

A CHARITABLE



FOUNDATION

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

