



DESERT INTERNATIONAL HORSE PARK



2026-2027 MEDIA KIT



WELCOME!

At Desert International Horse Park, we take pride in providing boutique-style amenities and services on a large scale, **welcoming approximately 30,000 horses and 400,000 guests each season.**

Between late October and early April each year, we bring the world to the West Coast for 16+ weeks of top-tier equestrian competition. With our reputation as a “horse’s horse park,” we attract competitors, spectators and guests from near and far. We love what we do, and it shows!

Partnering with DIHP provides the opportunity to engage with a unique, discerning and influential customer segment. From business and community leaders to philanthropists and celebrities, our reach is wide, and the potential for your brand is unlimited.

WHAT WE OFFER



World-Class Competition & Facilities: Continuous improvements and innovations allow us to attract and retain top equestrian athletes from across the country and the globe at our West Coast venue.

Horses-First Approach: As horse people ourselves, we take our role in ensuring the comfort, safety and welfare of all horses at our facility very seriously. We take pride in having created an environment that never loses focus on the reason we all come together each year: our love of horses.

Customer-Centric Service: From competitors and coaches to sponsors and spectators, we strive to meet the needs and exceed the expectations of our diverse customer base in all we do.

Value-Added Partnerships: In-depth understanding of our partners' goals and objectives allows us to customize benefits and deliverables to maximize returns on investment.

Unparalleled Hospitality: From complimentary shuttle service to child-focused activities and privately hosted VIP/corporate events, we take tremendous pride in making every guest who enters our gates feel welcomed and valued.

OUR FACILITY



From state-of-the-art footing surfaces to our fitness facility, we strive to provide the best in amenities for our guests, whether they have two legs or four.

With 239 acres, nearly 1.6 million square feet of competition and riding space, more than 2,800 12' x 12' stalls, 14 competition rings – including two premier grand prix arenas (sand + grass) – and miles of trails, DIHP has set the standard for horse-friendly competition venues in the United States.

We offer more than 230 RV hook-ups, fresh and delicious food vendors (in addition to the VIP Palm Club), numerous retail stores and complimentary parking for horse trailers and other vehicles.



OUR FACILITY

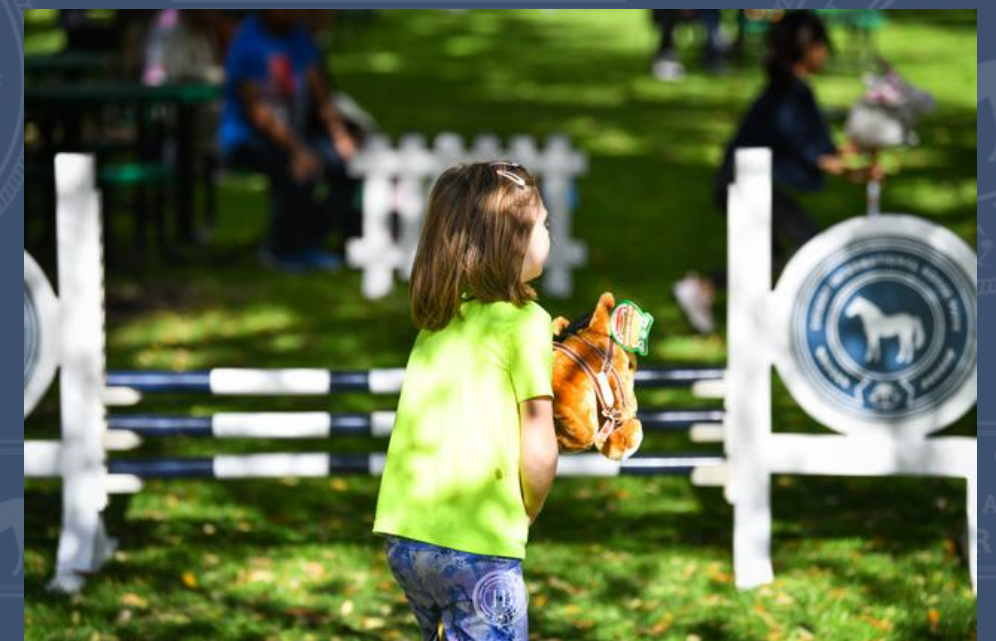


COMMUNITY SPIRIT

We are proud to be a part of the vibrant communities that comprise the Coachella Valley. In 2025-2026 we were thrilled to again partner with Visit Greater Palm Springs, the City of La Quinta and PGA West and to host many esteemed local guests and residents throughout our 16-week hunter/jumper season.

