

# The Maryland Horse Trials at Loch Moy Farm

2026 Sponsorship & Marketing Guide

*20th Anniversary of The Maryland Horse Trials!*



[www.themarylandhorsetrials.com](http://www.themarylandhorsetrials.com)

# Loch Moy Farm

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Nestled in the hills of Adamstown, Maryland, The Highlands at Loch Moy Farm provides an idyllic setting and top of the line facilities for equestrian competitions and other community and sporting events.

Loch Moy Farm spans over 260 acres and borders the Monocacy River with panoramic views of Sugarloaf Mountain. Loch Moy is an easy 15-minute drive from Frederick, Maryland, and convenient to Washington, DC, Baltimore, MD, and Northern Virginia.

We proudly stand as one of Maryland's premier locations for equestrian competitions and activities.

In addition to the Maryland International CCI and HT and The Maryland Horse Trials II and III, Loch Moy Farm offers schooling horse trials, recognized and schooling dressage shows, XDerbies, clinics, schooling, and an array of other thrilling events!

We are excited to celebrate The Maryland Horse Trials 20<sup>th</sup> Anniversary in 2026!



## Loch Moy Farm By the Numbers

- 50+ year-round event days in the heart of US Eventing Association (USEA) Area II comprised of Maryland, Delaware, New Jersey, North Carolina, Pennsylvania, and Virginia
- 300+ volunteers annually, supported by a robust appreciation program
- 4728 volunteer hours logged as of Oct 7, 2025; top volunteer: 346 hours
- 5,500+ event entries each year
- 3 USEA/USEF Recognized Competitions:
  - **The Maryland International CCI and HT + Young Rider Championship** in June
  - **The Maryland Horse Trials II** in July
  - **The Maryland Horse Trials III** in October
- 6 **MDHT Highland Series Horse Trials** with Championship\*
- 3 **Bred to Event Classic** qualifiers and Championship\*
- 6 **USDF Recognized Dressage Shows**
- 5 **Twilight Eventing**\*
- 4 **XDerbies**\*
- 4 **Pick Your Time/Pick Your Test Dressage Shows and Blue Ribbon Show Jumping Rounds**\*
- 120 permanent stalls with sliding doors and open-air ceiling
- 4 large all-weather arenas with TRUTEX Footing
- 30 new cross country obstacles added in 2025
- 260+ acres with gallop track, trails, & indoor arena
- Clinics with elite clinicians: Lucinda Green, William Fox-Pitt, & Andrew Heffernan
- Year-round schooling: dressage, show jumping, & cross country
- Educational Seminars and Events

\*Unrecognized

# Loch Moy Farm Events

Loch Moy Farm is proud to host a dynamic lineup of equestrian competitions throughout the year, attracting thousands of riders, owners, and spectators from across the region. Our events provide exceptional opportunities for sponsor exposure in the heart of the Mid-Atlantic equestrian community.

Each June, Loch Moy Farm hosts its marquee event - the **Maryland International CCI & Horse Trials** - featuring FEI levels from CCI-S 1\* through 4\*, alongside national divisions from Training through Advanced. This prestigious event is a highlight of the competition calendar and includes the ticketed Highland Club and the 2026 Young Rider Championship, drawing top emerging talent and making it a prime marketing opportunity for sponsors targeting the next generation of elite riders.

The Farm hosts the USEA recognized **Maryland Horse Trials II** in July and the **Maryland Horse Trials III** in October. These two events offer national divisions from Starter through Intermediate, drawing over 350+ riders each weekend. These popular competitions offer wide exposure to an engaged equestrian audience.

The **MDHT Highland Series Horse Trials** is a series of six unrecognized horse trials, culminating in a Championship in November. Divisions from Lead Line through Preliminary are offered and each competition draws 300+ riders. Each event includes dressage, show jumping, and cross-country, with Championship qualification requirements ensuring high-caliber participation.

The **Bred to Event Classic** is a unique competition that celebrates the breeding of top-quality event horses, with special distinctions for Maryland Bred, Thoroughbred, and US Bred horses. The Championship gives breeders and owners a platform to showcase their vision, investment, and horsemanship.

In the sandbox, there are six **USDF Recognized Dressage Shows** plus the creative “**Pick Your Time, Pick Your Test**” **Dressage and Blue Ribbon Show Jump Rounds**, where riders schedule rides at their convenience. These popular schooling events offer a flexible, low stress show experience that appeals to a broad base of competitors.

Fun and relaxed, **Twilight Eventing** runs from Introductory through Modified divisions and is ideal for young horses or riders aiming to move up a level. Events are scheduled backward from dusk with multiple dressage rings set up. The events offer full horse trials, combined tests, and dressage only classes.

