibitors. It is your support that allows us to welcome the world's best riders to a venue they want to return to again and again. It is because of you that many of our local visitors get to experience horses, perhaps for the first time, and it is because of your support that thousands of riders of all ages can create memories that will last a lifetime right here at the Desert International Horse Park.

Welcome to our community! I hope you are as proud to be a part of it as we are!

Thank you,



STEVE HANKIN
PRESIDENT & CEO

Thank you for being a part of our Desert International Horse Park family of sponsors!

We were honored to welcome many new sponsors to the horse park this year, adding to a collective group of top brands and organizations. We hope you have found, and continue to find, that the Desert International Horse Park offers a unique and powerful platform to reach a targeted, affluent and engaged audience within the equestrian world. As one of the largest and most prestigious competition venues in North America, DIHP has increasingly attracted elite athletes, passionate fans and industry professionals from across the globe.

With thousands of competitors and spectators attending each week of competition, you, our sponsors, benefit from sustained exposure through on-site signage, digital integrations, livestream placements, custom activations and much more. More than just visibility, a sponsorship at DIHP aligns your brand with our values of excellence and putting the horses and the customers first. We hope your sponsorship also begins to open doors to direct engagement with our equestrian demographic, known for strong brand loyalty and interest in luxury goods, automotive, travel, fashion, real estate and more.

Whether the goal is increasing brand awareness, launching a new product or building relationships within the equestrian community, partnering with the Desert International Horse Park offers a unique and meaningful return on investment.





A SPECIAL THANKS TO

DESERT INTERNATIONAL HORSE PARK

2024-2025 CORPORATE SPONSORS

PLATINUM SPONSORS

- BARNWALKERS • BRAINJUICE • BROWN ADVISORY
- C3RV • FARMVET • GO RENTALS • IDA DEVELOPMENT
- LONGINES • MARSHALL & STERLING • SPOTLIGHT 29 CASINO

GOLD SPONSORS

- ADEQUAN® • DEVER • FOBI • KUBOTA • LA QUINTA RESORT & CLUB
- PREMIER EQUESTRIAN • PRESTIGE ITALIA
- VISIT GREATER PALM SPRINGS

SILVER SPONSORS

- 818 TEQUILA • AERO • ALU JUMPS USA • ANTARÈS SELLIER • BUTET SAUMUR
- CHAMPION SHAVINGS • CORE SPECIALTY • CWD SELLIER • DOMINO
- HIGHVOLTAGE • GREAT AMERICAN INSURANCE GROUP • HERMÈS
- FABBRI • HORSEFLIGHT • IRENE NEUWIRTH • KASK • CITY OF LA QUINTA
- PERFECT PRODUCTS • PLATINUM PERFORMANCE • PRO SERIES EQUINE
- TAYLOR, HARRIS INSURANCE SERVICES • THE TACK BOX • YETI
- VALENCIA SPORT SADDLERY • VOGEL

BRONZE SPONSORS

- AMERICAN MEDICAL RESPONSE (AMR) • ANDALUSIA COUNTRY CLUB •
- BURRTEC • BUCHALTER LAW • CALLIDAE
- CAVALOR • DEVOUCOUX • EAST WEST EQUINE SPORTS MEDICINE • ENGEL &
- VÖLKERS PALM DESERT • EQUIFINA / P.W. GILLIBRAND • EQUIFIT
- EQUITEX • FREE RIDE EQUESTRIAN • FREEJUMP • G2 INSURANCE SERVICES
- INTERACTIVE MORTGAGE • PURINA • RIVIAN • RUNAMOK TRANSPORTATION
- SHOWMD • SOLEA EQUESTRIAN • SP RHODES • STAL HENDRIX • STAR RV RENTALS
- THE SURREY • ULLMAN GROUP • VELTRI SPORT • VOLTAIRE DESIGN

