



**2024 \$100,000 Conceal Grand-Prix Eventing
Showcase at Bruce's Field**
Presented by Taylor, Harris Insurance Services

March 1 & 2, 2024
Bruce's Field
931 Powderhouse Rd Aiken, SC

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AIKEN, SOUTH CAROLINA: The Aiken Horse Park Foundation (AHPF) is thrilled to announce the Augusta, GA based cyber security company, **Conceal**, is joining as the Title Sponsor for the **2024 \$100,000 Conceal Grand-Prix**



Eventing Showcase at Bruce's Field presented by Taylor, Harris Insurance Services (GPE). Now in its sixth year, Conceal's support has made it possible to raise the showcase purse to \$100,000.

Gordon Lawson, CEO of Conceal, commented on the new partnership:

"Conceal is honored to be the lead sponsor for the premier event of the 2024 Aiken Horse Park Season. As an international cyber security firm, we are excited to host the finest eventers from around the globe, especially as we will be right around the corner from the 2024 summer Olympics in Paris. We believe the mission of the Horse Park to attract competitors and spectators to Aiken is tremendously beneficial for the community and look forward to seeing continued growth of this event for years to come."

GPE Organizing Chair & 7 time Olympian, Phillip Dutton reacted:

"The Aiken Eventing Showcase is very excited to announce that the leading cyber security company, Conceal, is joining us as title sponsor for the 2024 showcase. This has allowed us to raise the total prize money for next year to \$100k. The Aiken Eventing Showcase has been an incredible addition to the Eventing calendar in the USA, as well as showcasing the best horses and riders to the local Aiken community. The increased prize money will take the Aiken Eventing Showcase to a whole new level and will most likely entice more international riders."

As Mr. Lawson said, this news comes at an opportune time, just as the #PathToParis, the 2024 Paris Olympics campaign, enters the final stretch. During the 2021 GPE, all three of the eventual Tokyo 2021 team members, Phillip Dutton & Z, Boyd Martin & Tsetserleg, and Doug Payne & Vandiver, competed at the showcase. Also named to the Tokyo 2021 team, Liz Halliday Sharp & Dinero Z, and Tamie Smith & Mai Baum both competed at the event as well. All of the Equestrian competition at the Paris 2024 Olympic games will take place on the grounds of Versailles. With Olympic Eventing trending more and more towards tighter, faster cross-country courses, the GPE will present an excellent, early season preview of where horse and rider pairs stand, for the competitors themselves as well as team coaches and selectors.

Former Managing Director of Eventing for the USEF, and current GPE Event Director, Joanie Morris added:

"Raising the prize money has been a goal of this Organizing Committee since the inception of this event. We celebrated our 5th anniversary this past year, and thanks to the ongoing support of our loyal sponsors and Conceal's step into the title sponsor role, we are able to reach this milestone. As the only three phase showcase in North America we continue to set the standard and believe we have a responsibility to the athletes and owners to offer the highest quality event and as much prize money as we can. It is our demonstration of appreciation for their support and in celebration of the fact that we continue to feature the nation's best horses and athletes year after year."

Want to be a part of #AnEventLikeNoOther? Perspective sponsors may contact AHPF Director of Marketing & Communications [Kate Boggan](#) for more information. **General admission tickets will go on sale December 1st 2023.**

Conceal is at the forefront of defending against web-based attacks, using innovative technology to detect, prevent, and shield businesses and individual users from ever-evolving online threats. ConcealBrowse operates on the principle of proactive protection. Its AI-powered intelligence engine, ConcealSherpa, runs at machine speed with virtually zero latency to identify potentially harmful webpages autonomously, stopping cyber-attacks that take advantage of weaponized links.

An **Eventing “Showcase”** is a unique version of Eventing competition that condenses the traditional country-side Eventing environment into a spectator friendly venue. The showcase format allows the general public the chance to be up close and personal, right next to the galloping lanes and massive fences, and experience the thrilling sport of Eventing in a whole new way. This equestrian triathlon presents a prime opportunity for top eventing riders to kick start their competition season, and to welcome the public to an exciting fast-paced equestrian event.

We hope you'll join us for #AnEventLikeNoOther



With the increase in prize money for the **2024 \$100,000 Conceal Grand-Prix Eventing Showcase at Bruce's Field, presented by Taylor, Harris Insurance Services**, we have revamped our sponsorship opportunities and added more deliverables and more levels! Please review the 2024 Sponsorship Deck and consider giving your support to **#AnEventLikeNoOther**

Interested sponsors should please contact AHPF Director of Marketing & Communications, Kate Boggan.

email: kate@aikenhorsepark.org

[2024 Sponsorship Deck](#)

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A CHARITABLE FOUNDATION

Established in 2013 by the late R. Bruce Duchossois, the Aiken Horse Park Foundation received its IRS 501(c)(3) tax exempt status in November 2014, with a mission to promote Aiken's equestrian way of life and to encourage the community's civic, educational, and charitable endeavors

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