Held on all-weather TRUTEX footing, **XDerbies** are innovative competitions combining cross country obstacles (banks, water, ditches) and show jump elements from cross rails to Modified. There is a schooling session prior to each division.



# Sponsorship & Marketing

We partner with sponsors to elevate their impact with bespoke packages that align with their marketing objectives. These customized solutions connect with both on-site attendees and digital audiences, integrating assets across the entire event experience.

Together, we create campaigns set in an extraordinary venue — each infused with the unique charm that defines The Maryland Horse Trials and Loch Moy Farm. We look forward to customizing a package that meets your goals and maximizes the impact of your brand.

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Our fully customizable packages range from jump and event sponsorships to our top tier Blue Diamond, Ruby, Emerald, and Sapphire sponsorships. Opportunities target on site and online audiences by providing show-wide assets based on the needs of your business.

## Sponsorship Assets

### On-Site Opportunities

- Naming rights: events, series, divisions, and facilities (e.g., stabling, arenas, Vet Tent, warm-up)
- Hospitality: Competitors Deck (“Paddeck”), Highland Club & Tower, parties, volunteer lunches
- Branding: signage, banners, PA announcements, rider pinnies, packet inserts
- Course integration: cross-country start/finish, jump naming, Course Walks
- Product placement, brand activations, and promotions
- Awards: Best Turned-Out Horse & Rider, Groom’s Award, presentations
- Custom-built show jumps and cross-country fences
- Advertising: print and digital programs

### Digital Exposure

- Social media campaigns
- Cross Country App coverage (63,000+ subscribers)
- E-newsletter (9K+ subscribers)
- Website logo placement and links
- Event press releases on Maryland Horse Trials website
- Partnerships with online and print publications

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### New in 2026! Cross Country Jump Sponsorship

- Sponsor branded 18"x24" double-sided cross country jump sign
- One (1) Banner placement \*Banner provided by sponsor
- Sponsor listing in the print and digital Maryland International CCI and HT Program
- Sponsor logo on CCApp cross country course coverage

# Friend of Loch Moy

## Become a Friend of Loch Moy Farm

**Support that fits your budget. Impact that lasts.**

Loch Moy Farm is proud to offer our Friend of Loch Moy sponsorship - an accessible and meaningful way to support one of Maryland's premier equestrian venues. Whether you're a local business, a passionate rider, or simply someone who believes in the power of community, this sponsorship is designed to work with any budget while making a real difference.

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This is a perfect opportunity to "dip your hoof in" and show your support — no matter the size of your gift. Every Friend of Loch Moy plays a vital role in keeping our facility thriving and our events unforgettable.

Ready to make an impact? Let's talk about how your sponsorship can help shape the future of Loch Moy Farm.

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Contact Shannon Habenicht, Director of Marketing & Sponsorships, at [sponsorship@lochmoyfarm.com](mailto:sponsorship@lochmoyfarm.com) or 704.779.6502 to explore our 2026 opportunities!



# Maryland International Equestrian Foundation

The Maryland International Equestrian Foundation (MIEF) is a 501c3 charitable organization dedicated to supporting equestrian sport from grass roots to FEI level. Programs include the US/International Travel Grants and FEI Dedicated Rider Scholarships, as well as MIEF JR. Rider and MIEF Adult Amateur Rider Scholarships.

Your contribution helps the Foundation provide funding for the development of dedicated riders of every age from diverse backgrounds to compete at the top levels of our sport.

MIEF works directly with Loch Moy Farm to provide our sponsors and partners the highest quality marketing options and return on investment through high level sponsorship options.



2025 Scholarship Recipient: Mia Valdez & Perfect Storm



## MIEF Board of Directors:

Carolyn Mackintosh

Bill Nelson

Caroline Martin Pamukcu

Cathy Hare

Jim Newman

Joanie Morris

Kim Egan

Leah Fleming

Mike Smallwood



2025 Scholarship Recipient: Sara Schulman & Cooley Chromatic

# In the Know!



## Facebook

[@marylandhorsetrials](#)  
[@LochMoyFarm](#)  
[@MarylandIEF](#)

15,500+ followers

27K+ monthly reach



## Instagram

[@mdhorsetrials](#)  
[@loch\\_moy\\_farm](#)

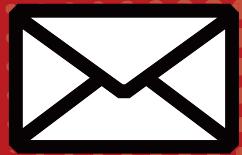
6,500+ followers

5K+ monthly reach



## CC App

110,577  
Logo Views for  
the 2025  
Maryland  
International CCI  
and Horse Trials  
+ Young Rider  
Championship



