

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**



36 events at Bruce's Field each year
24 owned/run by the AHPF
Hunter Jumper, Eventing, and Dressage



30k visitors each year
Contributes \$14M+ annually to the local economy
Leader in bridging Aiken's equestrian heritage with the local community



Over 30 local and national charitable organizations
Each event identifies a charitable partner
\$360k+ in charitable donations



Our VISION is to honor and preserve Bruce's legacy by maintaining and enhancing Bruce's Field as the pinnacle of equestrian excellence in the United States. We are committed to nurturing this historic property, blending state-of-the-art facilities with the cherished heritage of the land and community.

Inspired by Bruce's dedication to stewardship and generosity, we partner with our community to support charitable, educational, and civic initiatives. We strive to be a vibrant, welcoming venue at the heart of Aiken, deeply rooted in respect, compassion, and the enduring spirit of our founder's dream.

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YEAR IN REVIEW - JAN 1, 2025 - DEC 31, 2025

36 events at Bruce's Field

24 owned/run by AHPF

Tuesdays in the Park (10) - avg 350 participants/week

WCG Equine Educational Series (6) - avg 100 participants/week

Aiken Winter Premier - Equus Events, avg 250 entries

Dressage in the Park - avg 100 entries

Aiken Winter Encore - Equus Events, avg 250 entries

Dressage at Bruce's Field - avg 100 entries

Grand-Prix Eventing Showcase - avg 6,000 participants

Aiken Charity Horse Shows - avg 800 entries

Aiken Summer Classics - Classic Company, avg 600 entries

Dressage in the Summer - avg 100 entries

Aiken Summerfest - Equus Events, avg 250 entries

Aiken Fall Festival - Equus Events, avg 600 entries

Aiken County Pony Club Rally - Pony Club, avg 100 participants

October at Bruce's Field - avg 400 entries

November at Bruce's Field - projected 200 entries

Aiken December Classics - Equus Events, avg 400 entries

Conservatively, average 30k visitors to Bruce's Field/year

Average 150k website visitors/year

10.4k email subscribers, 57% open rate, 420k sends

3 Social Media Accounts

Aiken Horse Park Foundation

@ahp_foundation

FB/IG

8.7k/3.8k followers

500k/42k reach

21k/1.3k interactions

Grand-Prix Eventing Showcase

@grandprix_eventing

FB/IG

3.8k/3.1k followers

702k/109k reach

25k/5.1k interactions

Aiken Charity Horse Show

@aikencharityhorseshow

FB/IG

1.2k/2k followers

27k/5.9k reach

800/100 interactions



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2026 BRUCE'S FIELD PARK SPONSORSHIP OPPORTUNITIES

YEAR-ROUND SPONSORSHIP PACKAGES

The AHPF is proud to offer several year-round sponsorship opportunities with the below listed deliverables. We appreciate that each sponsor is unique and are happy to customize your experience in further detail based on your company's interests. For further information please contact kate@aikenhorsepark.org

\$50,000 Diamond Park Sponsor

- 3-year price lock
- Product exclusivity
- Grand-Prix sponsor - naming, presentation, and photo opportunities
- Show Jump used during all applicable AHPF events
- Signage (3x7 arena banner provided by AHPF) at ALL events held at Bruce's Field
- Promotional/Marketing Material Distribution during AHPF events
- PSAs at all AHPF events
- Logo and linking capabilities on the AHPF website
- Logo and linking capability on AHPF event email distributions
- Vendor space at AHPF events
- Ad space in AHPF Prize Lists
- Inclusion in social media #SponsorSpotlight rotation
- Quarterly social media and Email blasts featuring each Sponsor

\$40,000 Platinum Park Sponsor

- 3-year price lock
- Welcome Stake (Oct/Nov) sponsor - naming, presentation, and photo opportunities
- Show Jump used during all applicable AHPF events
- Signage (3x7 arena banner provided by AHPF) at ALL events held at Bruce's Field
- Promotional/Marketing Material Distribution during AHPF events
- PSAs at all AHPF events
- Logo and linking capabilities on the AHPF website
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2026 BRUCE'S FIELD PARK SPONSORSHIP OPPORTUNITIES

\$30,000 Gold Park Sponsor

- 2-year price lock
- Hunter Derby (Oct/Nov) sponsor - naming, presentation, and photo opportunities
- Show Jump used during all applicable AHPF events
- Signage (3x7 arena banner provided by AHPF) at ALL events held at Bruce's Field
- Promotional/Marketing Material Distribution during AHPF events
- PSAs at all AHPF events
- Logo and linking capabilities on the AHPF website
- Logo and linking capability on AHPF event email distributions
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- Quarterly social media and Email blasts featuring each Sponsor

\$20,000 Silver Park Sponsor

- 2-year price lock
- Show Jump used during all applicable AHPF events
- Signage (3x7 arena banner provided by AHPF) at ALL events held at Bruce's Field
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- PSAs at all AHPF events
- Logo and linking capabilities on the AHPF website
- Logo and linking capability on AHPF event email distributions
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- Ad space in AHPF Prize Lists
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- Quarterly social media and Email blasts featuring each Sponsor

\$10,000 Bronze Park Sponsor

- Signage (3x7 sign provided by AHPF) at all AHPF events held at Bruce's Field
- Promotional/Marketing Material Distribution during AHPF events
- PSAs at all AHPF events
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- Logo and linking capability on AHPF event email distributions
- Vendor space at AHPF events
- Ad space in AHPF Prize Lists
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2026 AHPF EVENT SPONSORSHIP OPPORTUNITIES

Of the 36 events that take place at Bruce's Field, the Aiken Horse Park Foundation runs 24. From the \$100,000 Grand-Prix Eventing Showcase to the Aiken Charity Horse Shows, to Tuesdays in the Park, we offer sponsorship opportunities catered to meet your business's goals. Each event has its own unique sponsorship opportunities and full deck that will be published on the event's main webpage at aikenhorsepark.org



Grand-Prix Eventing Showcase

"An Event Like No Other," the Grand-Prix Eventing Showcase at Bruce's Field is the largest spectator event of the year and gives sponsors access to some of the top eventers in the world and the most views out of any other event.



Aiken Charity Horse Shows

The signature event of Bruce's Field, the ACHS are two weeks of SOLD OUT Hunter/Jumper shows that attract the best hunter riders in the country. These shows are the largest in terms of entries on the AHPF calendar.



Fall in Love With Aiken Series

October & November at Bruce's Field, these three weeks of Hunter/Jumper shows are truly "The most fun you'll ever have at a horse show," and allow sponsors the opportunity to engage with more of the local crowd in fun and creative ways.



AHPF Dressage Series

Known as "Ballet on Horseback", the AHPF hosts 3 Dressage shows throughout the year. Our Feb, Mar, & Jul shows offer sponsors the chance to connect with a different demographic of equestrians in a very intimate setting.



World Class Grooming Aiken Equine Educational Series

Since 2023 Bruce's Field has been proud to host this 6 week long lecture series during the winter season. Organized by Olympic groom Emma Ford, experts across all aspects of the equestrian industry share their wealth of knowledge.



Tuesdays in the Park

What was once one jumper ring with a paper sign in sheet is now 4 arenas (2 jumper, 1 hunter, & 1 dressage) every Tuesday, Jan - Mar. We welcome hundreds of new faces to Bruce's Field each winter and enjoy building lasting relationships.

For more information on all available sponsorship opportunities, please contact
Kate Boggan - Director of Marketing & Communications - kate@aikenhorsepark.org - (803) 830-7077