

The Maryland Horse Trials at Loch Moy Farm

Brand Partnership Guide



www.themarylandhorsetrials.com





Loch Moy Farm

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Photo Credits: Erin Gilmore Photography

Nestled in the hills of Adamstown, Maryland, Loch Moy Farm is a premier Mid-Atlantic equestrian destination. Spanning 260+ acres along the Monocacy River with panoramic views of Sugarloaf Mountain, the farm combines a beautiful setting with top-tier facilities for equestrian competition, training, and special events.

Loch Moy, home to The Maryland Horse Trials, hosts a year-round calendar from international and national eventing to dressage, XDerbies, clinics, schooling competitions, and training opportunities. The venue welcomes everyone from grassroots competitors and families to leading international athletes, creating a diverse and highly engaged equestrian community.

For sponsors, that activity creates something especially valuable: consistent, year-round connection with thousands of riders, owners, trainers, families, and visitors - not simply exposure during a single competition weekend. On-site branding, digital media, hospitality, custom activations, and opportunities through the Maryland International Equestrian Foundation allow partnerships to be tailored around each brand's goals.

One partnership can give your brand repeated exposure across multiple events, audiences, and marketing channels throughout the year.

Instagram

@mdhorsetrials
@loch_moy_farm

Facebook

@marylandhorsetrials
@MarylandmIEF
@LochMoyFarm

Loch Moy Farm By the Numbers

Year-Round Reach • Repeated Exposure

A premier Mid-Atlantic equestrian destination connecting brands with a highly engaged community throughout the year.



50+

Annual Event Days

Competitions, schooling, & special events



5,500+

Annual Entries

Repeated interaction throughout the year



350+

Engaged Volunteers

A dedicated community behind every event



1,200+

Spectators per MDHT Highland Series HT event

1,000+

Spectators per USEA/USEF event



1800+

MDHT Highland Series HT Competitors

6-event unrecognized grassroots series



260+

Acres

Ample space for sport, branding, & hospitality

A HIGH-VALUE EQUESTRIAN AUDIENCE

An engaged community of riders, owners, trainers, and families with meaningful purchasing power and strong brand loyalty.



28%

Net Worth Over \$2M



58%

Own 3+ Vehicles

WHY IT MATTERS

Your brand reaches an audience that invests deeply in the equestrian lifestyle on-site and beyond the farm.

USEA Area II: Reaching active equestrian communities across MD, VA, PA, NC, NJ & DE

50+

Eventing Focused Barns in Maryland:
A deep network of competitors, trainers and professionals in the region.

31

Maryland Pony Clubs:
Strong youth participation and pipeline of future equestrian athletes.

\$370M

Statewide Economic Impact:
Equestrian sport contributes \$370M to Maryland's economy and supports 4,100 jobs.

ONE VENUE.
A FULL YEAR.
COUNTLESS OPPORTUNITIES.

15 minutes from Frederick, MD • Easily accessible from Baltimore, DC, and Virginia

A Year-Round Equestrian Destination



From international competition to grassroots sport, Loch Moy Farm gives sponsors year-round access to a diverse and highly engaged equestrian audience.

International & National Competition

Athletes • Owners • Trainers
• Spectators • VIP Hospitality

Maryland International CCI & Horse Trials:

Our marquee international event brings together top athletes, rising talent, VIP hospitality, special events, and expanded media coverage creating one of the year's premier sponsorship opportunities.

Maryland Horse Trials II & III:

Nationally recognized competitions welcoming 350+ competitors each from across USEA Area II and beyond, providing sponsors sustained visibility throughout each multi-day event.

Grassroots & Amateur Sport Competition

Families • Adult Amateurs
• Young Riders • Regional Competitors

MDHT Highland Series:

A six-event series welcoming 300+ riders per competition and culminating in a season-ending Championship. From youth and developing riders to seasoned adult amateurs, the Highland Series gives sponsors repeated access to a broad and loyal equestrian community.

Young Horse & Breeders

Breeders • Owners
• Professionals • Emerging Talent

Bred to Event Classic:

Focused on the next generation of event horses, the Bred to Event Classic connects sponsors with breeders, owners, professionals, and young talent shaping the future of the sport. Series consists of 2 qualifiers and a Championship.

Year-Round Competition and Training

Dressage • XDerbies • Pick Your Test/Pick Your Time
• Clinics • Schooling

Beyond major competition weekends, Loch Moy remains active throughout the year with dressage, show jumping, evening competitions, XDerbies, clinics, and schooling opportunities. Events that create consistent on-site traffic, digital engagement, and sponsor visibility.

**ONE VENUE.
THOUSANDS OF COMPETITORS AND VISITORS.
YEAR-ROUND EXPOSURE.**



Partnerships Built Around Your Brand



Every sponsor has unique goals and Loch Moy Farm specializes in creating partnerships that deliver meaningful, memorable, and measurable impact. Whether you're seeking on-site visibility, digital reach, hospitality experiences, or community alignment, we tailor each package to your brand's objectives and budget.