## E-Newsletters

Event Registration  
Show Updates  
Sponsor News

9K+ email  
addresses  
45%-55%  
open rate

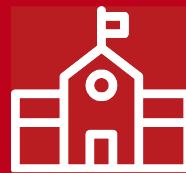
## Average Equestrian Profile



28% have a net worth  
over \$2 million



58% own 3  
or more vehicles



Very Well  
Educated

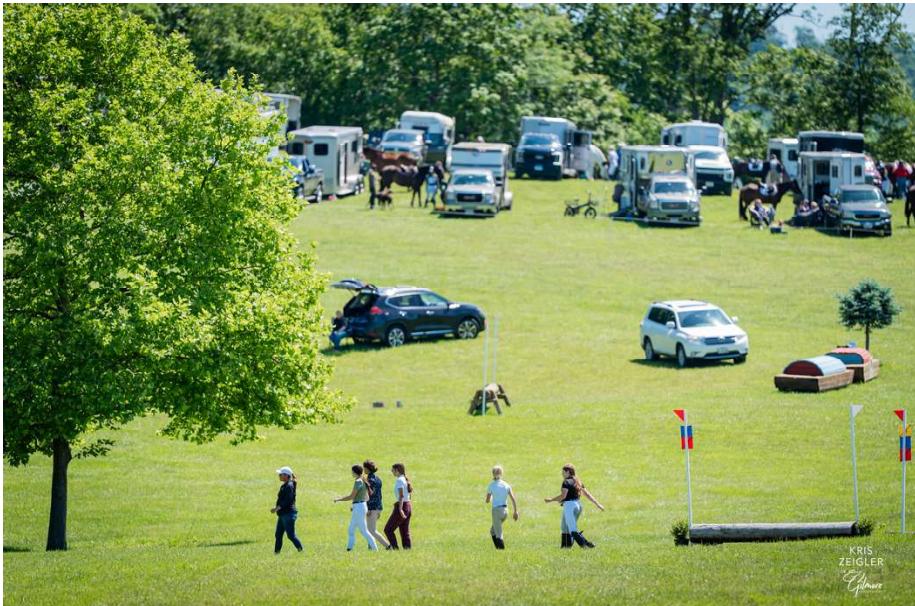
- Eventing is prospering in Maryland with over 50 eventing focused barns and 31 pony clubs with established eventing programs.
- The economic impact of “Sport Horse Competition” in Maryland is extensive, bringing in \$370 million and creating over 4,100 jobs throughout the state.

# 2026 Calendar of Events

January 10	Winter XDerby (weather permitting)
February 14 & 15	Hot Pink XDerby (weather permitting)
March 7 & 8	Think Spring XDerby
March 21 & 22	MDHT Highland Series Horse Trials
April 4	Pick Your Time/Pick Your Test Dressage + Blue Ribbon SJ Rounds
April 11 & 12	MDHT Highland Series Horse Trials
April 18	LMF Spring Fling Dressage 1
April 19	LMF Spring Fling Dressage 2
April 20-21	Lucinda Green Clinic (tentative)
April 29	Twilight Eventing
May 2 & 3	PVDA Dressage
May 13	Twilight Eventing
May 23 & 24	MDHT Highland Series Horse Trials
May 30	LMF Dressage Festival 1
May 31	LMF Dressage Festival 2
June 3	Twilight Eventing
June 6 & 7	Mounted Games Across America
June 13	Pick Your Time/Pick Your Test Dressage + Blue Ribbon SJ Rounds
<b>June 26-28</b>	<b>Maryland International CCI S 1/2/3/4* and Horse Trials + Young Rider Championship</b>
July 10	USEA Young Event Horse Qualifier
July 11 & 12	USEA Maryland Horse Trials II
July 13-19	XC Schooling on Competition Course
July 29	Twilight Eventing
August 1	LMF Dressage Festival 3
August 2	LMF Dressage Festival 4
August 19	Twilight Eventing
September 12	Bred to Event Qualifier
September 19 & 20	MDHT Highland Series Horse Trials
October 2-4	USEA Maryland Horse Trials III
October 10 & 11	MDHT Highland Series Horse Trials
October 12-18	XC Schooling on Competition Course
October 13 & 14	Lucinda Green Clinic (tentative)
October 17 & 18	Mounted Games Across America
October 23	Bred to Event Qualifier
October 24 & 25	Bred to Event Championships
October 25	Pick Your Time/Pick Your Test Dressage + Blue Ribbon SJ Rounds
October 31-Nov 1	MDHT Highland Series Horse Trials + Championships
Nov 2-8	XC Schooling on Competition Course
December 5 & 6	Donation XDerby



# Loch Moy Farm Photo Gallery





**Thank you for supporting The Maryland Horse Trials,  
Loch Moy Farm, & our entire equestrian community.**



Photo Credits: Erin Gilmore Photography