FRIENDS OF DIHP

- BARNSTYLE • KRISTI L. ZIMBELMAN • KICKAPOO PONIES •
- MONUMENT GLOBAL ESTATES • PS OF SWEDEN • RISK STRATEGIES

A SPECIAL THANKS TO

DESERT INTERNATIONAL HORSE PARK

2024-2025 BARN SPONSORS

BLUE RIBBON

ALORA SPORTHORSES • BALMORAL • BRIDGEPORT FARMS
• CHEROKEE SHOW HORSES • CIRCLE B • LEGACY HUNTERS & JUMPERS
• MEADOW GROVE FARM • MORNING STAR SPORTHORSES •
POMPONIO

RED RIBBON

ABBAY LANE FARM • OZ INC. • PETSCHENIG SHOW JUMPING LLC • PEGASUS
SHOW STABLE • SANDHAVEN FARM • SAN MARCOS TRAINING •
SEAHORSE RIDING CLUB

YELLOW RIBBON

BROOKWAY STABLES • ESTANCIA FARMS • FRONTIER FARM • GOODWIN •
IMAGINATION LANE • KINDRED HILL FARM • MK EQUESTRIAN • JOIE GATLIN
SHOW STABLES • OPUS SPORTHORSES • PARKSIDE STABLES • THUMBS UP FARM •
TRADEMARK STABLES • WINDY HILL EQUESTRIANS • WOODGROVE FARM

WHITE RIBBON

ERIN DUFFY • HIGHLAND FARM • MTN EQUESTRIAN • VINTAGE LANE



By The Numbers



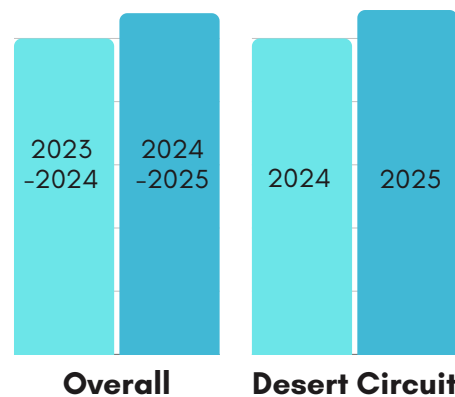
Record Entries

The 2024-2025 DIHP season saw a record number of entries as we welcomed new riders from across the globe. From short stirrup to CSI5*s, the caliber of competition has never been higher.

Horses Competing

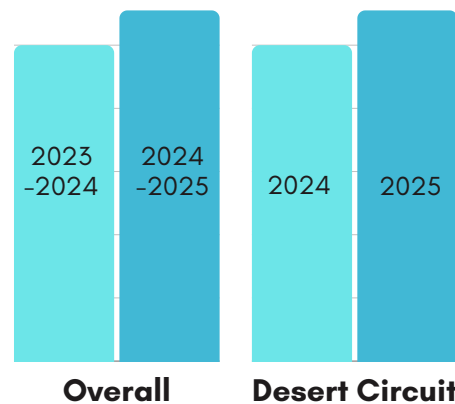
The overall number of horses competing during the 2024-2025 season

increased by 8% from 2023-2024. The 2025 Desert Circuit saw a **9% increase** from 2024.



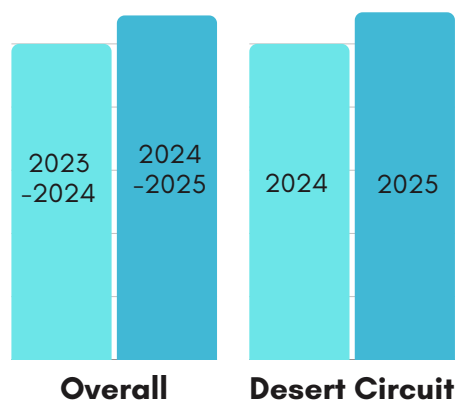
Stalls Utilized

The number of stalls utilized **increased by 11%** both during Desert Circuit and as whole throughout the 2024-2025 season.



Number of Trips Per Week

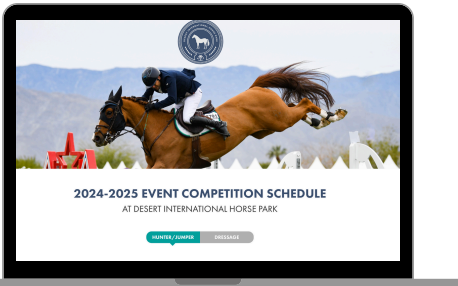
The number of rounds completed each week **increased by 9%** overall and by **10%** during Desert Circuit.





