



**WASHINGTON  
INTERNATIONAL  
HORSE  
SHOW**

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VERIZON CENTER OCTOBER 26-31, 2010

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# W E L C O M E

## TO THE 52ND ANNUAL WASHINGTON INTERNATIONAL HORSE SHOW OCTOBER 26-31, 2010

Located in the heart of the nation's capital, the Washington International Horse Show offers you a unique opportunity to affiliate with the country's premier equestrian sporting event.

An equestrian tradition since 1958, the WIHS welcomes riders of all ages, including Olympic champions from all over the world, to the nation's capital for thrilling jumping competition and a chance to compete for more than \$400,000 in prize money and championship titles. More than 500 horses participate in show jumping, hunters, equitation and dressage events during the six-day show. Special exhibitions, unique boutique shopping, and community and charity events round out this family-friendly show. Since its debut, the Washington International Horse Show has been a popular Washington, D.C. fixture visited by Presidents, First Ladies, celebrities, dignitaries, business and military leaders, countless horse enthusiasts of all ages as well as the local community.

WIHS is a destination event both for dedicated fans of equestrian sport and anyone looking for affordable family fun. Held annually at Verizon Center, the state-of-the-art arena that is home to the Washington Wizards (NBA), Washington Mystics (WNBA), Washington Capitals (NHL) and the Georgetown Hoyas (NCAA). WIHS brings the country to the city.

WIHS is a 501(c)(3) nonprofit organization. For more than 50 years, the show has worked with charity partners in an effort to raise funds and awareness. This wonderful tradition continues, and in 2010, WIHS is proud to provide a national platform for therapeutic riding. We have worked for more than 50 years to give back to those in need, raising more than \$1.5 million to benefit charities all over the nation.



### UNIQUE SPONSORSHIP OPPORTUNITY

WIHS sponsorships are tailored to meet each sponsor's hospitality, promotion and corporate responsibility needs. Sponsorships are available in a range of prices and include a selection of sponsor amenities and other appropriate custom benefits. Amenities are selected in accordance with sponsor needs and budget. From a table in the elegant Acela Club, to an ad in the Official Show Program, to VIP tickets, prominent signage, naming rights, vendor space, official product status, mailing list access, and exposure in our media campaign, you will enjoy the benefits that are most meaningful to you at the only international equestrian competition in the nation's capital.

# EVENT OVERVIEW

## EXPECTED ATTENDANCE

**Spectators:** More than 20,000 spectators attend the six-day event. Weekend attendance tops 7,500 on Friday and Saturday nights. The show taps into the popularity of horses in the Washington, D.C., region where nearly 400,000 horses are kept in the neighboring states of Virginia and Maryland. The horse industry contributes substantially to the local economy. The economic impact of the six-day event is more than \$7,000,000 to the District of Columbia alone.

**Exhibitors:** The Washington International Horse Show is the last great indoor championship horse show in the country, and the only one held in a major metropolitan city on an annual basis. Its traditions, mystique and location in the nation's capital make it a destination event for the finest horses and riders in the country, who compete throughout the year in order to qualify. Only the top horses and riders nationwide in each division will receive an invitation to show. Over the years, U.S. riders, as well as competitors from Canada, Europe and South America—many of them Olympic veterans—have competed in The President's Cup Grand Prix for the prestigious President of the United States Perpetual Cup, which bears the Official Seal of the President of the United States. Designed by Tiffany & Co., The President's Cup was presented to the show in 1961 by First Lady Jacqueline Kennedy, and is the only equestrian trophy known to carry the Presidential Seal.



## PRESS COVERAGE

The Washington International Horse Show receives generous editorial coverage from media outlets in Washington, D.C., and around the country. A sampling of recent print, television, radio and Internet coverage includes daily articles during show week in the Washington Post as well as unique features in Kids Post and John Kelly's Washington, WJLA-ABC7, News Channel 8, WTTG-FOX Fox 5 Morning News Live from WIHS, Animal Planet, WTOP News Radio, Star-Ledger (N.J.); Capitol File, Washingtonian; Virginia Living; Politics, Penn Quarter Living; Metro Herald; Georgetown Voice; Yahoo News; Daily Candy Kids; Gazette; Carroll County Times; Fauquier Times Democrat; Middleburg Eccentric; etc., as well as extensive local and national coverage from our equestrian media partners.

