

UNITED STATES EVENTING ASSOCIATION 2025 PARTNERSHIP OPPORTUNITIES



WHO WE ARE

ABOUT THE USEA

The USEA is a non-profit 501 C (3), which serves as the national association for the Olympic equestrian sport of three-day eventing. We are an educational organization committed to providing eventing enthusiasts with a competitive level suited to their individual skills. By assisting and educating competitors, event organizers and officials; maintaining responsible safety standards; and registering qualified competitions and clinics, the USEA offers a strong and continuous training opportunity for an ever-expanding field of world-class competitors. Just as importantly, the USEA provides a means for all riders, regardless of age or ability, to experience the thrill of eventing

OUR MISSION

The mission of the USEA is to advance the sport of eventing through education of riders, trainers, officials, and organizers, with the health and well-being of the horse of paramount importance. The Association, through the direction of the Board of Governors, continues to strive to make the sport of eventing safe, fun, fair, and affordable to all who join our ranks. The USEA strives to provide riders from Starter to the five-star level with an exceptional eventing experience.

220+
recognized
events



75,000+
horses
registered



40,000+
competition
results a year



180,000+
social media
followers



40,000+
email
subscribers



6.4 million
webpage
views per year



1 National
Championship
with 30+ divisions



40 USEA
Programs



75+ Year-End
National
Awards



MEET OUR MEMBERS

The USEA membership demographic is a compelling one: affluent, educated, and dedicated to riding horses. Our membership is over 90% female, with the majority between the ages of 35 and 49 who own at least one horse and have ridden and competed for more than 15 years. The membership is spread across 10 Areas of the U.S. with heavy concentration along both coasts, and also includes international members, particularly from Canada. Members compete in the range of all eventing levels from Starter to Advanced, and the average member competes at the Novice level at four to six USEA recognized competitions each year. The average member also typically participates in one to two educational clinics per year. Most USEA members hold at least a bachelor's degree, own their home, and also own a horse trailer and a towing vehicle. The average member has:

\$10,000 - \$30,000 annual equestrian budget

\$300 - \$500 spent per event

\$100,000 - \$150,000 average annual salary



WHAT IS EVENTING?

Eventing is best described as an equestrian triathlon. The sport originated as a cavalry test and is comprised of three phases: dressage, cross-country jumping, and show jumping.

Held over one, two, or three days, eventing is one of the few Olympic sports where men and women compete alongside one another as equals.



DRESSAGE

shows the graceful partnership of horse and rider through a sequence of movements on the flat, receiving marks from judges.



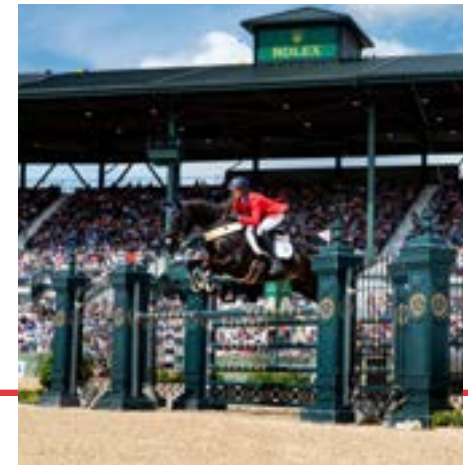
CROSS-COUNTRY

challenges the pair's bravery, fitness, and determination as they navigate a timed course with a series of solid obstacles and varied terrain.



SHOW JUMPING

tests a pair's precision as they clear a course of delicate fences, incurring penalties for knocked/fallen rails.



CORPORATE LEVEL

PARTNERSHIPS | Starting at \$25,000

The USEA offers a limited opportunity for companies to become the official product or service of the USEA. Corporate partners have the opportunity to include a variety of USEA programs and Championships in their packages, for optimal exposure across USEA platforms. All Corporate Level Partnership packages may be customized.

