



UPPERVILLE  
—1853—  
COLT & HORSE SHOW

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*Welcome to*

# UPPERVILLE

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1853

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## COLT & HORSE SHOW

At Upperville riders mount up beneath the shade of century old oak trees and enter storied rings to strive for trophies named for American patriots and trailblazers.

Now in its second century, this classic summertime event is an icon woven into the fabric of American horse sport — a fixture on the Nation's equestrian calendar.

Here riders don't simply compete, they make history...





AS THE OLDEST HORSE SHOW IN THE NATION, WE HAVE HISTORY ON OUR SIDE...





# WE ALSO HAVE MOMENTUM



Located in an area recognized by Forbes Magazine as the most affluent in the nation. Four of the top 10 most affluent counties in the nation are located within an hour of the event site.



Proximity to nearby Salamander Resort & Spa is increasing both corporate groups and leisure visitors.



Close to the iconic town of Middleburg, Virginia where tourism continues to grow at a rapid rate.



A portfolio of customizable digital assets pushes branded content to attractive niche markets across top social media networks.



A world class, multi-ring facility with growing prize money is attracting big name competitors & supporters.



Loyal box & table holders, some dating back three generations, pay premium fees and want more shopping and sampling opportunities.



# A VIBRANT WEEK OF EQUESTRIAN COMPETITIONS





# CULMINATING IN A GRAND PRIX WEEKEND



THAT'S A CELEBRATION OF THE OUTDOOR LIFESTYLE IN THE HEART OF HORSE COUNTRY



# 2026 SCHEDULE HIGHLIGHTS

## MONDAY – THURSDAY JUNE 1-4

### TOP HUNTERS & JUMPERS

8:00a-5:00p - Full days of competition including ponies, hunters & jumpers.

### POWER & SPEED STAKES FEI CSI 4\*

1:00p - Grand Prix Ring (Thurs)  
\$31,500 Jumper Class  
An action-packed class showcasing the top competitors in a test of precision and speed.

### INTERNATIONAL HUNTER DERBY

4:00p - Parker Ring (Thurs)  
\$25,000 Hunter Class  
The best of the hunters take center stage Under the Oaks for this afternoon showcase.

### HUNTER DERBY RECEPTION

4:00p - 6:00 - Friends Tent  
Open to all — includes cocktails and hors d'oeuvres.

## FRIDAY JUNE 5

### TOP HUNTERS & JUMPERS

8:00a-5:00p - A full day of competition including ponies, hunters & jumpers.

### IRISH DRAUGHT DIVISION

Midday - Polo Field Ring. A collection of in-hand and under saddle classes highlighting the beautiful & versatile Irish Draught horse.

### WELCOME STAKES FEI CSI 4\*

3:00p - Grand Prix Ring  
\$62,500 Jumper Class  
A two-phase class used as a qualifier for the signature grand prix, offering a preview of the horse and rider teams likely to be seen on Sunday.

### WELCOME STAKES RECEPTION

3:00p-5:00p - Exhibitor Tent overlooking the Grand Prix ring — Open to all, includes cocktails and hors d'oeuvres.

## SATURDAY JUNE 6

### WEEKEND KICKOFF

8:00a-5:00p - A day for the whole family with signature classes including **Leadline** — featuring adorable kids and their ponies, elegant **Sidesaddle** riders, and the timeless **Family Class**. Hunter breeding. Best young horse will be judged in the Parker Ring

### PUP PARADE

11:30a - Parker Ring  
Children get a chance to lead their pups in a parade for the crowd assembled for the upcoming Leadline Classes.

### SPEED STAKES FEI CSI 4\*

1:00p - Grand Prix Ring  
\$37,000 Jumper Class  
A display of ultimate speed as horses take on challenging jumps in an exciting race against the clock.

### AMERICAN STANDARD GRAND PRIX

4:00p - Grand Prix Ring  
\$30,000 Jumper Class  
A two-phase class featuring many local equestrians. A real crowd pleaser!

### AMERICAN STANDARD GRAND PRIX RECEPTION

4:00p-6:00p - Exhibitor Tent overlooking the Grand Prix ring — Open to all, includes cocktails and hors d'oeuvres.

## SUNDAY JUNE 7

### GRAND PRIX SUNDAY

8:00a-5:00p - A signature day on the social calendar with food, fashion and fabulous cars.

### HORSES & HORSEPOWER

9:00a-1:00p - Jumper Field  
Rows and rows of gleaming entries from curvy muscle cars to refined classics. Vote for your favorite in the “People’s Choice” award.

### SHOPPERS ROW

9:00a-5:00p  
Last chance to check out our more than 90 vendors on both sides of the show!

