



1235 Park Mills Road, Adamstown, MD 21710 Tel:
301-514-0111 Email: foundation@MDIEF.org



Be a Part of One of Maryland's Premiere Equestrian Events The Maryland Horse Trials at Loch Moy Farm

Sponsorship Opportunities:

MDHT USEA Title Sponsor \$20,000: All USEA/USEF Recognized Events:

Maryland International 4* (MDHT4*) + Young Rider Championships, Maryland HT II and Maryland HT III & Area II Championships

- Press release highlighting sponsorship for USEA /USEF recognized events
- Two (2) reserved 8-person tables at Highland Club for MDHT4* + YR Championships and MDHT II + Area II Championships
- Two (2) reserved tables for 4 at Highland Tower with access to Highland Mezzanine (MDHT 4*)
- Eight (8) 8 VIP Parking Passes
- Eight (8) Invitations to Sponsor and Competitor Parties MDHT4* and MDHT II + Area II Championships
- Ring Naming Rights
- Cross Country Jump Complex naming right (Choice of Start Box, Water Complex, Drop/Bank)
- Two (2) banner placements throughout competition year (includes clinics and schooling activities) Banners provided by sponsor
- Vendor Space at all horse trials
- PA announcements during Loch Moy Farm's 50 competitions
- Sponsor recognition on social media and MDHT and MIEF websites
- Participation in Awards Presentations
- Sponsor provided inserts or product samples in exhibitor welcome bags
- Opportunity to donate prizes for MDHT4*, MDHT II, and MDHT III

4* Sponsor: \$15,000

SOLD OUT

- Press release highlighting sponsorship of the Maryland Horse Trials
- One (1) reserved 8-person table at Highland Club for MDHT4* + YR Championships and MDHT III + Area II Championships
- One (1) reserved table for 4 at Highland Tower with access to Highland Mezzanine (MDHT4*)
- Eight (8) Invitations to Sponsor and Competitor Parties MDHT II & MDHT III + Area II Championships
- Four (4) VIP Parking Passes (MDHT4*)
- Cross Country Jump Complex Naming Right (Choice of Start Box, Water Complex, Drop/Bank)
- Show Jump Naming Right
- Participation in Awards Presentation
- Sponsor recognition on social media and MDHT and MIEF websites
- Two (2) banner placements throughout competition year. Banners provided by sponsor
- Vendor Space at USEA recognized events and/or Highland Horse Trials Series (unrecognized)
- PA announcements during competition

3*, 2* and 1* Sponsor Package as detailed below:

- Press release highlighting sponsorship
- Sponsor recognition on social media and MDHT website
- Two (2) banner placements during all horse trials. Banners provided by sponsor
- PA announcements during competition
- Participation in Awards Presentation

3* Sponsor \$7,500	2* Sponsor \$5,500	1* Sponsor \$4,000
• 1 Reserved Table of 8 Highland Club	• 4 Reserved Seats at Highland Club	• 4 Reserved Seats at Highland Club
• 4 VIP Parking Passes	• 2 VIP Parking Passes	• 2 VIP Parking Passes
• Invitations to MDHT4* Festivities	• Invitations to MDHT4* Festivities	• Invitations to MDHT 4* Festivities
• Access to Highland Tower & Mezzanine	• Access to Highland Mezzanine	• Access to Highland Mezzanine
• 3* Cross Country Jump Branding	• 2* Cross Country Jump Branding	• 1* Cross Country Jump Branding
• Vendor Space at <u>all</u> Horse Trials	• Vendor Space at four (4) Horse Trials	• Vendor Space at two (2) Horse Trials

Friend of Loch Moy Sponsor: \$1,500 and up

- Sponsor recognition on social media and MDHT website
- Banner placement(s). Banner(s) provided by sponsor
- PA announcements during competition
- Vendor space(s) (12' x 12' per space)

Additional Sponsor Enhancements and Individual Branding Opportunities:

- Ring Naming Right
- Hospitality Tent Naming Right
- Young Riders Welcome Reception
- Viewing Tower Naming Right
- Cooling Tent Sponsor
- Best Turned-Out Trot-Up Young Rider
- Groom's Award
- Competitors Lounge Hospitality
- Highland Happy Hour
- Educational Seminars
- Rider Pinny Branding
- Volunteer Hospitality
- Branded Cross Country Jump
- Branded Show Jump
- Prize Donations
- Grooms Lunches

We look forward to working with you to customize a sponsorship package that meets your goals and maximizes the impact of your brand.