Naming Rights:

- The “Official _____ of the United States Eventing Association”

Key Benefits:

- Company logo in Corporate Sponsor section on every page of the USEA website with hyperlink to company site
- Banner ad rotation throughout USEA website
- Full page color advertisement in every issue of the award winning USEA national publication, *Eventing USA*
- Ability to submit press releases and/or educational articles for publication on the USEA website and e-newsletter
- Sponsor highlight sent to the USEA email list annually. Content provided by sponsor.
- Opportunities to be featured on USEA digital platforms via podcast, live streams, etc.
- Quarterly use of the USEA membership mailing list
- Social media collaborations
- Additional print and online media promotions
- On-site branding at USEA series events and Championships sponsored by partner
- Customized exposure



USEA PROGRAM & CHAMPIONSHIP

PARTNERSHIPS | Offering Prize Level through Title Sponsorships

The USEA offers partnerships surrounding the various USEA programs and championships. Through these activities, we can offer on-site branding and position your company in front of the right target market. Depending on the level of partnership, these packages also include a wide array of advertising and media exposure through our online and print publications.



USEA American Eventing Championships

USEA Intercollegiate &
Interscholastic Championships

USEA Adult Team Championships

USEA Annual Meeting & Convention

USEA National Leaderboards

USEA Young Event Horse
Program and Championships

USEA Classic Series

USEA Volunteer Incentive Program

USEA Eventing Coaches Program
& Symposium

USEA Emerging Athletes U21
Program

& more!



USEA AMERICAN EVENTING CHAMPIONSHIPS

The national championships for the sport of three-day eventing where amateurs, juniors, and professional riders alike compete at any level from Starter through Advanced. Sponsors have the chance to reach an expansive market with on-site branding, media exposure across USEA platforms, email campaigns, and coverage from outside outlets that attend. Sponsors will also receive vendor space in the trade fair.

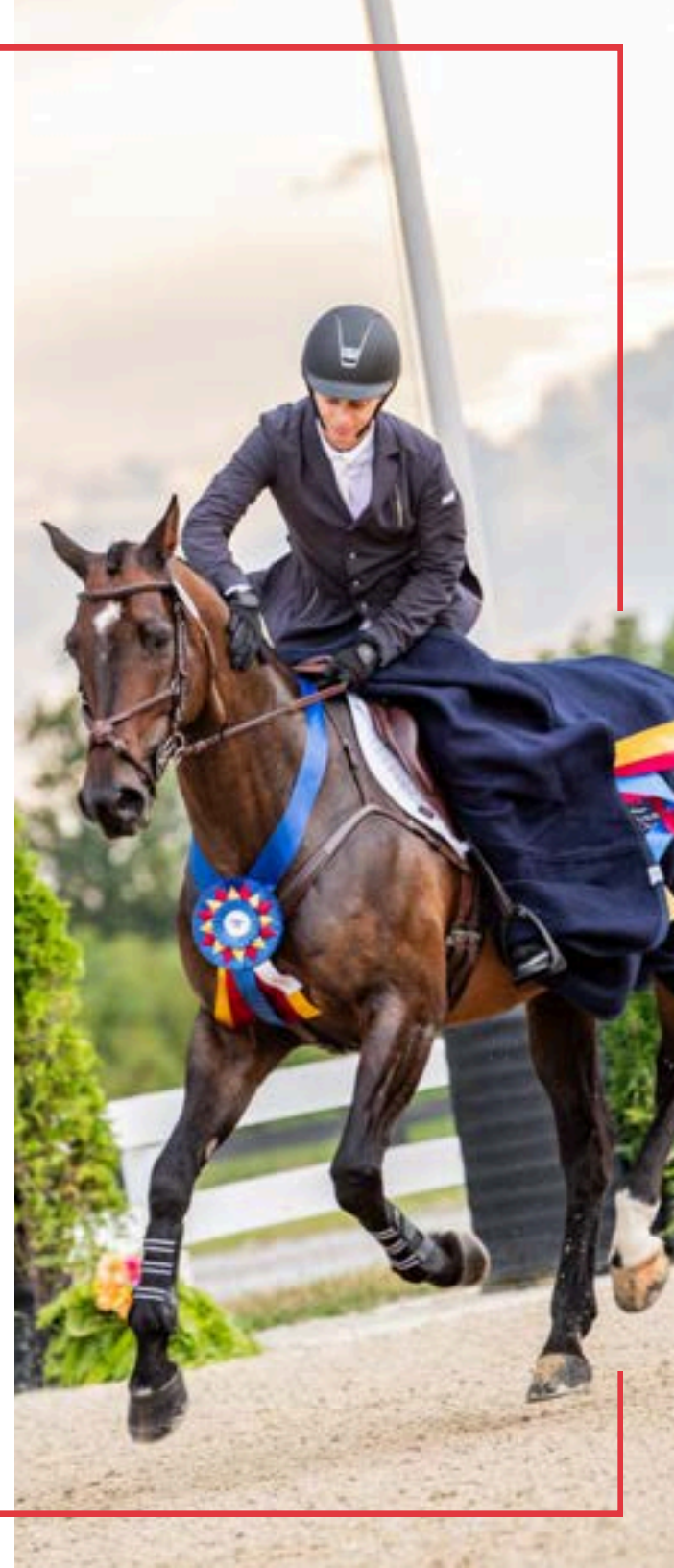
In 2021, the AEC drew nearly 1,000 competitors at the iconic Kentucky Horse Park in Lexington, KY, now recorded as the largest eventing competition in the world, outside of the UK.

