

2025 Partnership Opportunities
TRAVERSE CITY HORSE SHOWS



Flintfields Horse Park
June 4 – September 21

WELCOME TO TRAVERSE CITY

Established in 2015 and set against the beautiful backdrop of Northern Michigan, Traverse City Horse Shows (TCHS) has grown into one of the most popular horse show circuits in North America.

Our world class venue at Flintfields Horse Park, combined with 12 weeks of top international and national competition, attracts thousands of athletes, spectators and families each year to enjoy great sport and the equestrian lifestyle in a stunning destination.



12 Weeks
Of Competition

70,000+
Attendance

5,000+
Horses

48 States +
29 Countries

WHY PARTNER? A SHARED PASSION

TCHS connects brands with consumers via their love for equestrian sport and lifestyle.

Horse shows are big business with a big impact. TCHS generates more than **\$128 Million** in direct, non-horse related economic impact to Northern Michigan annually.

Associate your brand with a luxury lifestyle and reach a niche market of extremely affluent and influential consumers, including business and community leaders, politicians and philanthropists.

Reach a passionate and engaged fan base through TCHS's marketing & digital platforms. **TCHS generated 25+ Million Impressions in 2024.**

Traverse City's unique blend of luxury and outdoor living makes it the **#1 ZIP CODE FOR MILLIONAIRE MILLENNIALS** in the U.S. and offers a valuable opportunity for brands looking to market to this attractive demographic.



YOUR SUCCESS IS OUR SUCCESS. Our goal is to build long term, mutually beneficial partnerships. TCHS' team works with each partner to build custom and creative packages that align with each partners' unique objectives.



GREAT SPORT

12 WEEKS

FEI and national competition, including three CSI5* weeks

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\$7+ MILLION

In Prize Money

.....

WORLD CLASS

Nine of the top 30 riders on the World Rankings competed in Traverse City in 2024

2025 SEASON HIGHLIGHTS

TRAVERSE CITY SPRING HORSE SHOW Presented by Turtle Creek Casino & Hotel *June 4 – 22, 2025*

- USHJA Green Hunter Incentive Regional Championship
- USHJA Int. Hunter Derby Regional Championship – Central
- USHJA Zone Jumper Team & Platinum Jumper Championship
- \$100,000 WCHR Central Hunter Spectacular
- **Three weeks of FEI**

GREAT LAKES EQUESTRIAN FESTIVAL Presented by B&D Builders *July 2 – August 10, 2025*

- World Championship Hunter Rider Week
- \$25,000 USHJA International Hunter Derby
- FEI Nations Cup CSIO3*
- FEI North American Youth Championship
- Major League Show Jumping CSI5* + 2*
- **Six weeks of FEI**

TOURNAMENT OF CHAMPIONS *September 3 – 21, 2025*

- \$100,000 3'6 Equitation Final + \$50,000 3'3 Equitation Final
- USHJA Young Jumper Championship & Silver Oak Jumper Tournament
- Longines FEI Jumping World Cup™ Qualifier CSI5*
- American Gold Cup CSI5* + 2*
- **Three weeks of FEI**



FLINTFIELDS HORSE PARK

Each year, TCHS makes significant strategic improvements to enhance the experience and add amenities for our competitors and partners.

Grand Prix Village North

New permanent barns to replace Tent 1 & 2 in 2025!

Elegant hospitality & areas to relax

Main roads redone with asphalt to reduce dust

\$25 Million in improvements since 2020

World class rings with GGT Footing





NORTH AMERICA'S PREMIER SUMMER EQUESTRIAN DESTINATION

48 States + 29 Countries

26% from the Midwest
(MI, IL, IN, WI, OH)

2,200+ Stalls on biggest weeks

Average length of stay
is 33 days

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Where Equestrians Stay & Play

Sandy white beaches, charming downtowns, great restaurants, shopping and outdoor recreation options, Northern Michigan offers a fun horse show destination for the whole family.

Travel parties average 8.9 members and estimate spending **\$6,577 per day**, including housing costs.

Traverse City is a growing and desirable equestrian community with customers investing in building farm properties & homes.

THE EQUESTRIAN PROFILE & LIFESTYLE

TCHS provides a prime platform to elevate your brand among a dedicated audience. These affluent enthusiasts, deeply rooted in the equestrian lifestyle, demonstrate both the passion and the purchasing power to chase their aspirations.

86% Are likely to buy products from companies sponsoring events



85%
Women

63%
Married

34 - 54
Average age



28% have a net worth
**MORE THAN
\$2 MILLION**

63% Have traded stocks, bonds or mutual funds in the last year

80%

Make or influence purchasing decisions at work

66%

Have at least a college degree

\$150,000

The average value of a show horse, with top horses valued in the millions

\$75,000

The average annual value to maintain a show horse.

