THE LARGEST PRODUCER OF HUNTER/JUMPER HORSE SHOWS IN THE UNITED STATES

Saugerties, NY • Manchester, VT • Culpeper, VA • Chicago, IL • Ocala, FL • Del Mar, CA
THE HITS CUSTOMER

- HITS customers are wealthy and family-oriented, with a passion for equestrian
- 85% of customers are female
- 50% of customers have 4 or more horses
- 50% of customers earn over $300K of annual household income
- 30% of customers have a net worth of over $5M
- 30% of customers have 3 or more homes
- The average HITS customer spends 30 days at HITS shows each year

Opportunity to engage with highly-desirable customer segment where their passion for horses merges with their luxury lifestyle

Source: Crosswalk Consumer Insights Study for HITS (June 2022)
HITS NATIONAL FOOTPRINT

- **6 Venues**
- **60+ Weeks of Hunter/ Jumper competitions**
- **6+ Weeks of Dressage events**
- **50,000+ horses entered to compete in 2023**

**HITS Del Mar**
Del Mar, CA
(opening Jan. 2023)

**HITS Chicago**
Chicago, IL

**HITS Vermont**
Manchester, VT

**HITS Culpeper**
Culpeper, VA

**HITS Saugerties**
Saugerties, NY

Note: Weeks reflects tentative 2023 schedule.
Across 6 venues, HITS offers a year-round opportunity with 68 weeks of total competition in 2023.

<table>
<thead>
<tr>
<th>Tentative 2023 Event Schedule</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total Week(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chicago, IL</strong></td>
<td></td>
<td></td>
<td>4+</td>
<td>17</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td>17 Weeks</td>
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<tr>
<td><strong>Del Mar, CA</strong></td>
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<td></td>
<td>2+</td>
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<td>7 Weeks*</td>
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<td>* Currently assigned dates</td>
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<tr>
<td><strong>Manchester, VT</strong></td>
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<td>1+</td>
<td>1+</td>
<td>3+</td>
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<td></td>
<td>10 Weeks</td>
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<td><strong>Ocala, FL</strong></td>
<td>2+</td>
<td>2+</td>
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<td>12 Weeks</td>
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<tr>
<td><strong>Saugerties, NY</strong></td>
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<td>1+</td>
<td>1+</td>
<td>2+</td>
<td>2+</td>
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<td></td>
<td>14 Weeks</td>
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<tr>
<td><strong>Culpeper, VA</strong></td>
<td>2+</td>
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<td>8 Weeks</td>
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<tr>
<td><strong>Total HITS</strong></td>
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<td>68 Weeks</td>
</tr>
</tbody>
</table>

Note: Reflects tentative 2023 schedule. Events that begin in one month and end in the subsequent month are attributed to the beginning month.
KEY SPONSORSHIP ASSETS

HITS offers a variety of ways to have traditional on-site exposure at each venue including:

• Grand Prix naming rights
• Outer ring naming rights
• Custom sponsor jumps
• Class sponsorships
• Award presentations
• Season-long division sponsorships
• Arena signage
• Exposure on video scoreboards
• Customized branding
• Hospitality opportunities
• Rider welcome bag inclusion
• Product sampling
• Sponsor recognition announcements
HIGHLY ATTRACTIVE CUSTOMER SEGMENT

Recent third-party study reinforces the fact that HITS customers are willing to spend on premium brands and experiences.

The most purchased brands by HITS customers include...

- **Hotels**
  - Four Seasons
  - The Ritz-Carlton
  - The Peninsula

- **Restaurants**
  - Smith & Wollensky
  - Nobu
  - Del Frisco's Double Eagle Steakhouse

- **Fashion**
  - Brioni
  - Louis Vuitton
  - Gucci

- **Cars**
  - Cadillac
  - Mercedes-Benz
  - Lamborghini

- **Air Travel**
  - Blade
  - Wheels Up
  - Delta

Source: Crosswalk Consumer Insights Study for HITS (June 2022).
HITS has been proud to partner with many leading brands, including luxury brands such as Rolex and Longines, over the past four decades. Many partnerships have spanned more than 20 years including those with Marshall & Sterling Insurance, Great American Insurance, AIG and Purina.
THANK YOU

For more information about the dynamic sponsorship opportunities and different levels of sponsorship at HITS please contact:

DAVID O’CONNELL AT DAVE@HITSSHOWS.COM
SOCIAL MEDIA REACH

44,000+ Likes on Facebook

48,000+ Instagram followers

"I founded HITS over 40 years ago and have been responsible for a number of different facilities around the country, including two right in the desert of California. The benefit of being a lifelong horseman, rather than just an investor, gives me a unique perspective in not only developing and designing facilities, but also in acting as a horseman in the coordination of events. These skills will be instrumental after witnessing the challenges the sport has experienced this past year. I look forward to starting the project of renovating one of the most iconic horse facilities in the country, and then producing some of California’s most outstanding events."
SOCIAL MEDIA SPONSOR OPPORTUNITY

PURINA ANIMAL NUTRITION EXHIBITOR PARTY @ HITS Ocala

Come join us this Saturday in the VIP Tent for an exhibitor party. Watch two jumper classics while enjoying good food and good company!

Time 5:30

OPEN TO ALL!

SEE YOU THERE!

PURINA

HITS Ocala

SHOWCASE PROPERTIES OF CENTRAL FLORIDA

PLATINUM PERFORMANCE

EMPRESA DIEGO DENTO

NIGHT WATCH

Boehringer Ingelheim

kitchenhose: We are minutes away from joining our Top 4 in the Platinum Performance $100,000 Hunter Prix Final. Who will get their name stuck on this awesome trophy?

Update: Congratulations to our winners, Naomi Bennett & Monument!

Jenn Kellen Ceravolo & MMN Fashion

Jeri Emma Sapsis & Canadian 4th Kim Strozyk & Highlighter

kitchenhose: Happy start your morning with a special breakfast brought to you by @thextrafactor. Stop by the show office this morning to fuel your body for today and learn about the @thextrafactor at HITS Ocala!

kitchenhose: Don’t forget to stop by Hunter 2 & 3 for the @CEOspamkatthuman Equestrian Gear up for today with @EquestrianLife!

kitchenhose: Make sure to stop by the Purina Animal Nutrition area to learn more about our Healthy Life Model, which is all about the health and wellness of you and your pets! 😊❤️
ON-SITE VISIBILITY

Custom Sponsor Jumps
ON-SITE VISIBILITY (CONT'D)

Class Sponsorships with Award Presentation
ON-SITE VISIBILITY (CONT'D)

Video Scoreboard Exposure
ON-SITE VISIBILITY (CONT'D)

Vendor Booths / On-Site Activations