



**60th**  
anniversary

OCTOBER 23-28, 2018 ★ CAPITAL ONE ARENA

  
**WASHINGTON**  
★ INTERNATIONAL ★  
**HORSE**  
**SHOW**

# HORSE SHOW IN THE CITY

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- Recognized as one of the top equestrian events in North America, WIHS offers the best in show jumping, hunter and equitation competitions, plus entertaining horse-themed exhibitions and community events
- Six days and five nights of top equestrian competition
- 500 of the world's best horses and riders
- More than 26,500 excited spectators from equestrian sports enthusiasts of all ages to corporate, military, political and entertainment communities
- Minutes from top dining, shopping, cultural and social scenes
- Brilliantly staged at Capital One Arena, DC's professional sports arena in the heart of the nation's capital
- WIHS attracts top international riders including Olympic and World Cup champions

# 60 YEARS OF HISTORY



**1958**

The inaugural Washington International Horse Show was held at the D.C. National Guard Armory, welcoming Mrs. Dwight D. Eisenhower and Vice President and Mrs. Nixon as honorary patrons as well as 39 ambassadors and 19 senior members of the military and federal government.



**1970**

Dozens of carriages joined the WIHS Monumental Carriage Marathon to the White House, where First Lady and Show Chair, Mrs. Nixon, took a turn around the oval.



**1961**

First Lady Jacqueline Kennedy, WIHS Honorary Patron, commissioned the President of the United State Perpetual Cup from Tiffany to be presented to the winner of the grand prix.



**1992**

First year of the WIHS Equitation and Children's and Adult Hunter and Jumper Championship Series with qualifiers offered nationwide and the finals held at WIHS in Washington, D. C.



**1983**

North American Indoor Puissance (high jump) record of 7'7 1/2" set at WIHS by Anthony D'Ambrosio and Sweet 'N Low.



**2015**

WIHS selected to join the all-new Longines FEI World Cup™ North American League won that first year by Harrie Smolders of The Netherlands and Emerald.

# WIHS IN THE MEDIA

## REACHING OUR TARGET AUDIENCE

Combining our high-impact marketing campaign to drive awareness with a powerful press communications and advertising strategy, WIHS effectively reaches the equestrian community, live event enthusiasts and an active and affluent demographic looking for a fun and exciting night out.

## MAKING AN IMPRESSION

Last year WIHS was featured in more than 350 media outlets, earning more than 300+ million media impressions with 100+ million across the Washington, DC, media landscape.

- Featuring segments on Fox 5 News, ABC 7 WJLA, and Great Day Washington on WUSA 9
- Coverage in The Washington Post, The Georgetown, and Hollywood on the Potomac.

## BUYING THE BEST

The 2017 ticket sales campaign delivered 14+ million impressions through an aggressive effort in social media, digital advertising, cable television, newspapers, high-end magazines, and out-of-home in the Washington, DC, metro market.



# SOCIAL SAVVY

**Facebook, Twitter, Instagram** and **Snapchat** are the core platforms used to promote WIHS year-round to an expansive and engaged audience that includes global reach.

Posts include dynamic competition and special event photos, and video, behind-the-scenes moments and happenings, event updates, live tweeting and Facebook and post-event video coverage to supplement the WIHS Live Stream, plus post-event coverage.

**Video posts and Facebook Live streaming** are increasing dramatically every year. FB Live of the first horse arriving at Capital One Arena had 74,000+ views!

**WIHS Live Stream** reaches an extensive worldwide audience. Wall-to-wall coverage of WIHS is streamed live on wihs.org and USEF Network, as well as other platforms.

## Followers by Platform



## Social Media Show Week

Overall Impressions Saturday, Oct. 28 / Ave. Impressions



## WIHS.org Website Growth

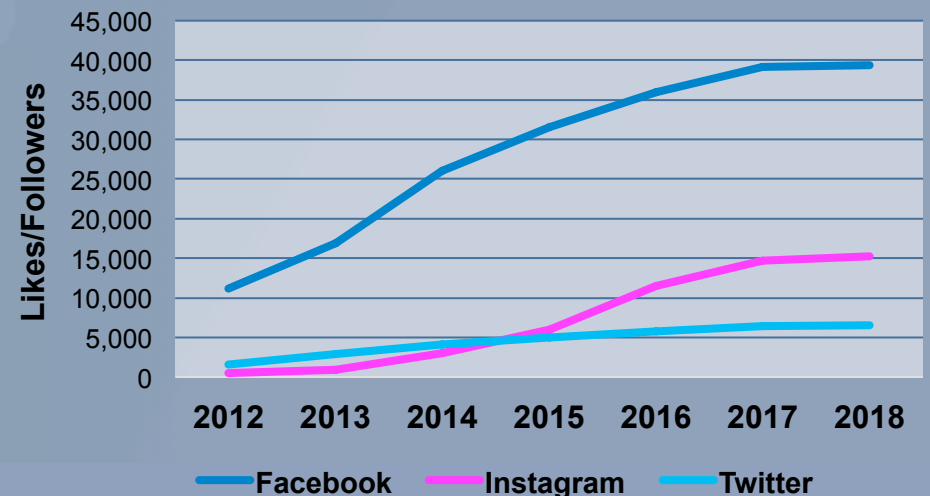
(2016 vs 2017)