43%

Take more than 16 airplane trips per year



On average spend 30 nights per year in a hotel and rent a car four times per year



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COMMUNITY ENGAGEMENT

70,000+ ATTENDANCE

over the season with enthusiastic crowds for Grand Prix and special events

\$50,000+ DONATED

to 12 local non-profits via TCHS' Charity Ticket Program and JustWorld International

COMMUNITY PARTNERS PROGRAM

offers small local businesses a way to connect with exhibitors and spectators via our onsite concierge desk.



BECOME A PARTNER

TCHS understands that each partner is unique.

We will work with your team to build creative and bespoke packages that align with your partnership objectives and bring your brand to life.



PARTNERSHIP OPPORTUNITIES

Sponsor a Class, Division Or Award

Be a part of the competition and have your moment in the spotlight by participating in the prize-giving ceremony or championship presentation. Choose between big impact with a class or award sponsorship or season-long awareness by sponsoring a division.

Plan a Special Event or Experiential Activation

Connect and engage with our audience by creating fun and memorable experiences and spaces. Our team will work with yours to bring the event or activation to life, from ideation through to execution.

Be a Part of The Show

Fans worldwide experience our Grand Prix and feature events, both in person and online. These events deliver more than just outstanding sport. We can help you extend your brand's reach to these new audiences with creative content and fan activations—like custom video segments to public address announcements, special promotions, and beyond.



PARTNERSHIP OPPORTUNITIES



Bring Your Brand To Life With A Custom Jump

Turning your brand into a jump or obstacle is a high visibility opportunity, unique to equestrian sport. Sponsor jumps receive extensive exposure via the live stream and are often photographed for event promotion, media, and competitors' personal photos.

Build Brand Awareness

Ringwall banners and banners in high traffic are a great way to increase brand recognition over the course of the entire season. Banners in competition rings offer exponential exposure with visibility via wall-to-wall live stream throughout the season.



Logo Recognition

As part of our partner family, all sponsors receive logo recognition on our event website and on a rotating basis on the videoboard in the arenas. Additional logo placements are available based on investment level.

REACH EQUESTRIAN FANS WORLDWIDE

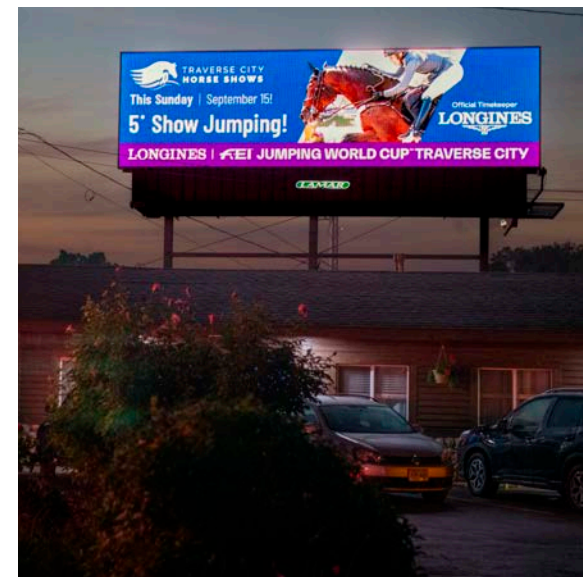
TCHS' marketing platforms spotlight your brand and can help connect your business to equestrian fans worldwide.

- Media partnerships and cross-promotion with major equestrian publications and partner shows
- Aggressive local TV and radio promotion
- Email database of **23K** with an open rate of **29.9%**
- Wall-to-wall live stream coverage on ClipMyHorse.TV and additional broadcasts on CBS Sports, ESPN3, USEF Network and FEI.TV
- Engaging storytelling on TCHS' social media platforms
- **\$25M Total Reach** (Cision Monitoring)



Marketing benefits may include:

- Dedicated **email blasts** or inclusion in **TCHS newsletters** and **sports coverage**
- **Social media** content and storytelling
- Video spots and content on livestream



BESPOKE HOSPITALITY

Elegant and comfortable, the VIP Club is the ideal place for riders, partners and their families to relax and enjoy the horse show.

- Delicious breakfast and lunch daily
- Open bar featuring Veuve Clicquot, craft cocktails and local wine, beer and spirits
- Double decker tent offering incredible views of the Grand Prix and Main Hunter Ring
- Private event space available to host corporate groups
- VIP Hospitality can be included in sponsorship packages or purchased separately on a weekly or seasonal basis.



BOUTIQUE RETAIL



Showcase and retail your products to our equestrian and local audience with an onsite vendor space during the season.

- Multiple boutique shopping zones offer great options to drive traffic to your space.
- Sponsorship benefits are available to increase awareness and include premium placement.

LET'S GET STARTED

Thank you for your consideration!
We look forward to building a
winning partnership together!

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