### AWARDS PRESENTATIONS

2:00p - Grand Prix Ring Berm  
President’s, Randolph, Spirit of the Horse, & People’s Choice. Followed by the national anthem.

### JUMPER CLASSIC - FEI CSI 4\*

3:00p Grand Prix Ring  
\$200,000 class where internationally ranked competitors clear the toughest of obstacles competing for top prizes.



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JUNE 1-7, 2026

A SPONSORSHIP OPPORTUNITY

173 YEARS IN THE MAKING



# Sponsorship Outline

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Upperville reaches a desirable audience that has a deep appreciation of sophisticated brands and products.

Social interaction is central to the on site experience — we take care with that fact — so while the marketing at the event is effective it's also nuanced...





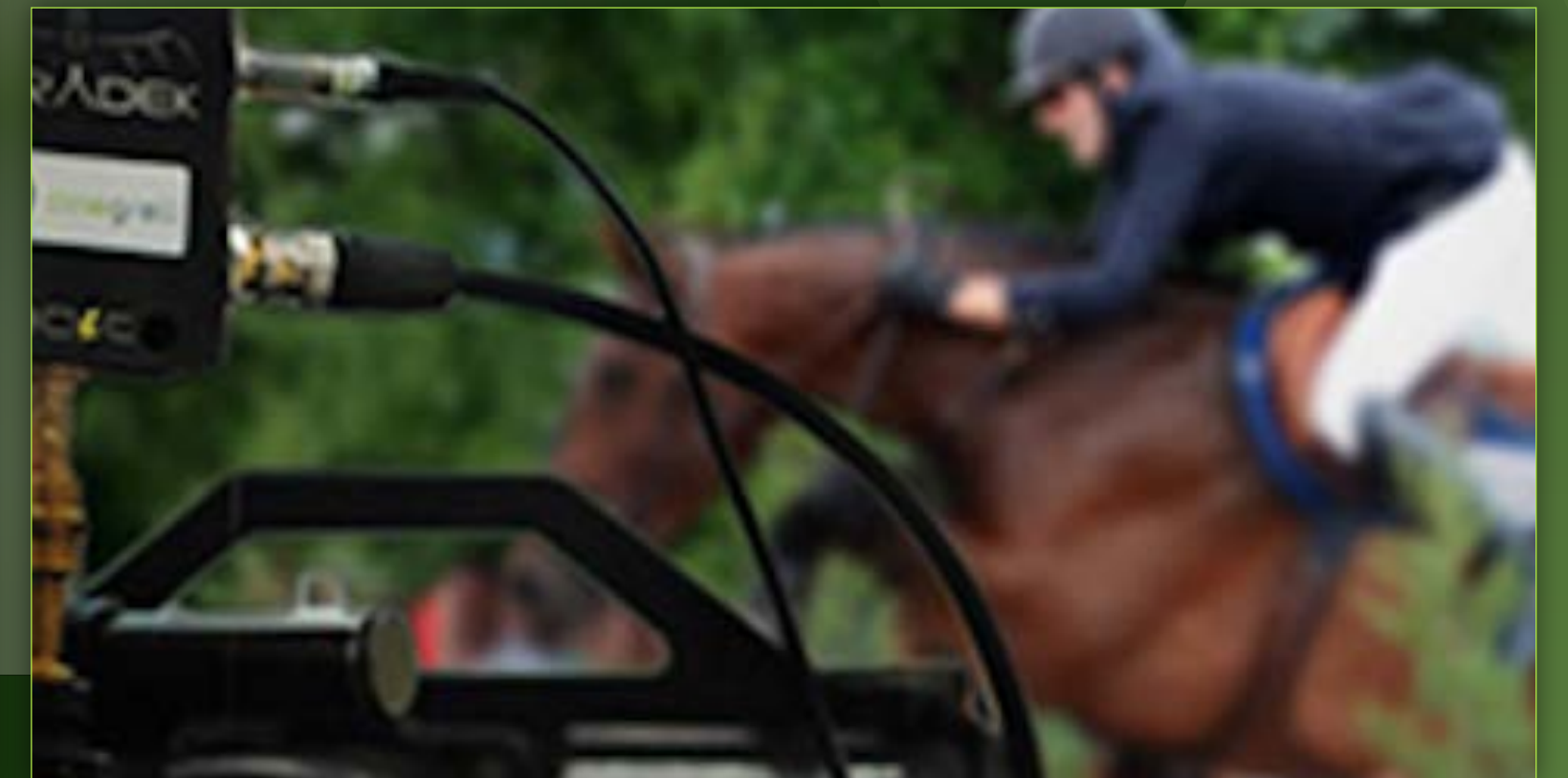


...Pointed at people's desire to explore, learn and interact — with each other and also with the right products and brands.





