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
10+ disciplines including Western
70% of Pony Club families have been involved with horses for 10+ years

30% are newcomers (less than 10 years)

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

68% stay involved with horses for life
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 Discover USPC Magazine**
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
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.

2022 EQUINE SYMPOSIUM & CONVENTION HOSTED BY USPC
January 26-30, 2022 • Norfolk, VA
The Symposium brings together 500+ Pony Club members, leaders, volunteers and families for a weekend filled with equine education and leadership training, plus digital options for expanded access. In addition to dozens of workshops and seminars, an equine anatomy lab and science fair are highlights of the event.
Our membership magazine is a full-color print publication with an online digital edition including live links with one-click access.

Discover USPC magazine offers an equine-savvy audience with a broad age range. Readers include Pony Club’s 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.

**EDITORIAL CALENDAR**

**SPRING 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

**SUMMER ISSUE**
Reach Pony Club members during the most active time of year for riding and rallies. Includes coverage of USPC Festival 2021.
Ad Close: May / Mail Drop: August

**FALL/WINTER ISSUE**
Packed with Pony Club news, including highlights from activities and stories about Pony Club members and alumni who are leading the way.
Ad Close: August / Mail Drop: November

For more information:

✉ advertising@ponyclub.org
📞 (859) 254-7669

**63,000**
average readership print + digital

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

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."
The United States Pony Clubs, Inc.
The Kentucky Horse Park
4041 Iron Works Parkway
Lexington, KY 40511-8483

phone (859) 254-7669
FAX (859) 233-4652
E-Mail: advertising@ponyclub.org

WWW.PONYCLUB.ORG

facebook.com/USPonyClubs  instagram.com/unitedstatesponyclubs  youtube.com/user/TheUSPonyClubs/  twitter.com/USPonyClub