Website Traffic

14 million pageviews and 234,000 users between October 29, 2024 and March 16, 2025.



Average session time of 15 mins., 30 secs.

Email Marketing

From October 29, 2024 to March 16, 2025, 112 emails were sent to DIHP's approximately 20,000 email recipients.

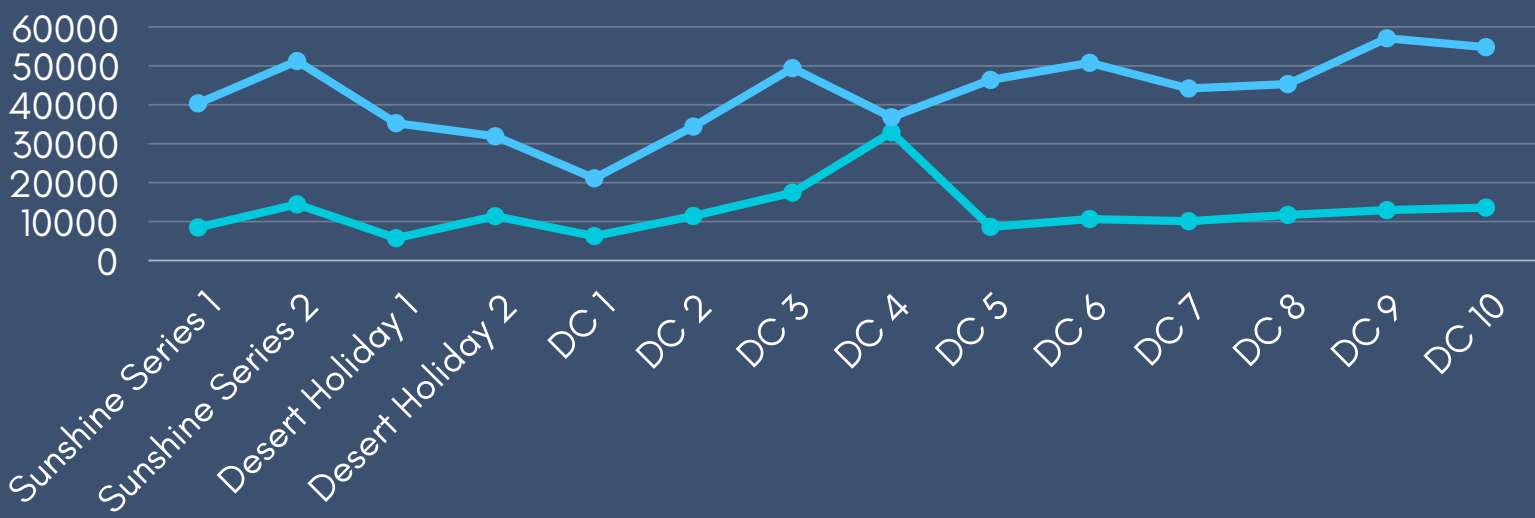
Open Rate*	Click-Through Rate*
40.21%	4.90%

* Constant Contact cites a national average email marketing open rate of 36.11% and an average clickthrough rate of 1.86%

