



62nd annual WIHS

★ OCTOBER 20 - 25, 2020 ★
CAPITAL ONE ARENA




WASHINGTON
★ INTERNATIONAL ★
HORSE SHOW
PRESENTED BY
MARS Equestrian

HORSE SHOW IN THE CITY

- 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 30,000 excited spectators from equestrian sports enthusiasts of all ages to corporate, military, political and entertainment communities
- Brilliantly staged at Capital One Arena, DC's professional sports arena in the heart of the nation's capital
- Minutes from top dining, shopping, cultural and social scenes
- WIHS attracts top international riders including Olympic and World Cup champions and the best junior riders to compete in the LMCF WIHS Equitation Finals, as well as rising pony stars and local DC metro competitors

61 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.

2018

Equestrian legend Beezie Madden and Breitling LS, reigning World Cup Champions, won the Longines FEI World Cup™ Jumping Washington



WIHS

THE SHOW THAT NEVER SLEEPS

\$11.3 MILLION

ECONOMIC IMPACT ON DC

\$553,350

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

68 FEI,
168 National **236**

STALLS

1,102 round trip
20,387 miles total

VAN TRIPS

MILITARY TICKETS DISTRIBUTED

40,200 since 2010

18

COUNTRIES
REPRESENTED
SINCE 2006

FIRST YEAR **1958**

HORSES **493**

SPECTATORS **30,888**

RIBBONS **1,200**

CUPCAKES **720**

HOTEL ROOMS **3,415**

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 380+ million media impressions with 100+ million across the Washington, DC, media landscape.

- *Featuring segments on Good Morning Washington, ABC 7 WJLA and Great Day Washington*
- *Coverage in Washington City Paper, Georgetowner, Irish Examiner, The Baltimore Sun*

BUYING THE BEST

The 2019 ticket sales campaign delivered 15+ 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, and Instagram 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 in 2019 had a reach of 45,000+.




WIHS Live Stream reaches an extensive worldwide audience. Wall-to-wall coverage of WIHS is streamed live on wihs.org and USEF Network and yielded 60,496 live plays, 30,110 on-demand plays, and a total of 10,718 unique viewers.

Followers by Platform

-  40,000 +
-  18,000 +
-  7,000 +

2019 Social Media

Overall Impressions at Highest / Ave. Impressions

-  **56 million / 600,000**
-  **2.1 million / 800,000**
-  **3.6 million / 40,000**

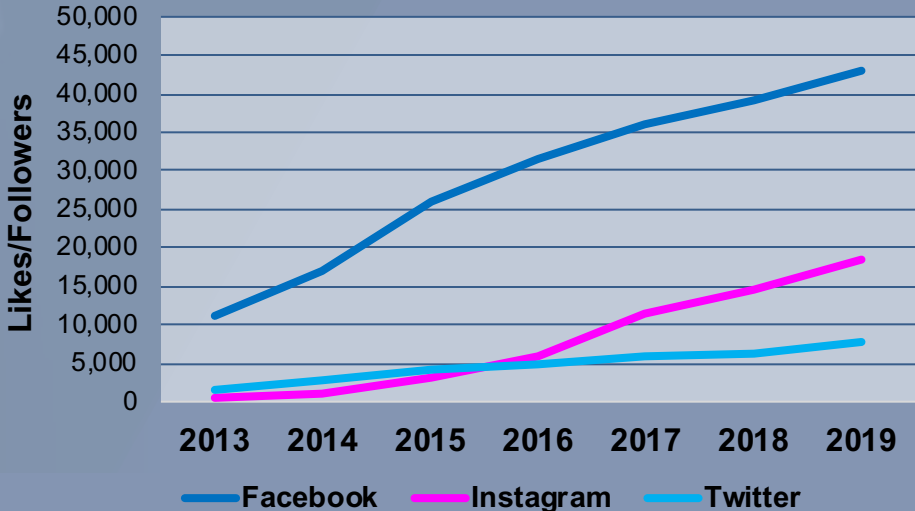
WIHS.org Website Growth

(2016 vs 2019)

- USERS:** 27% more users visited WIHS.org
- PAGES CONSUMED:** 33% more pageviews

WIHS Social Media Growth

Double Digit Growth Year After Year 2012-2018



AN ICONIC AFFAIR

WIHS is a Washington social institution and a landmark on the global equestrian scene. For 60 years, Presidents, First Ladies, dignitaries, and celebrities have attended WIHS. That tradition continues today with DC and international elite gathering to celebrate the week's events.