The 2025 USEA AEC will take place August 27 - 31 at Galway Downs in Temecula, CA.

PARTNERSHIPS:

Starting at:

Title Sponsor	Inquire
Presenting Sponsor	SOLD
Platinum Level Sponsor	\$20,000
Gold Level Sponsor	\$15,000
Silver Level Sponsor	\$10,000
Bronze Level Sponsor	\$5,000
Contributing Level Sponsor	\$2,500
Prize Level Sponsor	\$500 + prizes



TEAM CHAMPIONSHIPS

USEA Intercollegiate & Interscholastic Eventing Championships

Stable View | Aiken, SC | May 2 - 4, 2025

The USEA Intercollegiate Eventing Program provides a platform for eventing teams and individuals to flourish at colleges and universities across the country. The USEA Interscholastic Eventing League (IEL) brings together fifth through twelfth graders with a common bond and serves as a pipeline for participation in the sport in college and beyond. This is a very brand-loyal demographic, and an exciting opportunity for partners to be introduced to upcoming riders, professionals, and supporters amongst the equestrian communities.

PARTNERSHIPS:

Starting at:

Title Sponsor	Inquire
Bronze Level Sponsor	\$4,000
Contributing Level Sponsor	\$2,000
Prize Level Sponsor (cash or prize)	\$1,000



USEA Adult Team Championships (ATC) at the AEC

Galway Downs | Temecula, CA | August 27 - 31, 2025

The USEA Adult Team Championships (ATC) provides a fun and friendly environment for adults to compete as a team and represent their Area of the country. The Team Championships take place at the USEA American Eventing Championships, and the ATC is honored in their own awards ceremonies at the Beginner Novice through Preliminary levels. This is a great place for partners to reach a large demographic of USEA members and support professional and amateur riders alike.

PARTNERSHIPS:

Starting at:

Title Sponsor	Inquire
Bronze Level Sponsor	\$4,000
Contributing Level Sponsor	\$2,000
Prize Level Sponsor (cash or prize)	\$1,000





USEA ANNUAL MEETING & CONVENTION

The USEA Annual Meeting & Convention takes place each December and brings together a large group of dedicated USEA members and supporters to discuss, learn, and effect change. The USEA organizes multiple seminars, in addition to committee meetings, open forums, and the annual year-end awards ceremony for national leaderboard winners.

Partners have the opportunity to sponsor or host their own educational seminar, as well as sponsor special year-end awards and national leaderboards. Opportunities to be included in the Convention trade fair are also available.

The 2025 USEA Annual Meeting & Convention will take place December 10-14 in New Orleans, Louisiana.

PARTNERSHIPS:

Starting at:

Presenting Sponsor	Inquire
Gold Level Sponsor	\$7,500
Silver Level Sponsor	\$5,000
Bronze Level Sponsor	\$2,500
Contributing Level Sponsor	\$1,000

USEA YOUNG EVENT HORSE PROGRAM

The Young Event Horse (YEH) Program showcases 4- and 5-year-old horses that possess talent for the top levels of eventing. Around 30 competitions are offered and hundreds of owners and professionals use them as an opportunity to give their young horses a positive and prestigious start to eventing.