Livestreaming & Video

Livestream Video Views

● ClipMyHorse / USEF Network ● ShowGroundsLive

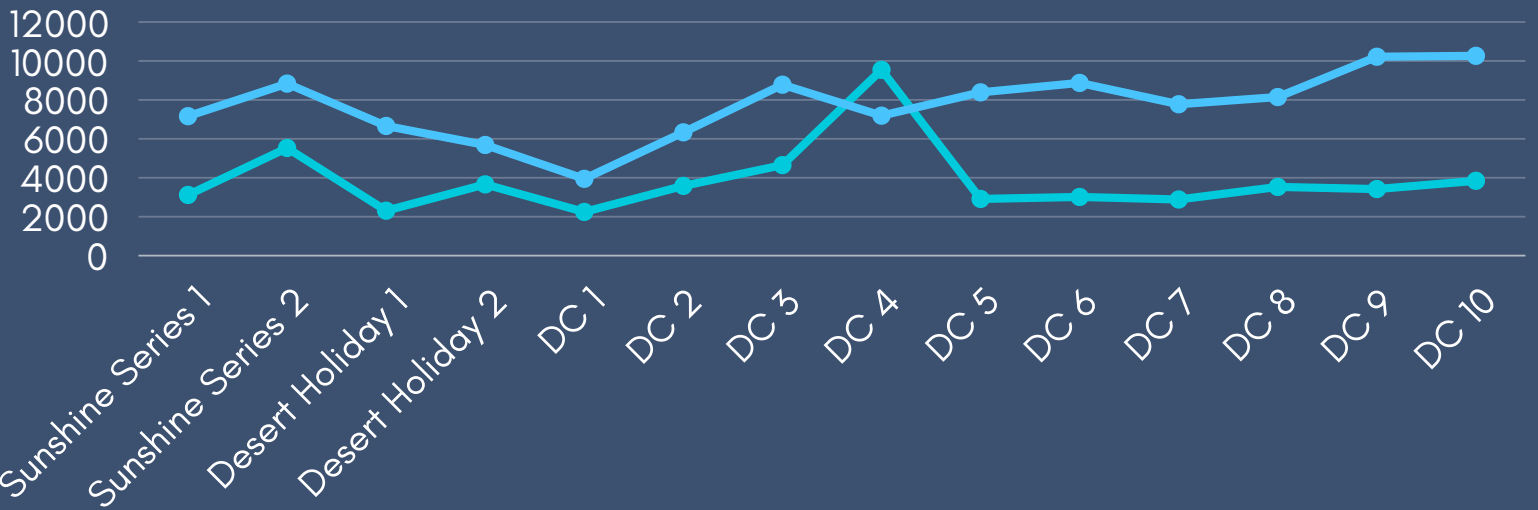


774,795

TOTAL VIEWS

Livestream Users

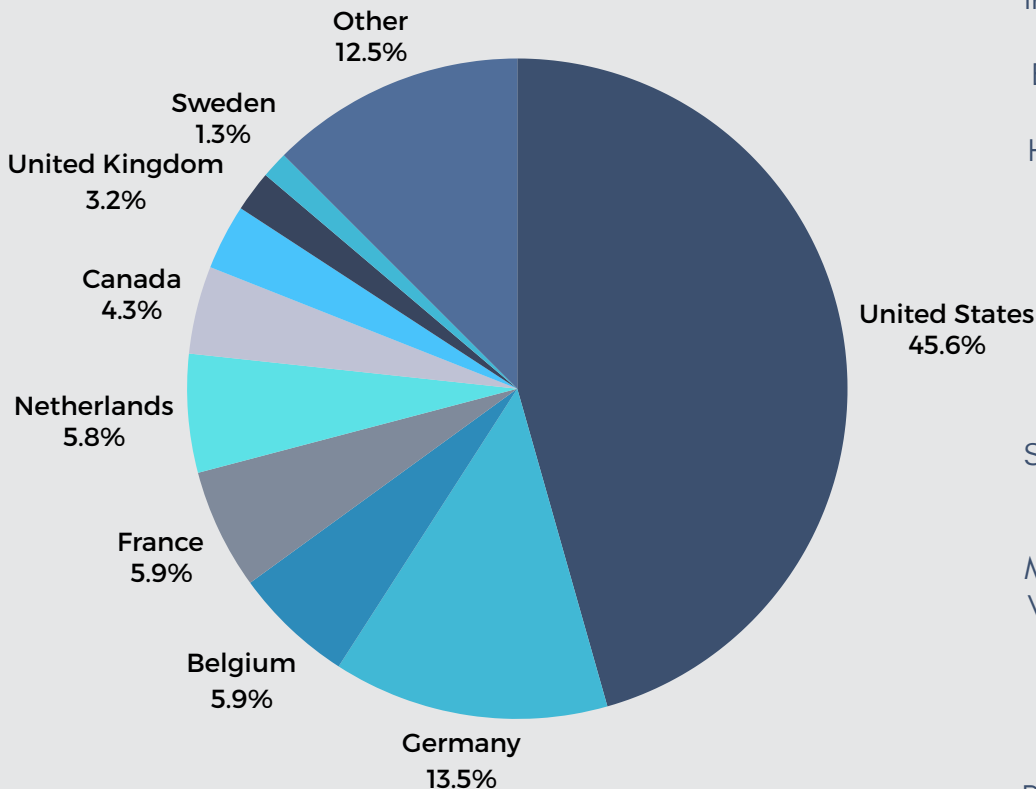
● ClipMyHorse / USEF Network ● ShowGroundsLive