The experiences created onsite are also moved online, giving sponsors rich content for social media campaigns.





# UPPERVILLE FAST FACTS

173  
YEARS

THE OLDEST HORSE  
SHOW IN THE  
COUNTRY

1800  
ENTRIES

HORSE AND RIDER  
PAIRS FROM 40 US  
STATES AND  
INTERNATIONALLY

20,000+  
FANS

ON-SITE OVER  
THE WEEK AND  
FOLLOWING  
BY LIVE FEED

1500+  
HORSES

STABLED ONSITE.  
RIDERS, TRAINERS  
GROOMS BUY  
SUPPLIES ALL WEEK

90+  
VENDORS

HIGH-END TACK AND  
LIFESTYLE DISPLAYS —  
JEWELRY, CLOTHING,  
FOOD & BEVERAGE

2900  
NIGHTS

8 INNS AND HOTELS IN  
A MORE THAN A 20  
MILE RADIUS SEE STAYS  
OF 3 OR MORE DAYS

350,000+  
VIEWS

REAL TIME LIVESTREAM  
& SOCIAL MEDIA  
INFLUENCERS HELP  
PUSH SHOW  
CONTENT TO TOP

\$500,000+  
PRIZE \$

A WEEK OF TOUGH  
COMPETITION ENDS  
WITH \$200,000  
INTERNATIONAL  
GRAND PRIX



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# AVERAGE EQUESTRIAN PROFILE

28%

HAVE A NET  
WORTH OVER \$2  
MILLION

40%

OWN A FARM,  
MOST OVER 10  
ACRES

65%

TRAVEL FOR  
MORE THAN 3  
WEEKS

58%

OWN THREE OR  
MORE VEHICLES



WEALTHY WITH  
HIGH HOME VALUE



VERY WELL  
EDUCATED



MANY OWN FOUR  
OR MORE HORSES



SIGNIFICANT  
YEARLY  
SPENDING IN  
PURSUIT OF THEIR  
PASSION





## Two Iconic Settings

Upperville offers two historic settings on the show grounds, each with unique charms — Grafton Farm to the south of Route 50 and Salem Farm to the north.

Grafton has the Hunter Rings, nestled amidst century-old oak trees, creating a picturesque and tranquil atmosphere. Salem hosts the show's Jumpers with a state-of-the-art Grand Prix ring and a 576-seat full service VIP pavilion that overlooks the majestic Blue Ridge mountains and serves up a vibrant social scene.

Both sides offer our sponsors a wide selection of events and showcases to choose from.



# GRAFTON UNDER THE OAKS

A SETTING UNRIVALED IN HORSE SPORT



TOP HUNTERS



FAMILY CLASS



BREEDING



SIDESADDLE



HUNTER DERBY



LEADLINE



# SALEM THE JUMPER SIDE

HOME OF GRAND PRIX WEEKEND



INTERNATIONAL GRAND PRIX



AWARDS & CEREMONIES



WELCOME STAKES



HORSES & HORSEPOWER



SHOPPERS ROW



1853 CLUB



# 1853 CLUB — OVERLOOKING THE GRAND PRIX RING — FULL SERVICE MONDAY - SUNDAY

## At the Center of the Jumper Action

The top corporate and social entertainment spot on the show grounds — prime viewing for signature events including: The American Standard Grand Prix, The Welcome Stakes, Grand Prix Jumper Classic and more.

Food and beverage service Monday - Sunday

Venue features include:

- ❖ Reserved tables
- ❖ Multiple bars with mixologists
- ❖ Lounge furnishings and Wifi
- ❖ Merchandise
- ❖ CCTV Feed of Hunter Rings & Jumper II





# 1853 CLUB — OVERLOOKING THE GRAND PRIX RING — FULL SERVICE MONDAY - SUNDAY





# THE JUMPER CLASSIC

AN INTERNATIONAL GRAND PRIX  
SUNDAY





# WELCOME STAKES

A PREVIEW TO THE GRAND PRIX  
FRIDAY





# HUNTER DERBY

A CLASSIC EVENING SHOWCASE  
THURSDAY





# LEADLINE

FASHION'S *MANE* EVENT  
SATURDAY





# FAMILY CLASS

ONE GENERATION TO THE NEXT  
SATURDAY





# SIDESADDLE

ALL ABOUT THE DETAILS  
SATURDAY





# BREEDING

COLTS, FILLIES AND MORE  
SATURDAY & SUNDAY





# HORSES & HORSEPOWER

START YOUR ENGINES  
SUNDAY





# SHOPPING & VENDORS

A WIDE RANGE OF OFFERINGS FOR EVERYONE  
ALL WEEK





# An Integrated Promotional Platform

*An iconic event staged in one of the world's wealthiest enclaves*

Sponsor collaboration, sophisticated event management, professional webcast packaging and a growing set of marketing tools and technologies enable the show to reach an affluent audience and also deliver extensive sponsorship value onsite and online.