Highland Club (MD International 4*): Enjoy a day in the country in our VIP hospitality tent with Sugarloaf Mountain as our backdrop. The Highland Club offers panoramic viewing of top-level equestrian athletes as they tackle a thrilling Cross Country course and followed by the precision of Show Jumping.

- Friday and Sunday: Catered Continental Breakfast
- Friday and Saturday: Catered Lunch Buffet featuring Saturday's Brunch on the Berm
- Sunday: Light fare
- Highland Club patrons are invited to all weekend festivities hosted at the MD4* and MDHT III
- Reserved Tables and Individual Memberships Available



Title Sponsor Highland Series: \$6,000 Value

SOLD OUT

- Press release identifying sponsor for MDHT Highland Series
- One (1) banner displayed at the entrance to Loch Moy Farm
- One (1) banner placed on the fence of the main arena
- Ongoing acknowledgements throughout all of MDHT's 50-plus competitions and events
- Logo and link on MDHT website
- Opportunity to donate prizes for Highland Series (to be mutually agreed upon between Sponsor and MDHT)

Title Sponsor: Bred to Event Series \$5,000

SOLD OUT

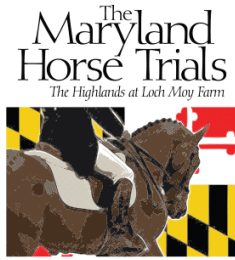
- Two (2) banner placements at each bred to Event Show (Jump Chute and competition entrance)
- Logo link on the MDHT website
- PA announcements throughout Bred to Event Competitions
- Presentation of awards at the championship show
- Sponsor recognition on social media
- Opportunity to donate prizes/trophies for Bred to Event Series (to be mutually agreed up between Sponsor and MDHT)

Dressage Shows and Pick Your Time Jumper Series Sponsor: \$7,500

- Vendor space at all shows
- Two (2) banner placements. Banners provided by sponsor.
- Logo link on the MDHT website
- Public address announcements during each event
- Sponsor recognition on social media
- Opportunity to donate prizes (to be mutually agreed upon between Sponsor and MDHT)



The Maryland International Equestrian Foundation (MIEF) is a 501c3 charitable organization dedicated to supporting equestrian sport from grass roots to FEI level. The Foundation is committed to providing funding for the development of dedicated riders from diverse backgrounds to compete at the top levels of our sport.



Reach passionate equestrians in a variety of disciplines

50+ year-round events in the heart of US Eventing Association (USEA) Area II
 Area II is comprised of Delaware, New Jersey, North Carolina, Pennsylvania and Virginia

- USEA Recognized Competitions Starter Level – CCI4*-S
- June 27-29: The Maryland International CCI4*-S FEI (International) Competition
- June 27-29: Qualifier Competition at the MD 4* for US Equestrian Open of Eventing
- Highland Horse Trials (Unrecognized)
- Bred to Event Series and Championship
- Twilight Eventing and X-Derbies
- Dressage Shows, Pick Your Time/Test Dressage Shows and Show Jumping Rounds
- Clinics & Schooling throughout the year
- Educational Seminars

Average Equestrian Profile

28% HAVE A NET WORTH OVER \$2 MILLION

58% OWN 3 OR MORE VEHICLES

65% TRAVEL FOR MORE THAN 3 WEEKS

40% OWN A FARM, MOST OVER 10 ACRES

SIGNIFICANT YEARLY SPENDING IN PURSUIT OF THEIR PASSION

Marketing Metrics

50+ competition days per year

5,500+ entries per year

Our competitors come from all over the country!



Facebook

f @marylandhorsetrials
 @LochMoyFarm
 @MarylandIEF

12,976 followers
 27K+ monthly reach

Instagram

ig @mdhorsetrials
 @loch_moy_farm
 @marylandief

4,559 followers
 5K+ monthly reach

Email

envelope Event Registrations
 Show Updates
 Sponsor News

8K+ email addresses
 43% open rate

Horse Industry Wages
\$1.1 billion



The Economic Impact of the Maryland Horse Industry

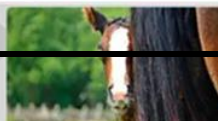
Jobs Supported
28,000



Total Economic Impact
\$2.9 billion

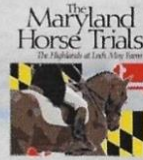
Total Impact on GDP
\$1.77 billion

Direct Impact on GDP
\$1.05 billion



8/2 2024 Maryland Horse Council
 Data sources: 2024 American Horse Council Economic Impact Survey