11,605

AVERAGE WEEKLY UNIQUE USERS

This year, the DIHP livestream saw a greater global reach than ever before. During the 2025 Desert Circuit, the ClipMyHorse / USEF Network livestream received views from **86 countries**.



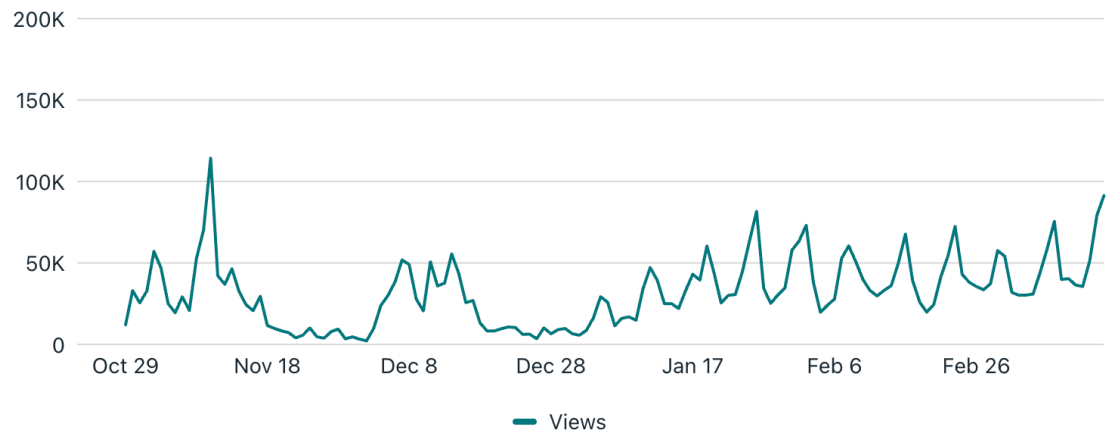
Included among the other countries are Denmark, Ireland, Austria, Spain, Italy, Brazil, New Zealand, Poland, Australia, Czechia, Portugal, Mexico, Finland, Hungary, Norway, Indonesia, Colombia, Argentina, Slovenia, United Arab Emirates, Chile, Croatia, Slovakia, Luxembourg, Greece, South Africa, Egypt, Japan, Costa Rica, India, Romania, Estonia, Turkey, Bulgaria, Russia, Hong Kong, Kuwait, Morocco, Tunisia, Israel, Panama, Saudi Arabia, Serbia, China, Dominican Republic, Iran, Latvia, Uruguay, Bahamas, Curaçao, Guatemala, Mauritius, Pakistan, Qatar, South Korea, Venezuela, Algeria, Bermuda, Ecuador, Honduras, Kenya, Lithuania, Monaco, Singapore, Thailand, Ukraine, Bolivia, Monaco, Antigua & Barbuda, Cyprus, Liechtenstein, Maldives, Oman, Palestine, Paraguay and the Philippines.

Social Media

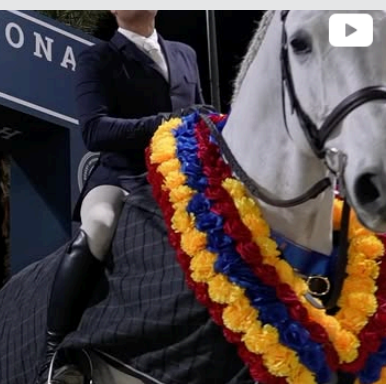
Instagram

Between October 29, 2024 - March 16, 2025, **459** posts and more than 300 stories were distributed on the DIHP Instagram. This resulted in **4.5 million** views, with **392,762** accounts reached.