Other community highlights of the season included:

- Working with #WeRideTogether - a nonprofit organization whose mission is to make the youth and amateur sport environment safer for all athletes - to raise awareness and funds for the important work they do.
- Facilitating the adoption of many new best friends through pet adoption events hosted at the park in collaboration with local animal rescue organizations.
- Introducing hundreds of children and their families to the joy and excitement of show jumping through the BNP Paribas Tennis Family Day event.
- Supporting the American Wild Horse Campaign and raising awareness for the organization through joint initiatives.



EQUESTRIAN INDUSTRY STATISTICS

\$75K

Average Cost
of Horse
Ownership Per
Year
(Per Horse)

\$150K

Average
Purchase
Price of a
Show Horse

\$185K

Average
Horse-Owner
Household
Income

\$995K

Average
Horse-Owner
Net Worth

88%

Make or Influence
Purchasing Decisions at
Work

60%

College Educated

30

Average
Number of
Hotel Stays
Per Year

16

Average
Number of
Flights Taken
Per Year

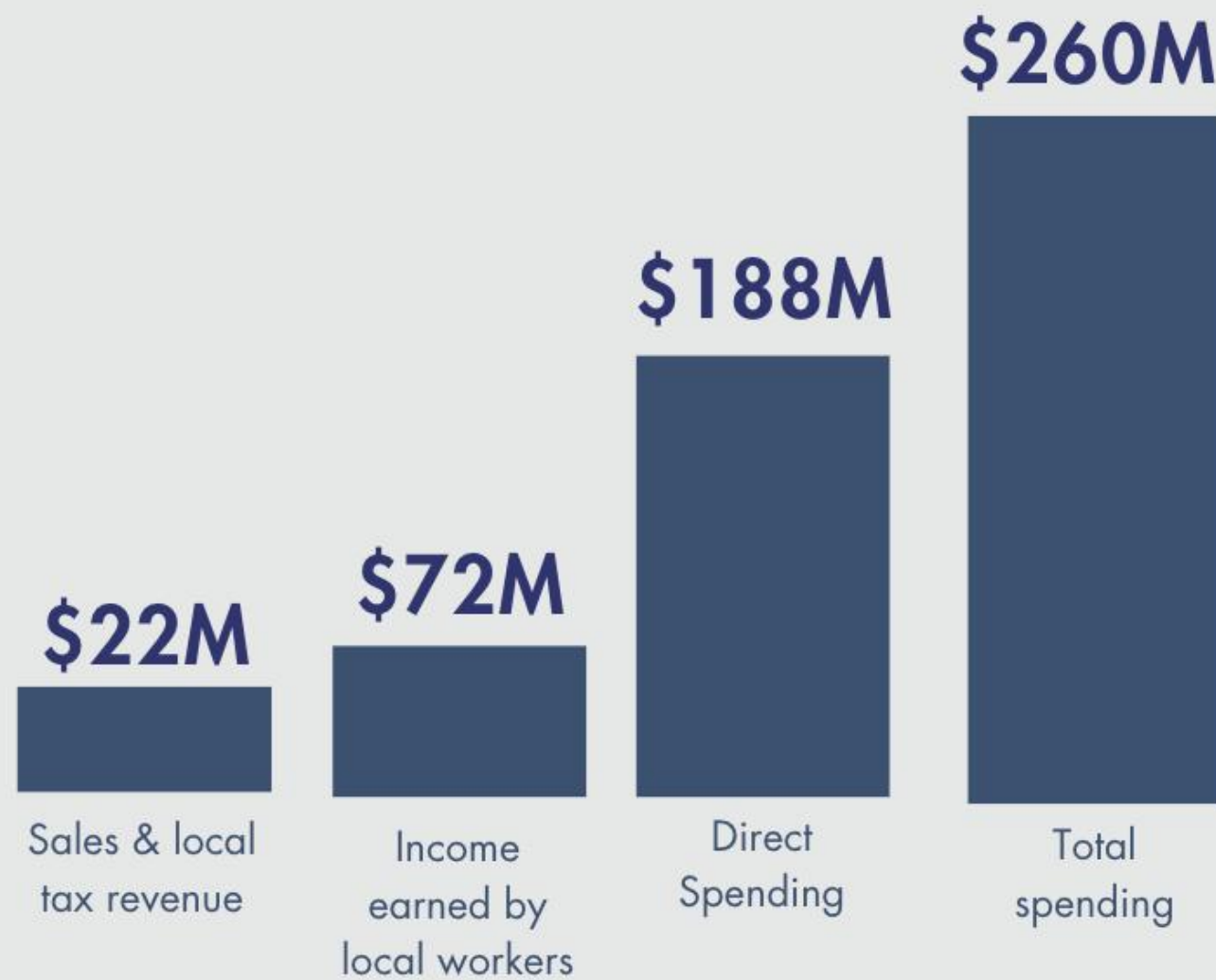
4

Average
Number of
Horses
Owned

3

Average
Number of
Vehicles
Owned

Coachella Valley Local ECONOMIC IMPACT



DIGITAL FOOTPRINT

2025-2026 SEASON

WEB TRAFFIC



283,000 unique
website visitors
14 million+ pageviews

SOCIAL MEDIA



1 million+ social media accounts
reached
11.6 million Facebook and
Instagram views
32,600+ Instagram followers
12,000+ Facebook followers

VIDEO CONTENT



750,000 livestream views
11,605 average weekly
unique livestream viewers
Viewership in **60+** countries

EMAIL MARKETING



Emails sent to **40,000+**
recipients

PROGRAM & PRIZE LIST ADVERTISING OPPORTUNITIES

Prize Lists - As the go-to resource for all horse show information, DIHP prize lists are distributed digitally and accessible on the DIHP website for several months leading up to each event. A total of five prize lists are published throughout the season, including for the following shows: **National Sunshine Series, Desert Dressage, USHJA National Championships, Desert Holiday** and **Desert Circuit**.

