



PASO ROBLES
HORSE PARK

MEDIA KIT 2024



ABOUT

The Paso Robles Horse Park opened gates in 2015 with the goal of hosting world-class Hunter/Jumper competitions. The natural beauty and property's oak tree-filled landscape, with vast views overlooking the hills of Paso Robles, make it an ideal setting for a competitive horse park.

TODAY

Since bringing show management in-house, we have seen year-over-year growth in competitor numbers for all competitions. Our unique model of containing both facility and show management within the same team, allows for an experience that fully embodies the spirit of our Paso Robles location and the unique aspects of the Paso Park.

Last year's season brought positive trends in both competitor attendance and marketing reach. Annual figures reflect the following stats:

- 12 total show jumping competitions
- Over 65,539 annual website visits
- Over 4,300 Instagram followers
- Over 6,900 Facebook likes
- Over 4,700 Email subscribers
- The Classic Series shows saw an average growth of 5% year-over-year in competitor attendance
- The B Series shows saw an average growth of 15% year-over-year in competitor attendance
- The Schooling show series continued to sustain sold out shows

Check out the next page for our full 2024 show schedule. Outside of these shows, the Paso Park will continue to offer the facility for hosting outside events, including but not limited to IEA shows, dog trials, show jumping clinics, and more. We expect that the numbers shown in demographics section will only continue to grow to reach the Paso Park's goals.



ADVERT SPECIFICATIONS

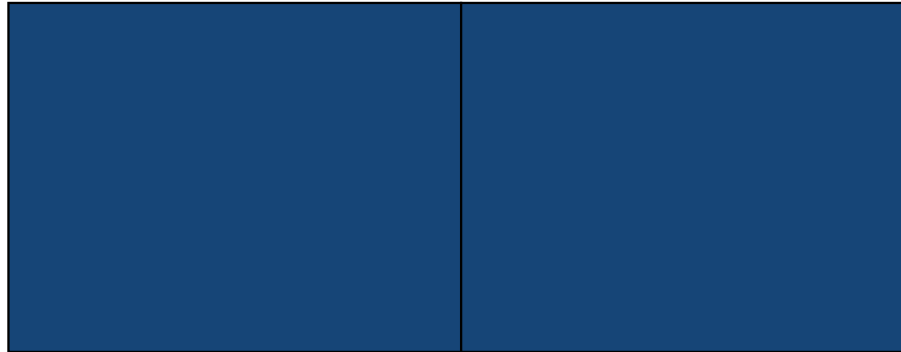


Full Page

Live Area:
10.5 inches width x 8 inches height

Trim Area:
11 inches width x 8.5 inches height

Bleed Area:
11.25 inches width x 8.75 inches height.

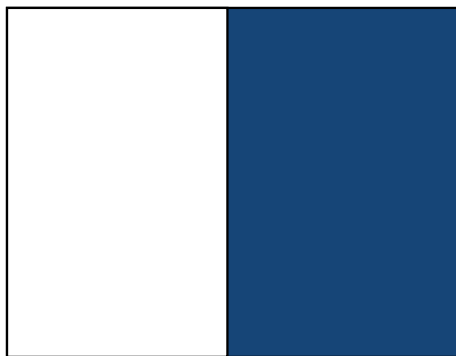


Two Page Spread

Live Area:
21.5 inches width x 8 inches height

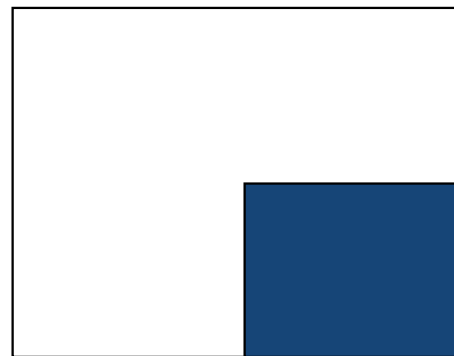
Trim Area:
22 inches width x 8.5 inches height

Bleed Area:
22.25 inches width x 8.75 inches height.
*Note: Binding done on short side.



Half Page

5.5 inches width x 8.5 inches height



Quarter Page

5.5 inches width x 4.25 inches height

Sponsor Banner

Sizing:

96 inches width x 18 inches height

Specifications:

Sponsor banners should be produced on adhesive-backed vinyl on chloroplast with a minimum of 8 grommets (4 top, and 4 bottom).



DIGITAL SPECIFICATIONS

Format:

PDF files preferred. High-resolution flattened PSD and JPG files also accepted. If sending in PSD format file, please send complete package file with links and fonts.

Resolution:

All images used in ad should be high-resolution (300dpi or more at size used), and all logos/graphics should be vector files (EPS or AI files).

Email to mschott@pasorobleshorsepark.com.

SOCIAL MEDIA GUIDELINES

The Paso Park works hard to ensure our social media content provides a value-add experience for our followers; aligned with this we have strict guidelines for the tone and content we include in social media posts. Sponsors may submit suggested content for review by the Paso Park team, but please note most sponsor posts will mention a sponsor's role in enhancing the Paso Park horse show experience rather than position content that is purely promotional of a sponsor's product or service.

For further conversation about how to maximize your social exposure through the Paso Park' profiles, please email: brenna@pasorobleshorsepark.com.





To Advertise in 2024 Media Content or Inquire about Sponsorship Opportunities
Contact Amanda Diefenderfer at:
adief@pasorobleshorsepark.com
805-610-6326

