



Marketing Opportunity with Horse Scout Design



Date: March 2021

Why Horse Scout Design Has The World's Largest Customer Reach

The Horse Scout Team is a modern organisation with a deep equestrian understanding, comprised of international riders, industry influencers, and the worlds leading equestrian platforms, print articles, and equestrian sports venues!

World No.1 News & Marketplace

We own the most trusted equestrian platforms in the world, Chronofhorse.com, HorseScout.com exceeding 11 million equestrian users 2020.

Social Influencer Network

The agency represents double Olympic World Champions, present world ranked riders and mainstream media influencers in the industry to curate meet and greet activations and experiences.

World Leading Manufacturing Partners

Consultants within the team including equestrian specialist Lucienne Elms to work with the largest manufacturing organisations in Europe, UK, and US. All our products are created in the territory the customer orders from.

Largest Equestrian Events Portfolio

Rolex Central Park Horse Show U.S.
Winter Equestrian Festival U.S.
Tyron International Equestrian Center U.S.
International Polo Club Palm Beach U.S.

What's In The Scope



Media representation via HorseScoutDesign.com and Horse Scout Group partner assets including Events sponsorships marketing budget value exceeding \$750,000 per year.

Monthly content showcasing 360 degrees of Horse Scout Design artwork, and photography, celebrating new collaborations via web events and social.

Guarantee in the region of 1 million impressions a month with our digital reach, magazines, Events, and Equestrian destinations of influence.

Daily access to a team of equestrian specialists within the Horse Scout Agency supporting the new creatives of Horse Scout Design becoming synonymous with global equestrian equestrian customers, supporting a new pipeline sales for you.

We Own The Largest Equestrian Websites And Print Articles:

Horse Scout Design online digital advertising campaigns managed by Horse Scout Team on Chronofhorse.com and HorseScout.com guaranteed 1m unique impressions per month.

#1 Equestrian website for information.

The Horseman's source for news and information for more than **80 years**.

10 Million+ users in 2017 from **237 countries**.

5.9 Million unique visitors in the U.S.

70 Million page views in 2017.

1.5 Million monthly website sessions.

1.35 Million reach on social media.

Average website session **4 min 36 sec**.

400K+ Facebook followers.

14,000 print circulation.

Also produces UnTacked Magazine.



DESIGN **HORSE SCOUT**™

Horse Scout Design activations at Leading U.S. Venues

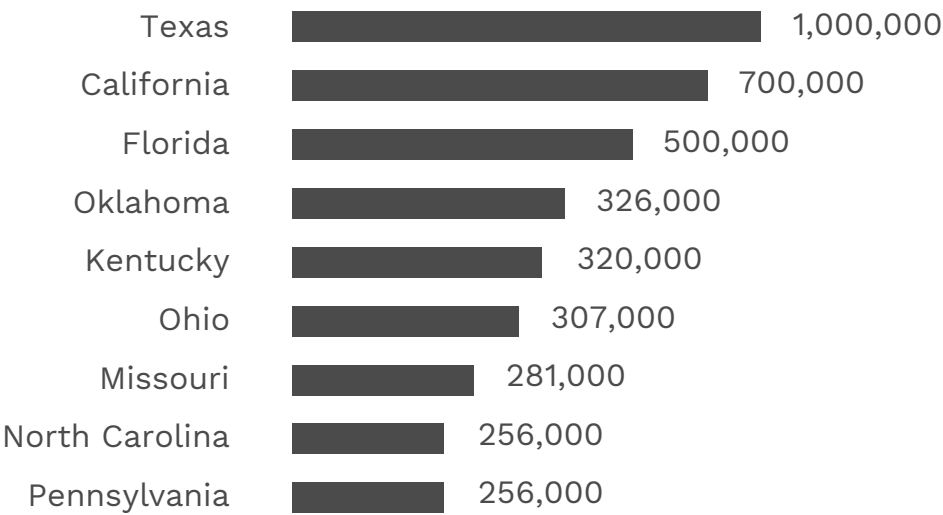
- Competition Entitlement.
- Presenting sponsor for a class of competition, including participation in ceremonies.
- Branded jumps.
- VIP hospitality.
- Signage.
- PA announcements.
- Experiential activations.
- Opportunity to provide gifts to guests and competitors.
- Access to our venues free-of-charge for private events.
- Premium retail.
- Logo and link on venue website.
- Logo cycled through scoreboards.
- Jumbotron commercials.
- Customized social media campaigns.
- Inclusion in social media posts.
- Print ads in marketing materials and publications.
- Print ads in prize lists.
- Digital ads.
- Email blasts.



U.S. Equestrian Uptake

38 million U.S. households contain horse enthusiasts:

Type	U.S. Households	Percent
Owner	1,609,122	1.3%
Participant (Non-Owner)	20,152,335	16.0%
Spectator Only	16,550,967	13.2%
Total Horse Enthusiast (HH)	38,312,424	30.50%



Participants and spectators are estimated to have spent \$27 Billion on travel, dining and lodging while participating in and attending events.

Winter Equestrian Festival January – March

Competition

300,000 Attendees
42 Countries Represented
82% Female, 18% Male
\$9 Million in Prize Money
\$250 Million Annual Economic Impact

Website

www.pbiec.com
283,690 Unique Users During Circuit
11.1 Million Page Views
9 Minutes: Avg. Time Spent on Website

Media Reach

1.1 Billion Impressions

Social Media

35,000 Facebook Followers
45,400 Instagram Followers
7,536 Twitter Followers

VIEW VIDEO
Rolex CSI 5*
Grand Prix
Winning Ride



DESIGN HORSETM
SCOUT

The largest, longest-running hunter/jumper event in the world.

Adequan® Global Dressage Festival

Competition

12 Weeks

\$800,000 in Prize Money

Website

www.globaldressagefestival.com

53,977 Unique Users During Circuit

102,116 Sessions During Circuit

232,816 Page Views During Circuit

Social Media

10,000 Facebook Likes

4,990 Instagram Followers

The largest and longest-running dressage circuit in the world.



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SCOUT

Tryon International Equestrian Centre

Competition

40 Weeks of Competition
400,000 Attendees
56% Female, 44% Male
\$5 Million in Prize Money
\$50 Million in Economic Impact Per Year

Website

www.tryon.coth.com
1 Million Unique Users
37 Million Page Views
9 Minutes, Average Time
Spent On Website

Media Reach

1.8 Billion Media Impressions

Social Media

71,000 Facebook Followers
29,2300 Instagram Followers
2,100 Twitter Followers



The world's premier equestrian lifestyle destination

TRYON
INTERNATIONAL EQUESTRIAN CENTER

DESIGN **HORSETM**
SCOUT

International Polo Club Palm Beach

Competition

300,000 Attendees
20+ Countries Represented
56% Female, 44% Male
\$370,000 in Prize Money
for Gladiator Polo™

Website

www.internationalpoloclub.com
56,651 Unique Users
186,281 Page Views

Social Media

60,000 Facebook Followers
15,400 Instagram Followers
7,681 Twitter Followers

Media Reach

Impressions: 53 Million+



INTERNATIONAL POLO CLUB
PALM BEACH



DESIGN HORSETM
SCOUT

Home of 17 weeks of the Gauntlet of Polo™ Tournaments including the USPA U.S. Open Championship.