



2024

# Media Kit

 **Pony Club**<sup>®</sup>  
*Where it all begins*



# ABOUT PONY CLUB



The United States Pony Clubs, Inc. (USPC or Pony Club) 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 professionals, 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 during  
its 70 year history.*

Approximately

**10,000**

Members

**478**

Clubs &  
Riding Centers

**23,000+**

Volunteers

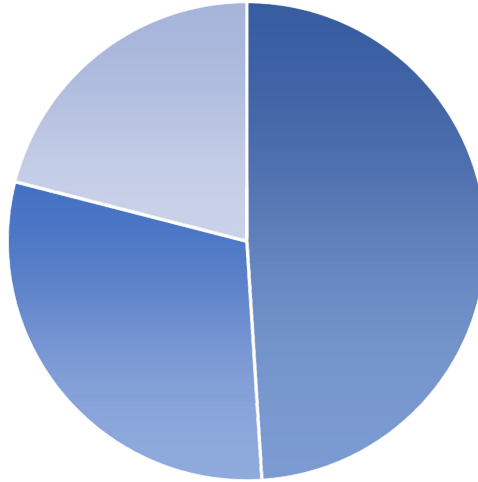
**11+**

English &  
Western  
Disciplines

# OUR MEMBERSHIP

## MEMBERSHIP BY AGE

**21%**  
Over 18



**49%**  
13 & Under

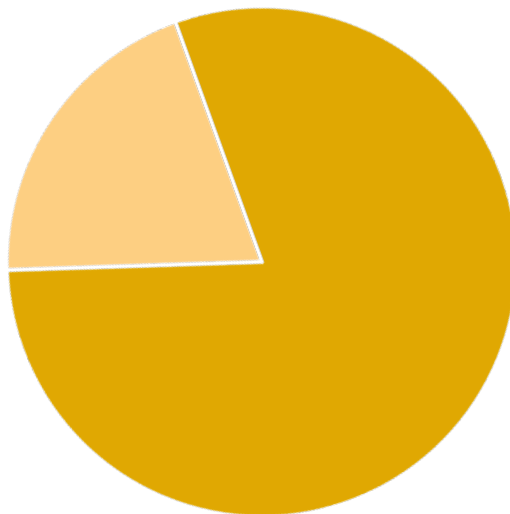
**30%**  
14-18

**13** is the median youth member age.



## MEMBERSHIP BY TYPE

**22%**  
Pony Club  
Riding Centers



**68%**  
stay involved with horses for life.

**78%**  
Local Pony Clubs



## OUR ORGANIZATION



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*When you connect with Pony Club, you are reaching a broad community of equestrians, from the very beginning youth rider to experienced equestrian instructors and professionals.*

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**Local Pony Clubs** are powered by dedicated volunteer leaders and instructors to offer education and competitive opportunities for participating members. Mounts of all sizes are welcome—including horses and ponies.

**Pony Club Riding Centers** are professional facilities licensed by USPC. Our riding centers help make horses, equestrian sports, and Pony Club accessible to more people, whether they own a horse or not.

**Professional Membership** provides exclusive Pony Club lesson plans and resources for instructors, professors, teachers, and organizations to use in their educational programs.

# PARTNER WITH US



*Pony Club offers a full range of opportunities to connect with our members. Your support helps to create better-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 entire membership, with affordable rates and multi-issue discounts.

## **Digital Advertising**

We offer digital advertising opportunities through the Pony Club Blog and Podcast, as well as special digital packages including social media and more.

## **E-News**

*Pony Club E-News* goes out to 35,000+ subscribers twice each month with essential member news and top stories that the Pony Club community wants to read.

## **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 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, educational 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.

- *USPC Convention*
- *USPC Festival*



## **Contact**

✉ [advertising@ponyclub.org](mailto:advertising@ponyclub.org)

☎ (859) 254-7669



*Sponsorships  
Available!*

# OUR EVENTS



## USPC Convention

USPC Convention brings together 500+ Pony Club members, leaders, volunteers, and families for an event 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.

**January 22–26, 2025 • Traverse City, Mich.**

## USPC Festival

The USPC Festival is now held every other year at the Kentucky Horse Park. Festival combines Championships competitions with educational clinics and workshops for an unforgettable experience attracting 2,500+ Pony Club members, their families, volunteers, and leaders, as well as equestrians from the local community.

**2024 USPC Festival • July 15–22, 2024  
The Kentucky Horse Park, Lexington, Ky.**

## Celebrate USPC's 70th Anniversary

Make plans to celebrate with Pony Club in 2024 during USPC's 70th anniversary year.



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# ADVERTISE WITH PONY CLUB



Mails to the  
Entire Membership



10,000+  
Readership

## Discover USPC Magazine Print + Digital

Our membership magazine is a full-color print publication with an online digital edition featuring live links.