# A SOLID BASE

GUARANTEED VISIBILITY &  
SPONSOR VALUE

## A Guaranteed Base of Promotional Value

At a prestigious show like Upperville, we ensure our sponsors receive a solid level of visibility across various assets, including signs, banners, jumbotron scrolls, web logos, PA announcements and more.

All of our sponsor packages, ranging from \$2500 - \$100,000+ provide the following baseline benefits and allow sponsors to build from there:

- *PA announcements throughout the week*
- *Onsite banner/brand placement*
- *Logo on jumbotron scroll*
- *Logo on website*
- *Inclusion in social media posts*
- *Ad in the UCHS digital prize list*
- *Ad in official Program*
- *Patron Parking*

\* Additional features, prominence and frequency commensurate with dollar commitment





# ENHANCED SPONSORSHIP

CUSTOMIZATION  
AT EVERY LEVEL

## Collaboration & Customization

We work alongside sponsors to take value to the next level by collaboratively crafting custom packages that align with their marketing goals. These tailored packages target on site and online audiences by blending show-wide assets, including:

- *Naming Rights for rings, venues, classes, receptions and more*
- *Presenting Rights for top classes and special awards*
- *Onsite hospitality, hosting & entertainment*
- *Onsite signage, ads, & announcements*
- *Brand activations, promos & product placement*
- *Online digital & livestream ads, videos, social media campaigns*

Our sponsors benefit greatly from this collaborative approach, working with us to create unique outreach, visibility, and direct-sales efforts that are staged in unique venues, and set against the distinctive lifestyle backdrop that is the essence of the Upperville show!





# SAMPLE LEVELS & OFFERINGS

A SUMMARY BY LEVEL

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## OAK - up to \$7,500

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- Junior Popsicle Social
- Art Under The Oaks Activity Tent
- Branded Jump in Ring II
- Exhibitor Back Numbers
- Grooms Breakfast Hospitality
- Hydration Stations
- Presenting Sidesaddle
- Select Class or Division

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## BRONZE - up to \$25,000

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- Jumper Schooling Ring
- Water Trucks
- Breeding Ring Sponsor
- Naming of Jumper Ring II
- Horses & Horsepower Auto Showcase
- Branded Jump Crew Shirts
- Jumper II Scoreboard
- Presenting FEI Jog
- FEI Stabling Sponsor
- Jumper Ring Drags
- Select Class or Division
- General Admission Parking

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## SILVER - up to \$40,000

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- Scoreboard Sponsor
- Naming of Jumper Ring I
- Hunter & Jumper Riders' Lounges
- FEI CSI 4\* Speed Stakes
- Giveaway Day in a Hunter Ring
- Presenting USHJA Intl.Hunter Derby
- Select Class or Division

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## GOLD - up to \$70,000

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- Private Corporate Lounges
- FEI CSI 4\* Welcome Stakes
- Enhanced 1853 Club Presence
- Presenting Webcast Sponsor

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## PLATINUM \$75,000+

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- UCHS Show Presenting Sponsor
- FEI CSI 4\* Upperville Jumper Classic
- 1853 Club Title Sponsor
- Grafton Grandstand Sponsor



# ADDITIONAL OPPORTUNITIES

EVENTS, VENUES &  
PROMOTIONS

## Venues & Events

- 1853 Club
- Eastside Overlook
- Westside Berm
- Hunter Grandstand
- Classic Car Paddock
- Charity Drives

## Digital & Mobile

- Mobile Distribution Rights
- Database Mailings
- Clip My Horse QR Tags
- Live Stream Segment
- Social Media Take over
- Interviews & Custom Video

## Experiences

- Olympic Rider Course Walk
- Horse and Rider Meet & Greet
- Blacksmith Lesson
- Award Presentations
- Classic Cars Tune Up

## Promotions

- Exhibitor Bags
- VIP or FEI Wristbands
- On Site Sampling
- Take Home Awards







# UPPERVILLE

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## COLT & HORSE SHOW

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Customized sponsorship packages available at all levels. For further information contact:

Emily Day, UCHS Director

540-539-3359

[eday@upperville.com](mailto:eday@upperville.com)

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