Loch Moy Farm

Calendar of Events

Feb 15-16	Hot Pink XDerby*	Jul 12-13	USEA MDHT 2
Mar 8-9	Go Green XDerby*	Jul 14-20	XC Schooling on Competition Course
Mar 9-11	William Fox Pitt Clinic	Jul 30	Twilight Eventing
Mar 22-23	MDHT Highland Series HT	Aug 2-3	Loch Moy Dressage Festivals 3 + 4
Apr 5	Pick Your Test/Pick Your Time Dressage + Blue Ribbon SJ Rounds	Aug 13	Twilight Eventing
Apr 12-13	MDHT Highland Series HT	Aug 23	LMF Bred to Event Classic Qualifier
Apr 19-20	Loch Moy Spring Flings 1 + 2	Sep 6	USEA YEH Qualifier
Apr 21-22	Lucinda Green Succeed XC Master Class	Sep 6-7	MDHT Highland Series HT
Apr 23	Twilight Eventing	Sep 12	LMF Bred to Event Classic Qualifier
May 10-11	PVDA dressage	Sep 13-14	LMF Bred to Event Classic Championship
May 14	Twilight Eventing	Sep 20	Pick Your Test/Pick Your Time Dressage + Blue Ribbon SJ Rounds
May 24	USEA YEH Qualifier	Oct 3-5	USEA MDHT 3 + Area 2 Championships
May 24-25	MDHT Highland Series HT	Oct 11-12	MDHT Highland Series HT
May 31-Jun 1	Loch Moy Dressage Festivals 1 + 2	Oct 13-19	XC Schooling on Competition Course
Jun 14	Pick Your Test/Pick Your Time Dressage + Blue Ribbon SJ Rounds	Oct 25	Pick Your Test/Pick Your Time Dressage + Blue Ribbon SJ Rounds
Jun 27-29	FEI Maryland International + USEA HT & Young Rider Championships	Nov 1-2	MDHT Highland Series HT + Championships
Jul 5	LMF Bred to Event Classic Qualifier	Dec 6-7	Donation XDerby
Jul 11	USEA YEH Qualifier		

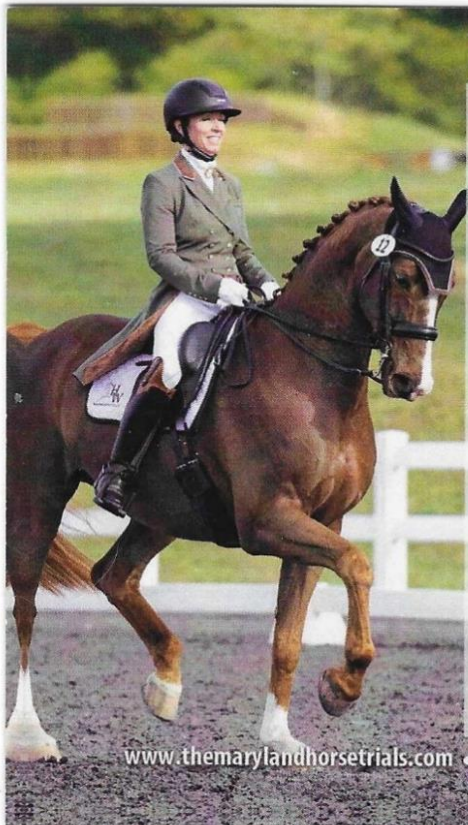
*Weather Permitting

Be A Volunteer in 2025!

Visit www.eventingvolunteers.com to learn more and sign up!

**Dates subject to change without notice.

Please check the website for up-to-date event information and listings.

Loch Moy Farm

2025 Dressage

- April 5 Pick Your Time/Pick Your Test Dressage
- April 19 Dressage Spring Fling 1 (Level 3)*
- April 20 Dressage Spring Fling 2 (Level 3)*
- May 10-11 PVDA (Level 3)*
- May 31 LMF Dressage Festival I (Level 3)*
- June 1 LMF Dressage Festival II (Level 3)*
- June 14 PYT/PYT Dressage
- Aug 2 LMF Dressage Festival III (Level 2)*
- Aug 3 LMF Dressage Festival IV (Level 2)*
- Sept 20 PYT/PYT Dressage
- Oct 25 PYT/PYT Dressage

*All Shows USEF/USDF Licensed

www.themarylandhorsetrials.com • Text: 301-514-0111 • events@lochmoyfarm.com