Each fall, the YEH Championships are held at one East Coast venue and one West Coast venue. Partnering with these Championships are a great way to reach owners and professional riders on their pathway to represent the United States.

2025 Dutta Corp. USEA YEH East Coast Championships: Oct. 16-17 at Maryland 5 Star
2025 Dutta Corp. USEA YEH West Coast Championships: Oct. 24-25 at Twin Rivers Ranch

PARTNERSHIPS:

Starting at:

Title Sponsor	SOLD
Presenting Sponsor	Inquire
Gold Level Sponsor	\$5,000
Silver Level Sponsor	\$2,500
Contributing Level Sponsor	\$1,000



USEA CLASSIC SERIES

The USEA Classic Series encompasses more than 20 long-format divisions at the Beginner Novice, Novice, Training, Modified and Preliminary levels for riders who wish to have the opportunity to experience all four phases of Endurance Day in the Classic long format of eventing. In addition to the competition, educational opportunities are available at these events to give riders a chance to compete and learn safely.

The Classic Series is a great area for partners to reach Adult Amateur and Junior competitors at the same time, as over 250 riders compete in the series each year.

Host events include the Indiana Eventing Association H.T. (IN), Summer Coconino H.T. and 3-Day Event (AZ), The Event at Rebecca Farm (MT), Five Points H.T. (NC), Spokane Sport Horse Annual Fall H.T. (WA), Waredaca Classic Three-Day Event (MD), Hagyard Midsouth Three-Day Event (KY), and Ram Tap H.T. (CA).

PARTNERSHIPS:

Starting at:

Title Sponsor	Inquire
Gold Level Sponsor	\$10,000
Silver Level Sponsor	\$5,000
Bronze Level Sponsor	\$2,500



USEA COACHES & EDUCATION

USEA Eventing Coaches Program

The USEA Eventing Coaches Program (ECP), formerly known as the Instructors' Certification Program (ICP), educates all levels of eventing coaches to confirm their knowledge base, both theoretical and practical, which they will build upon through their careers. The USEA hosts workshops to train coaches and keeps a database of certified coaches for all riders, students, and competitors to utilize, knowing they have an accredited coach. The USEA offers customized packages for partners in order to market both to coaches and for coaches.



USEA Educational Symposiums

The USEA hosts an annual ECP Symposium each winter. Hundreds of spectators gather to learn, observe, and ask questions. The symposium is a great place to reach coaches, trainers, students, breeders, owners and professional riders, all in one week. On-site branding is available, as well as speaking opportunities in front of a captivated audience.

The USEA Young Event Horse program also offers an educational symposium in the winter months that focuses on the training and evaluation of young eventing prospects. This event is a great opportunity to reach coaches, trainers, professional riders, amateur riders, and breeders with an interest producing the next generation of stand-out equine partners.



USEA EMERGING ATHLETES U21 PROGRAM

The USEA Emerging Athletes U21 Program (EA21) was launched in 2022 with a model of five summertime regional clinics taught by selected USEA Eventing Coaches Program (ECP) certified coaches, leading to a winter national camp consisting of selected Young Riders from the regional clinics. Athletes who are 21 years or younger, are current members of their USEA Young Rider Area program, and are established at the Training Level or higher, are eligible to apply for the EA21 program. This is a great program to gain exposure with the young elite riders of the U.S. The USEA can offer branding on-site at the clinics, and customized experiences at the national camp.