**USERS:** 18% more users visited WIHS.org

**PAGES CONSUMED:** 38% more pageviews

## WIHS Social Media Growth

Double Digit Growth Year After Year 2012-2018



# WIHS

THE SHOW THAT NEVER SLEEPS

**\$10.1 MILLION**  
ECONOMIC IMPACT ON DC

**\$538,250**  
PRIZE MONEY



## PUISSANCE RECORD HEIGHT

7' 7-1/2" North American indoor record set at WIHS in 1983

1,200 tons of sand,  
fiber, GGT blend

**FOOTING**

85 inside,  
260 outside **345**

**# STALLS**

1,102 round trip  
20,387 miles total

**# VAN TRIPS**

MILITARY TICKETS DISTRIBUTED

**26,500** since 2010

**16** COUNTRIES  
REPRESENTED  
SINCE 2006

FIRST YEAR **1958**

HORSES **550**

SPECTATORS **26,500**

RIBBONS **1,200**

CUPCAKES **515**

HOTEL ROOMS **3,693**

# BARN NIGHT

**WIHS' Barn Night on Thursday evening is a fun and exciting night for local barns and horse enthusiasts to enjoy world-class equestrian entertainment**

- WIHS Barn Night welcomes local barns to attend, dress up, and participate in group contests – all celebrating the entertainment and thrill of the equestrian sport
- Competition includes a Junior/Amateur Owner Jumper competition and the exciting International Jumper Accumulator where horse and rider dress up in costumes – and compete for Best Costume award!
- Fan favorite exhibitions include the Shetland Pony Steeplechase Racing series
- Clear for the Cure program raises money for Capital Breast Care Center and breast cancer awareness through the “pink ribbon jump” in the International Jumper Accumulator
- Events during the evening include autograph signing with riders, banner contest on the concourse, and exciting tee shirt toss giveaways as well as broadcast of the barn's video submissions on the Capital One Arena videoboard



# MILITARY NIGHT

WIHS has enjoyed a relationship with the military since its earliest days when military teams represented the US in international equestrian competition

- WIHS Military Night celebrates and recognizes the U.S. Armed Forces
- Competition includes the thrilling Puissance (high-jump) competition and high speed jumping class
- Military-themed exhibitions: US Army Caisson Platoon, US Marine Corps Silent Drill Team and the US Army Old Guard Fife and Drum Corps
- 25,500 tickets have been donated to servicemen and women, veterans and their families to enjoy an entertaining evening at no charge
- The Klinger Perpetual Award for Honor and Service is presented annually
- Proud supporter of Tragedy Assistance Program for Survivors (TAPS), WIHS Official Military Charity Partner since 2010





# WIHS KIDS' DAY

## SHARING THE JOY OF HORSES!

Hundreds of children and their families attend WIHS Kids' Day — a free, fun, family-friendly event created to share the joy of horses with the local D.C. community.

Hands-on educational and fun activities, including pony rides, a horseless horse show, interactive exhibits, a coloring station, face painting, pony brushing lessons, plus giveaways and lots more.

- Children love Klinger, the famous horse from the U.S. Army Caisson Platoon, who attends as a special guest.
- There's even a pony kissing booth with Mini Cooper, the mini pony!



# LONGINES FEI WORLD CUP QUALIFIER

A Qualifying Event for the 2019 World Cup Finals in Gothenburg, Sweden.

- Longines FEI World Cup Jumping™ Washington on Saturday evening will host the best riders in the world
- NBC Sports broadcast reaches of 85 million homes worldwide
- President's Cup trophy was created by Tiffany and donated by First Lady Jacqueline Kennedy. The only trophy featuring the Presidential seal
- Past victors of the President's Cup Grand Prix have included McLain Ward, Lauren Hough, Kent Farrington, among numerous veterans of Olympic and World Cup competition
- One of only 14 World Cup Qualifying events in North America





LONGINES

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## PARTNER WITH WIHS

**WIHS delivers winning assets and tailored solutions to meet each partner's unique marketing objectives :**

- Deliver targeted messages to a highly influential audience both onsite and worldwide through live streaming, broadcast TV, extensive marketing and active social media
- Entertain VIP clients in an exclusive, social and intimate ringside setting
- Showcase your products and brand:
  - Customized jumps
  - Product placement in arena , hospitality and concourse areas
  - In-arena signage
  - Jumbotron, livestream and broadcast video
- Charity alliance programs and special exhibitions ensuring your brand is recognized as a true supporter of the Washington DC community and a top international Olympic sport

A vertical blue sign with the Capital One Arena logo and name in white and red text.

Capital One Arena

## MISSION

The Washington International Horse Show, a 501(c)(3) charitable organization founded in 1958, is a historic world-class equestrian event that engages, entertains and educates the Washington, DC, community while supporting charitable and military causes.

## CONTACT

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