2021 media kit

Pony Club
Where it all begins
ABOUT PONY CLUB

The United States Pony Clubs, Inc. is a 501(c)(3) non-profit organization established in 1954.

PONY CLUB is the largest equine educational organization teaching riding, mounted sports and the care of horses and ponies.

Our program develops leadership, confidence, sportsmanship and responsibility in our members.

Pony Club has opportunities for all ages, including adult members and a large network of horse-savvy leaders, alumni and volunteers.

Pony Club's respected horse management curriculum is utilized as a resource throughout the horse industry, public schools and colleges, and university classrooms.

OVER 150,000 EQUESTRIANS HAVE GOTTEN THEIR START THROUGH PONY CLUB.

10,000+ members  500+ Clubs and Riding Centers  23,000+ volunteers  9+ disciplines including Western
70% of Pony Club families have been involved with horses for 10+ years.

30% are newcomers (less than 10 years).

68% stay involved with horses for life.

For every member, we estimate three new volunteers get involved.

12 largest member age group.
More than 90% of our high school aged/young adult members plan to, or are already enrolled in, an institution of higher education.

93% own or lease a horse or pony

61% own/lease 1-3 horses

62% keep horses at home

90% feed supplements

80% own a truck and trailer

42% have a household income above $100,000

74% own acreage

62% own a tractor

30% insure their horses

CONNECT WITH ACTIVE + ENGAGED EQUESTRIAN FAMILIES
Pony Club offers a full range of opportunities to connect with our members. Your support helps continue to create more educated horse owners and grows the future of equestrian sport.

Advertise in Pony Club News
The best and most cost-effective way to reach our members, with affordable rates and multi-issue discounts.

E-News
Pony Club E-News goes out to 30,000+ subscribers two times each month.

Digital Advertising
We offer digital advertising opportunities with one-click access directly to your message.

Affiliate Partnerships
These partners give back to Pony Club in a variety of ways to help support our programs and the national organization, in exchange for the extra promotion to our membership.

Corporate Sponsorship
For companies interested in supporting Pony Club, USPC will design a custom sponsorship. These include a mix of advertising, sponsored education content opportunities, social media promotion, and sponsor recognition online, in print and at Pony Club events.

Pony Club Events
Sponsorships are available for every budget at our national events, in addition to trade fair booth space.

- Equine Symposium & Convention Hosted by USPC
- USPC Festival
- USPC Championships
2021 EQUINE SYMPOSIUM & CONVENTION HOSTED BY USPC
January 27-30, 2021 • Online
The Symposium brings together Pony Club members, leaders, volunteers and families for an event filled with equine education and leadership training. This year’s virtual format will feature dozens of workshops and seminars, with both interactive and on-demand sessions.

USPC FESTIVAL
July 19-26, 2021 • Lexington, KY
The USPC Festival is a triennial event, held every three years at the Kentucky Horse Park. Festival combines Championships competitions with educational clinics and workshops for an unforgettable experience attracting 3,000+ Pony Club members, their families, volunteers, and leaders, as well as equestrians from the local community.

USPC CHAMPIONSHIPS
USPC holds two National Championships each summer during non-Festival years at locations in the East, and Central or West. Championships competition includes seven disciplines and runs over several days, along with a trade fair and other activities.
ADVERTISE IN PONY CLUB NEWS

Our membership magazine is a full-color print publication with an online digital edition including live links with one-click access.

Pony Club News offers an equine-savvy audience with a broad age range. Readers include youth and adult members and their families, plus leaders, alumni, and a vast network of volunteers, all with buying power and interest in horse-related products.

Discounts are available for multiple insertions, or with sponsorships.

63,000
average readership
print + digital

80%
report engagement
with products and
companies that
support Pony Club
or advertise in
Pony Club News.

EDITORIAL CALENDAR

EDUCATION ISSUE
Coverage from the Equine Symposium and Convention Hosted by USPC, plus seasonal care and tips for the upcoming spring riding and Rally season.
Ad Close: January / Mail Drop: March

FEATURES ISSUE
This special issue also serves as the official souvenir program for Festival, with important event information and a celebration of Pony Club.
Ad Close: May / Mail Drop: July

RALLY RECAP ISSUE
Packed with Pony Club news, including highlights from summer activities and stories about Pony Club members and alumni who are leading the way.
Ad Close: August / Mail Drop: October

FOR MORE INFORMATION

advertising@ponyclub.org
(859) 254-7669
Pony Club teaches HORSEMANSHIP, not just riding.

Members learn about horse care and riding, progress through Pony Club certification levels, and participate in Pony Club team competitions called Rallies—plus have fun with horses, and friends who love horses too. Pony Club includes mounts of all sizes—horses and ponies.

PONY CLUB IS FOR EVERYONE. You don’t need to own a horse to join Pony Club. There are membership options for all ages, interests and skill levels. Each level of the program is progressively more challenging, from the beginning D-1 up to the advanced A-Level certification.

Pony Club promotes safe horse handling practices and is committed to SAFETY for both horse and rider.
The United States Pony Clubs, Inc. develops character, leadership, confidence and a sense of community in youth through a program that teaches the care of horses and ponies, riding and mounted sports.

BEYOND THE BARN
Pony Club prepares youth members with skills they need to succeed in life. Our equine educational programs are structured to build confidence and develop personal responsibility.

Working together through Pony Club's unique team-based competition format teaches cooperation, while leadership is developed through teaching and mentoring. Older, more experienced members help teach new and less experienced ones. National and Regional Youth Boards offer additional opportunities to enhance leadership skills.

Service to others and caring for the land we ride on are also important core values emphasized in Pony Club's program.

"Pony Club helped shape me into the smart, confident person I am today."