A CHARITABLE FOUNDATION

YEAR IN REVIEW - JAN 1 - DEC 31

38 events at Bruce's Field
29 owned/run by AHPF

Tuesdays in the Park (11) - 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 10,000 participants
Aiken Charity Horse Shows - avg 800 entries
Dressage in the Summer - avg 100 entries
Bruce's Field Summer Classics - avg 600 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
Equine Summit at Bruce's Field - avg 1,000 participants
October at Bruce's Field - avg 400 entries
November at Bruce's Field - avg 250 entries
Aiken December Classics - Equus Events, avg 400 entries

Conservatively, average 50k visitors to Bruce's Field/year
Average 175k website visitors/year
16k email subscribers, 57% open rate, 420k sends



3 Social Media Accounts

Aiken Horse Park Foundation
@ahp_foundation
FB/IG
9.7k/5.1k followers
500k/42k reach
21k/1.3k interactions

Grand-Prix Eventing Showcase
@grandprix_eventing
FB/IG
4.4k/3.8k followers
702k/109k reach
25k/5.1k interactions

Aiken Charity Horse Show
@aikencharityhorseshow
FB/IG
1.4k/2.5k followers
27k/5.9k reach
800/100 interactions