During this time, the Instagram account gained **4,670** new followers, bringing the current follower count to **28,316**.



Top Instagram Content by Views



What an amazing and emotional win 🙌🏆...

Sat Mar 15, 9:35am

👁️ 40.1K ❤️ 2.7K
🗨️ 80 ➡️ 113



It was a night of top sport in Thermal 🌟 F...

Sun Feb 2, 2:06am

👁️ 37.5K ❤️ 919
🗨️ 1 ➡️ 5



Blue looks good on you @mrtankcook 🏆 Kar...

Sat Feb 1, 5:28pm

👁️ 36.7K ❤️ 1.4K
🗨️ 7 ➡️ 18



USET Foundation and US Equestrian (USE...

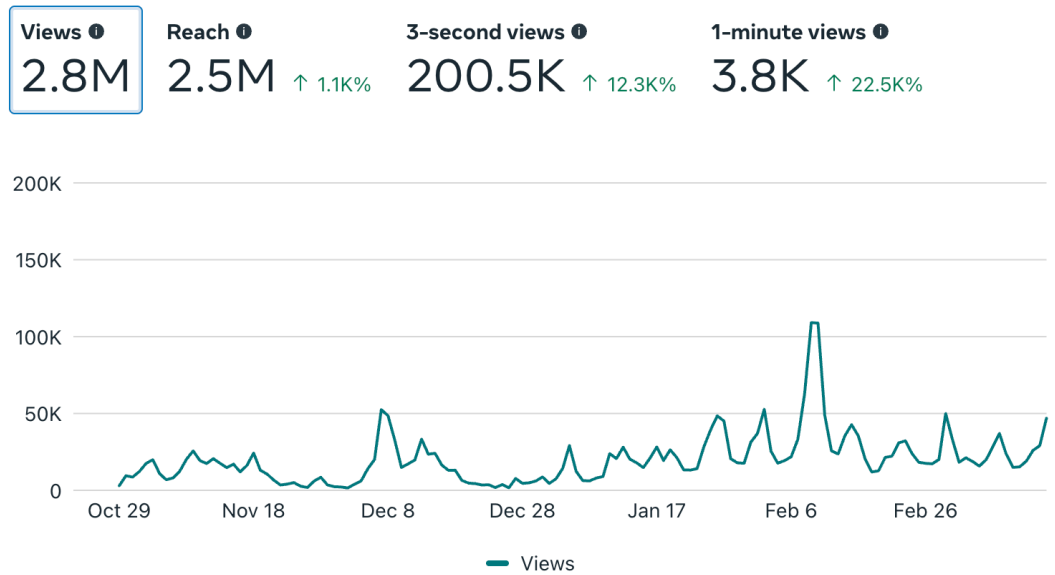
Mon Feb 3, 5:18pm

👁️ 25.6K ❤️ 847
🗨️ 2 ➡️ 16

Facebook

443 posts were published on the DIHP Facebook from October 29, 2024 - March 16, 2025, receiving **2.8 million** views and reaching **2.5 million** Facebook accounts.

To date, the DIHP Facebook page has **10,326** followers, including an increase of **1,837** followers during the 2024/2025 DIHP season.



Top Facebook Content by Views



We could watch these hunters all day 🤩🏇...

Fri Feb 7, 9:18pm

👁️ 298.7K ❤️ 4.1K
👍 655 ➡️ 116



There's something so beautiful about...

Sun Feb 9, 7:48pm

👁️ 27.6K ❤️ 342
👍 3 ➡️ 4



Let's hear it for the pros 🙌🙌 Skylar...

Sat Mar 1, 12:11am

👁️ 27.4K ❤️ 575
👍 86 ➡️ 13



The 2025 \$20,000 Groom's Class is in t...

Sat Mar 15, 6:53pm

👁️ 24.6K ❤️ 317
👍 38 ➡️ 9

YouTube

98 videos were uploaded to YouTube during the 2024/2025 DIHP season, resulting in **14,886** views.

