

The Lexington Series



**SPRING BAY HORSE TRIALS
KENTUCKY CLASSIQUE HORSE TRIALS
HAGYARD MIDSOUTH THREE DAY EVENT &
TEAM CHALLENGE**

**LEXINGTON, KENTUCKY
2018**

Fact Sheet

THE LEXINGTON SERIES offers advertisers the unique opportunity to advertise in programs for three horse trials held at the Kentucky Horse Park. Each event is composed of three phases – the elegant dressage phase, the exciting cross-country phase and the athletic stadium-jumping phase. Additionally, in the three day competition, the horse and rider must complete a speed and endurance phase that consists of road and tracks and a steeplechase course where horse negotiate a series of brush fences at thoroughbred racing speed. These events occur in the spring, summer and fall of 2018.

The events in **THE LEXINGTON SERIES** are:

Spring Bay Horse Trials

First United States Equestrian Federation competition in the area
Dual site event held at both Masterson Station Park and the
Kentucky Horse Park.

Masterson Award given to the Junior Young Rider Preliminary Champion.
Foxmoor Trophy given to the Adult Amateur Preliminary Champion

April 7-8, 2018

**Masterson Station Park
Kentucky Horse Park
Lexington, KY**

Park Equine Kentucky Classique Horse Trials Area VIII Championships

Serves as a qualifier for fall international events
Offers Novice 3 Day Event

August 31-September 2, 2018

**Kentucky Horse Park
Lexington, KY**

Hagyard Midsouth 3 Day Event CCI* & Team Challenge Horse Trials

Benefit for Mid South Eventing and Dressage Association
Preliminary and Training Level Three Day Events

Offers the following United States Equestrian Federation National Trophies:

Richard Collins Trophy - The USEF Senior One Star Event Championship

The Harry Pt. Peters Trophy -The USEF Junior/Young Rider National Championship

October 17-21, 2018

**Kentucky Horse Park
Lexington, KY**

THE LEXINGTON SERIES

Demographic Information

Participants and attendees at The Lexington Series

The following information is a sampling of the demographics of the over 3500 people attending the three events making up The Lexington Series:

40% have **income** in excess of **\$100,000**

71% are **college educated**

81% **own** their own **home**

63% are **business or equestrian professionals**

85% have **Internet** access

42% carry **insurance** on their **horse**

In the next 12 months:

31% plan to **purchase a car or truck**

70% plan to make a **capital investment** in their
property

Attendees **spend** an average of **4 days at each competition**

A typical event finds 30 states represented as well as 3 foreign countries. Attendees average 4 days at each competition, stay in area hotels and eat in area restaurants.

Benefits to your Business

- Business exposed to a new and expanding group.
- The events use a total of 500 volunteers, 80% of whom live locally
- A typical event finds 30 states represented as well as foreign countries. Of the total attendees, 70% are within a four-hour drive of Lexington.
- Help MSED – a non-profit, educational, regional dressage and eventing organization

PROGRAM AD CONTRACT

Size of Ad	Dimensions	Single Insertion	Multiple Insertion
		<i>(Please Check One)</i>	
____ Inside Front Cover	7.5 x 10	\$250	\$200
____ Inside Back Cover	7.5 x 10	\$200	\$160
____ Outside Back Cover	7.5 x 10	\$250	\$200
____ Full Page Inside	7.5 x 10	\$150	\$125
____ Half Page	7.5 x 4-7/8	\$ 80	\$ 65
____ Quarter Page	3-5/8 x 4-7/8	\$ 50	\$ 40
____ Business Card	3.5 x 2.5	\$ 35	\$ 35

AD SUBMISSION DEADLINES

		Deadline
____ Spring Bay Horse Trials	April 7-9, 2018	March 26, 2018
____ Park Equine Kentucky Classique Horse Trials	August 31-Sept. 2, 2018	August 20, 2018
____ Hagyard Midsouth Three Day Event & Team Challenge	October 17-21, 2018	October 5, 2018

PRODUCTION

____ Will send electronically to Bev Henson

Special Instructions

PAYMENT

____ Payment Enclosed ____ Please Bill Me _____ Total Amount Due

Contact Name _____ Phone _____

CompanyName _____ Email _____

Address _____

City/State/Zip _____

Make Check Payable to: THE LEXINGTON SERIES

Mail To: Bev Henson

606 Brown Ave.

Shelbyville, KY 40065

Cell: 502-220-0187

Email: bevhenson@me.com

THE LEXINGTON SERIES Promotional Opportunities

In addition to advertising in the program, there are other promotional opportunities for your business.

- I wish to have my banner on a cross country jump.**
Limited to 2 feet by 12 feet in size **\$250 per event**

- I wish to have my banner displayed in the stadium arena** **\$225 per event**

- I wish to be a fence sponsor, please send more information.** **\$200 per event**

- I wish to donate sample products for 400 competitors**

- Other sponsorship packages are available or may be custom designed**
For more information contact Bev Henson at bevhenson@me.com

I wish to participate in the following events:	Submission Date	
<input type="checkbox"/> Spring Bay Horse Trials	April 7-8, 2018	March 26, 2018
<input type="checkbox"/> Kentucky Classique Horse Trials	August 31-Sept. 2, 2018	August 24, 2012
<input type="checkbox"/> Hagyard Midsouth Three Day Event & Team Challenge	October 17-21, 2018	October 5, 2018

Company Name _____

Contact _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____ Website _____

Make checks payable to **THE LEXINGTON SERIES**. Please return this form with your payment to:
Bev Henson bevhenson@me.com
606 Brown Ave. 502-220-0187 (cell)
Shelbyville, KY 40065

General Information

Submission of Ads

You may submit your ad as camera-ready art or submit it electronically as a PDF file. If you send your ad electronically, please send a fax copy to Bev Henson for verification of correctness. You may send a different ad for each program or use the same ad. Send all ads to Bev Henson at the address listed below.

Billing

You may choose to be invoiced for each competition separately or be billed for the entire amount by April 2, 2018. First time advertisers must either pay the entire amount by April 2 or pay prior to each competition for the ad to appear in the program. Please note your billing preference on the ad contract.

Payment

Payment is due upon receipt of the invoice. All checks should be made payable to **THE LEXINGTON SERIES**

Questions

If you have any questions, please contact Bev Henson, Advertising Coordinator at:

THE LEXINGTON SERIES

Bev Henson, Advertising Coordinator

606 Brown Ave.

Shelbyville, KY 40065

Cell: 502-220-0187

Email: bevhenson@me.com

General information about the competitions and **THE LEXINGTON SERIES** is available on our website www.kyevents.net.