- VIP Ringside Dining Clubs host WIHS' most affluent sponsors and partners, including business leaders, military officers, horse owners, champion riders and guests
- Nightly receptions in the Stella Lounge VIP Club welcomes DC elite to dine and enjoy the competition, all while supporting charities such as Capital Breast Care Center, TAPS, and the United States Equestrian Team
- VIP Ringside Dining Clubs host luxury boutiques, such as Lugano Diamonds, which offers a curated shopping experience for VIP guests
- WIHS' social society, the Young Nelson Club, welcomes members of DC's fashionable and connected social scene to celebrate the show and gather at equestrian events year-round



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 Land Rover 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
- 40,500 tickets have been donated to servicemen and women, veterans and their families to enjoy an entertaining evening at no charge
- The WIHS Award for Honor and Service is presented annually, honoring a horse, individual, or group who personify honor and service in the spirit of Klinger, legendary horse of the Caisson Platoon
- 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 demonstrations and hands-on pony grooming, a mini pony petting area, pony rides, a horseless horse show with ribbons awarded, and a kissing booth with Blossom, a rescue miniature donkey.
- Attendees receive miniature Georgetown Cupcakes and other prizes for participating.
- The arena concourse has stations for face painting and coloring with specially designed horse pictures, concourse displays plus arena seating to watch the nation's top pony and junior riders in competition.
- Over 2,000 people attended 2019 Kids' Day with their families inside and outside the Capital One Arena.



LONGINES FEI WORLD CUP QUALIFIER

**A Qualifying Event for the 2021 World Cup
Finals in Gothenburg, Sweden.**

- Longines FEI World Cup Jumping™ Washington for the President's Cup on Saturday evening hosts the best riders in the world .
- NBC Sports broadcast reaches of 85 million homes worldwide; available on FEI TV On Demand
- President's Cup trophy was created by Tiffany and donated by First Lady Jacqueline Kennedy and is the only trophy featuring the Presidential seal.
- Past victors of the President's Cup Grand Prix have included Laura Kraut, Beezie Madden, McLain Ward, and Kent Farrington, among numerous veterans of Olympic and World Cup competition
- One of only 8 World Cup Qualifying events in North America, making WIHS a "can't miss" event for International rider competition.

BLUE CHIP PARTNERS





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

Sponsorship properties include:

- International Jumper Classes and Awards
- Community event Kids' Day
- WIHS Hunter and Jumper Divisions
- VIP Sponsor Gifts
- Exhibitors' Lounge Breakfasts and Lunches
- Barn Night Contests
- WIHS Finals Competitions
- Stella Lounge VIP Club Parties
- Style of Riding Awards
- Charitable Initiatives

Sponsorship benefits include:

- Unique branding opportunities and exposure to WIHS' over 500 competitors and 26,000+ spectators ensure your brand is recognized as a supporter of the Washington DC community and top sport
- Targeted messages to a highly influential audience both onsite and worldwide through live streaming, broadcast TV, extensive marketing and active social media
- Entertainment for VIP clients in an exclusive and intimate ringside setting featuring gourmet dinner and nightly receptions
- Brand showcases such as customized jumps, product placement in arena, hospitality and concourse areas, In-arena signage, and jumbotron, livestream and broadcast video



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

Victoria Lowell, Board President | vicki_lowell@wihs.org
Mary Helen Shaughnessy, Executive Director | maryhelen@wihs.org
Evan Phinney, Brand Management Consultant | evan@wihs.org