Be Seen

- Naming Rights - Arenas, series, divisions, or feature elements
- On-Site Signage - Banners, arena signage, cross country signage, program advertising, branded elements
- Custom Jumps - Show jump or cross country fences designed with your brand
- Course Branding - High-visibility placements across competition routes

Be Experienced

- Hospitality - VIP events, competitor party deck, socials
- On-Site Activations - Product demos, sampling, interactive experiences
- Awards & Prizes - Competitor prizes, division awards

Be Shared

- 9K+ E-newsletter subscribers with a 45% open rate
- 15,500+ Facebook followers with 27K+ monthly reach
- 6,500+ Instagram followers with 5K+ monthly reach
- 30,000+ visitors to www.themarylandhorsetrials.com from 8/2025-8/2026
- 20,000+ CC App cross country course views during the 2026 event season - As of 8/2/26
- Media exposure - print and digital through event coverage and partner promotions

From a single branded jump to a full title partnership, Loch Moy Farm builds sponsorships that elevate your brand and connect you directly with the equestrian community.

One partnership can give your brand repeated exposure across multiple events, audiences, and marketing channels throughout the year.



Maryland International Equestrian Foundation



The Maryland International Equestrian Foundation (MIEF) is a 501(c)(3) nonprofit dedicated to supporting equestrian sport from the grassroots through the international level. Through scholarships, travel grants, and rider development programs, MIEF creates pathways for junior, amateur, and FEI athletes to pursue their goals and advance within the sport.

A Mission That Moves the Sport Forward.

MIEF invests directly in riders, trainers, and young horses strengthening the pipeline of talent that fuels eventing and dressage in Maryland and beyond. From helping young riders attend championship competitions to supporting developing professionals as they build their careers, MIEF ensures that financial barriers don't limit potential.

More Than a Sponsorship. An Investment in the Future.

When brands partner with Loch Moy Farm, they have the option to align with MIEF and amplify their impact. This unique dual-benefit model allows sponsors to combine high-visibility marketing with meaningful philanthropic support, creating partnerships that resonate deeply within the equestrian community.

- Scholarships - Supporting junior, amateur and professional riders as they progress through the levels.
- Travel Grants - Helping qualified riders compete at national and international competitions.
- Rider Development - Funding clinics, educational opportunities, and professional growth.
- Young Horse Initiatives - Encouraging breeders and owners to develop the next generation of sport horses.



MIEF Leadership

MIEF is guided by a board of respected equestrian professionals and community leaders:
Carolyn Mackintosh • Bill Nelson • Caroline Martin Pamukcu • Cathy Hare • Jim Newman
• Joanie Morris • Kim Egan • Leah Fleming • Mike Smallwood

2026-2027 Calendar of Events - Your brand can be here all year



Remaining 2026 Dates

September

- 12 Bred to Event Qualifier
- 19-20 MDHT Highland Series HT

October

- 2-4 USEA Maryland Horse Trials III + Area II Championships
- 6-7 Lucinda Green Clinic
- 10-11 MDHT Highland Series HT
- 12-18 XC Schooling on Competition Course
- 23 Bred to Event Qualifier
- 24-25 Bred to Event Championships

October

- 25 Pick Your Time/Pick Your Test Dressage + Blue Ribbon SJ Rounds
- 31-Nov. 1 MDHT Highland Series HT + Championship

November

- 2-8 XC Schooling on Competition Course

December

- 5-6 Donation XDerby

Current 2027 Dates

January

- TBD XDerby

February

- 13-14 XDerby (weather permitting)

March

- 6-7 XDerby (weather permitting)
- 27-28 MDHT Highland Series HT

April

- 17-18 MDHT Highland Series HT
- 24 Loch Moy Spring Fling 1
- 25 Loch Moy Spring Fling 2
- 28 Twilight Eventing

May

- 15-16 MDHT Highland Series HT
- 19 Twilight Eventing

June

- 2 Twilight Eventing
- 5 Loch Moy Dressage Festival 1
- 6 Loch Moy Dressage Festival 2
- 25-27 **USEA/USEF Maryland International CCI & HT + Young Rider Championships**

July

- 9 USEA Young Event Horse Qualifier
- 10-11 USEA Maryland Horse Trials II

August

- 4 Twilight Eventing
- 7 Loch Moy Dressage Festival 3
- 8 Loch Moy Dressage Festival 4
- 18 Twilight Eventing

September

- 11-12 MDHT Highland Series HT

October

- USEA Maryland Horse Trials III
**Date to be determined*
- 23-24 MDHT Highland Series HT

November

- 6-7 MDHT Highland Series HT + Championships

December

- 4-5 Donation XDerby (weather permitting)

**Schedule subject to change*

Put Your Brand in the Picture

Let's build a partnership around your goals.
Shannon Habenicht, Director of Marketing & Sponsorships
704.779.6502 or Sponsorship@lochmoyfarm.com