# SHOW HIGHLIGHTS

- Todd Minikus and Alaska won the prestigious \$100,000 President's Cup Grand Prix with an exciting race against the clock.
- The horses and servicemen of the Caisson Platoon took to the ring for a special exhibition – the horses and military personnel who perform the burial honors for fallen soldiers at Arlington National Cemetery and help do therapeutic riding for wounded comrades – receiving a standing ovation from the audience.
- WIHS had its first ever honorary youth chairman, Jamal Brown of Washington, D.C., who helped reach out to a youth audience and the local community.
- Washington, D.C., area local resident, Samantha Schaefer, won the prestigious WIHS Equitation Final besting young riders across the nation.
- The Open Jumper Gambler's Choice costume class returned with top national riders trading formal riding attire for tutus and jumpsuits...even the horses were dressed to impress.
- Olympic gold medalist McLain Ward topped the Puissance class but fell short of breaking the high jump world record of 7'7½" in a thrilling jump-off.
- Tuesday night WIHS "honored the amateurs" by co-hosting an opening night party with Equestrian Aid Foundation.
- A fun and successful Hunt, Jump and Pony-Up Casino Party was held on Saturday night in the Acela Club co-hosted by Capitol File.
- For the first time, a special 90-minute World of the Horse exhibition took place on Sunday afternoon highlighting a range of horse sports from polo to barrel racing to dressage, side saddle and more!
- Jack Russell Terrier races proved again to be a crowd favorite!



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# CHARITY PARTNERS

Along with awareness and fundraising opportunities that WIHS can offer to charitable organizations, we want to bring together organizations that can work together to benefit those in need.

In 2007 Washington International Horse Show (WIHS) developed an event with Autism Speaks and this event turned into a partnership. What was born from this partnership was a national platform for therapeutic riding. We have partnered with Horses and Humans Research Foundation (HHRF), which supports research to establish a scientific basis for therapeutic riding. In addition to HHRF, we have built relationships with American Hippotherapy Association and ChildHelp.

Children suffering with autism spectrum disorders, therapeutic riding programs for wounded warriors, foundations supporting equestrians in need and people in crisis are some of the many beneficiaries of WIHS fundraising. For some, we partner in direct fundraising; for others we have found ways to offer unique promotional opportunities that assist our partners. This is our commitment. We will continue in our tradition of charitable work and will always seek to find the best opportunity in which to support our partners to do good for those in need.

## TOGETHER, WE CAN DO MORE.



# DEMOGRAPHICS

In a study conducted by the Barents Group of Washington, D.C., the economic impact of the horse industry demonstrated a total of \$112.1 billion in the U.S. Gross Domestic Product (GDP). This industry employs more people than railroads, radio and television broadcasting, petroleum, coal, and tobacco products manufacturing. Research compiled for the American Horse Council solidly indicates that both spectators and participants in equestrian sports are members of a very influential group. Their income, education, profession and age make them an ideal target group for corporations seeking an upscale market.

The equestrian audience consists of owners, riders, trainers, grooms and spectators. Participants in horse show competitions, horse owners and officials are primarily female (52%) and 40% report an income in excess of \$550,000, 85% are college educated and 85% are business executives. Estimated annual consumer expenditure by the membership of the United States Equestrian Federation is nearly \$2 billion.

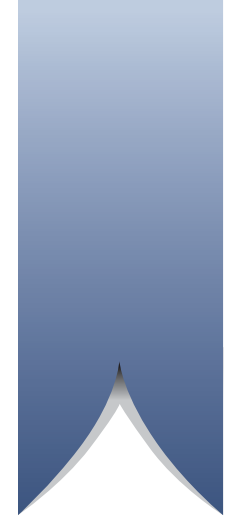


## OTHER FACTORS TO TAKE INTO CONSIDERATION

- 40% report an individual income in excess of \$350,000 per year
- The average home value is \$612,000
- 15% own a second home
- 43% travel on airlines more than 16 times per year
- 78% are members of a frequent flyer program
- 55% of the automobiles owned were purchased last year
- Total number of horses owners in the U.S.: 2,200,000
- Average number of horses owned is 5
- Number of people over age 12 who ride a horse at least once every year: 27,000,000
- Number of people over the age of 12 who ride a horse on a regular basis: 14,580,000
- Total number of horses owned in the U.S.: 6,900,000
- Total attendance at sanctioned horse-related events: 88,000,000
- Average annual income of individuals who subscribe to English riding equestrian magazines: \$305,900
- Ratio of horse owners whose annual income exceeds \$100,000 to non-horse owners who earn more than \$100,000 per year: 4 to 1
- Ratio of equestrian sports enthusiasts who own other pets (primarily dogs and cats) to the general population: 3 to 1

*\*Based on surveys conducted by the American Horse Council Economic Study and the United States Equestrian Federation.*

To learn more about WIHS, please visit [www.wihs.org](http://www.wihs.org).



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