Central - Chaps Equestrian Center (KS) - June 17-18, 2025

East I - Morven Park Equestrian Center (VA) - June 24-25, 2025

West I - Twin Rivers Ranch (CA) - June 24-25, 2025

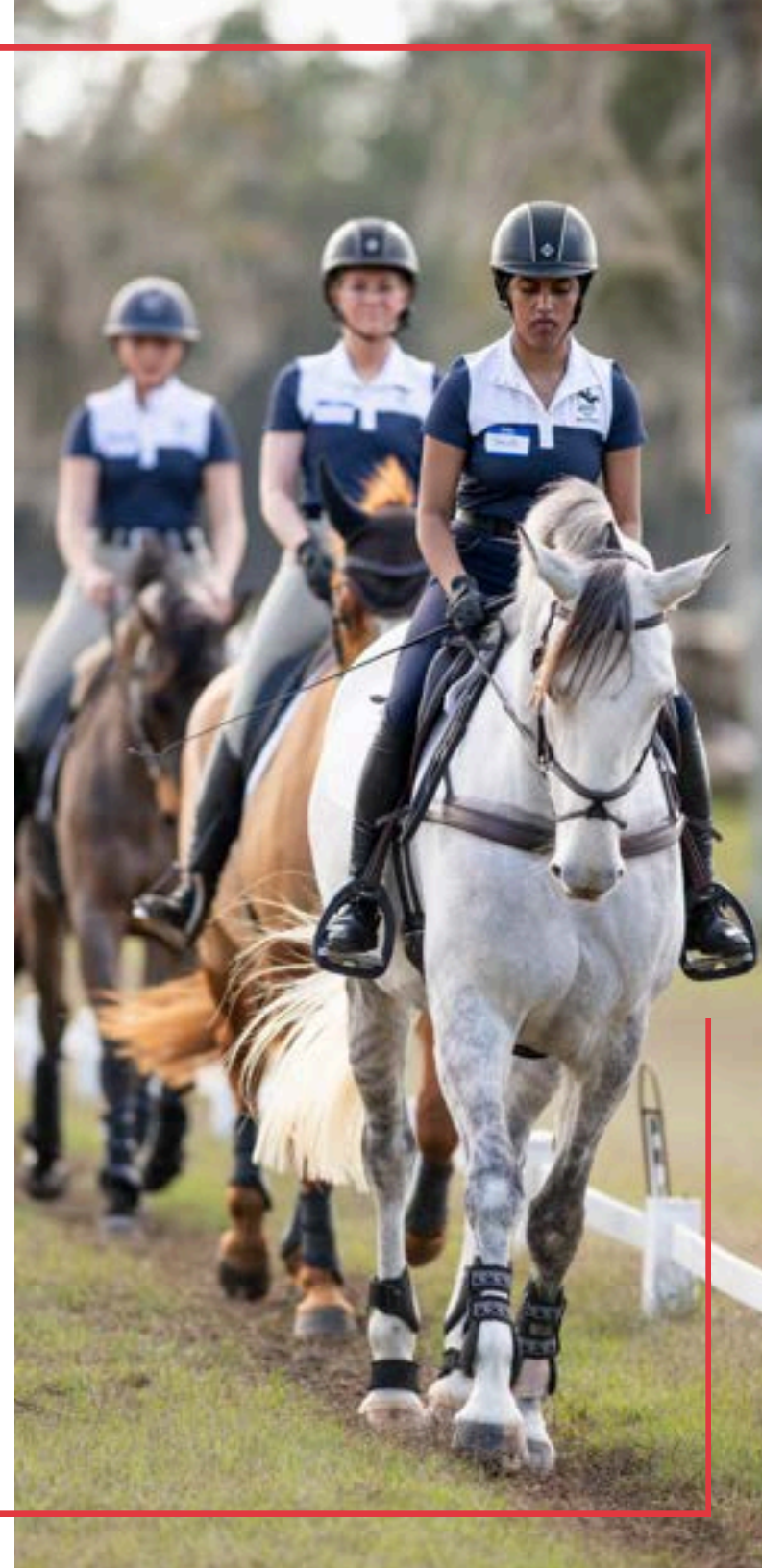
East II - Stable View (SC) - July 28-30, 2025

West II - Aspen Farms (WA) - August 12-13, 2025

2025/2026 National Camp: Ocala, FL - Dec. 30, 2025 - Jan. 3, 2026

PARTNERSHIPS:

Title Sponsor	Inquire
Presenting Sponsor	Inquire
Gold Level Sponsor	Inquire
Silver Level Sponsor	Inquire
Contributing Level Sponsor	Inquire





INTERESTED IN LEARNING MORE?

The USEA may customize packages based on your company's marketing goals. We can position your company in front of the right audience and optimize on-site offerings as well as advertising and media benefits.

CONTACT

Kate Lokey

Senior Director of Programs, Marketing
& Partnerships

KLokey@USEventing.com
Direct: 703-779-9897