Program - The 2026-2027 DIHP printed program(s) will be distributed onsite throughout the horse park and will also be available digitally online.

Publication(s)	Full Page	1/2 Page	1/4 Page
Prize Lists - Full Season	\$2,000	\$1,200	\$750
Prize List - Desert Circuit Only	\$1,500	\$800	\$500
Printed Program(s)	\$2,000	\$1,200	\$750



PROGRAM & PRIZE LIST ADVERTISING SPECIFICATIONS

- Build pages to trim size and extend bleed .125" beyond page edge; keep live area matter to .25" from final trim
- Images should not be enlarged beyond 110% or reduced below 50% in the layout application
- All artwork should be provided as a PDF, TIFF or JPG, with PDFs most preferred. All files should be CMYK, and crop and bleed marks should be indicated.

AD DIMENSIONS

- Trim Size - 8.5" x 11"
- Full Page Bleed - 8.625" x 11.125"
- Full Page Live Area - 7.250" x 9.750"
- 1/2 Page (Horizontal) - 7.250" x 4.750"
- 1/2 Page (Vertical) - 3.500" x 9.750"
- 1/4 Page - 3.500" x 4.500"
- 2-Page Spread

ADDITIONAL ADVERTISING OPPORTUNITIES

Platform	Cost
Facebook and Instagram Ad (Photo or Video)	\$2,000
eNewsletter Banner Ad	\$500
Dedicated Email Blast to DIHP Subscriber List	\$2,500
Advertorial Package Includes article (provided by advertiser) published on DIHP website and shared as a Facebook post, as an Instagram story and in an e-newsletter	\$3,000
Jumbotron Advertising 30-second commercial played daily on the Grand Prix Stadium jumbotron	\$1,200/week

DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK

CONTACT

Emily Randolph, Marketing Director



emily@deserthorsepark.com



717-368-8102



85-555 Airport Blvd
Thermal, CA 92274



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



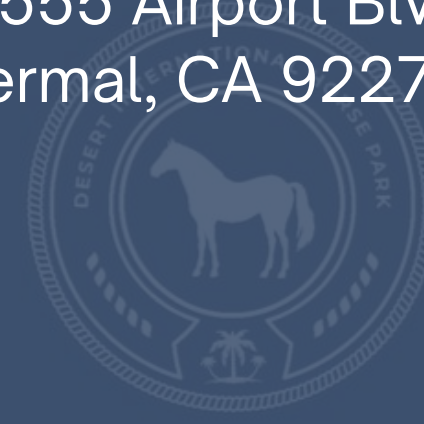
DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK



DESERT
INTERNATIONAL
HORSE PARK

deserthorsepark.com