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 equine professionals, 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.

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## Editorial Calendar

### Spring Issue

Riding tips, seasonal horse management advice, and how to make the most of the Pony Club experience.

*Ad Close: February*

### Summer Issue

Reach Pony Club members during the most active time of year for riding and rallies.

*Ad Close: May*

### Winter Issue

Packed with Pony Club information, including highlights from activities and stories about Pony Club members and alumni.

*Ad Close: August*

Expanded Reach Through the  
Digital Edition and Online Archives

# DIGITAL OPPORTUNITIES

## Pony Club Podcast

The official podcast of the United States Pony Clubs, Inc. is promoted on all of our communication channels. Guests of the podcast will include well-known riders who got their start in Pony Club, and Pony Club members, leaders and instructors, as well as equine experts from a variety of fields.

**Available on all major podcast platforms, including Apple Podcasts, Spotify, Amazon, Buzzsprout, Google Podcasts, and more.**



[ponyclubpodcast.buzzsprout.com](http://ponyclubpodcast.buzzsprout.com)



## The Pony Club Blog

The official blog of the United States Pony Clubs features member spotlights and updates on Pony Club events, plus horse care, riding, Horse Management education, and useful tips to get the most out of Pony Club.

[blog.ponyclub.org](http://blog.ponyclub.org)

**Social Media** Available with sponsorships and advertising packages.

# P O N Y C L U B P R O U D



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[@unitedstatesponyclubs](https://www.tiktok.com/@unitedstatesponyclubs)



[/company/ponyclub](https://www.linkedin.com/company/ponyclub)



[/UnitedStatesPonyClubs](https://www.youtube.com/UnitedStatesPonyClubs)

- Engagement rate of 5%+ across all platforms
- 174K+ average estimated monthly impressions and growing!



# JOIN THESE PARTNERS IN SUPPORTING PONY CLUB

**KERRITS**

Official Apparel Sponsor



Official Grooming Products Sponsor

**THE HORSE**  
YOUR GUIDE TO EQUINE HEALTH CARE

**TROPLE  
CROWN**

Official Feed Sponsor



Official Saddle Sponsor

**zoetis**

Official Equine Health  
& Wellness Partner

## Thank you to our sponsors, advertisers, and partners who have shown support for Pony Club:

- Achieve Equine
- Ag Pro Trading
- Albion College
- American Association of Equine Practitioners
- American Polocrosse Association
- Arabian Horse Youth Association
- ASPCA Right Horse
- Auburn Laboratories, Inc.
- Banixx Horse & Pet Care
- Bit of Britain
- BLM Wild Horse & Burro Program
- Breyer Model Horses (Reeves Intl.)
- Brooke USA Foundation
- Coach Daniel Stewart's Pressure Proof Academy
- Country & Stable
- Delaware Valley University
- Dimples Horse Treats
- Dover Saddlery
- Dreamers & Schemers
- Dressage4Kids
- Equine Affaire
- Equine Land Conservation Resource
- EquestrianCoach.com
- Equestrian Vaulting USA
- Equus Foundation
- Fair Hill Saddlery
- Grayson-Jockey Club Research Foundation
- The Jockey Club Thoroughbred Incentive Program
- Giddyap Girls Biscuit Company
- Gift Horse Baskets
- Gore Trailers
- Hands-On Grooming Gloves
- Horse & Country TV
- Indian Hills Thoroughbred Farm, Inc.
- Interscholastic Equestrian Association
- Kentucky Equine Research
- Kentucky Performance Products
- Lake Erie College
- Lincoln Memorial University
- Masters of Foxhounds Association of North America
- Mustang Champions
- Otterbein University
- Ram Tap Horse Park
- Retired Racehorse Project
- RevitaVet
- Ride EquiSafe
- Ride iQ
- Santa Cruz Animal Health
- Shires Equestrian Products
- Specialty Program Insurers
- SSG Gloves
- St. Andrews University
- State Line Tack
- Stephens College
- Stoneleigh-Burnham School
- TechSoup
- Trafalgar Square Books
- Unicorn Trails
- United States Dressage Federation
- United States Equestrian Federation
- United States Eventing Association
- University of Findlay
- University of Missouri College of Veterinary Medicine
- University of Louisville Equine Industry Program
- Urad
- USA Working Equitation
- Via Nova Training
- Western Dressage Association of America
- Western & English Sales Association
- Western States Horse Expo
- William Woods University
- Wilson College
- World Strides Educational & Travel Experiences
- Young Rider magazine

**And more ... add your name to the list today!**

### Contact

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# OUR EDUCATION



## *Pony Club teaches* **HORSEMANSHIP,** *not just riding.*

Members learn about horse care, riding, and safety; progress through Pony Club certification levels; and participate in Pony Club team competitions called rallies.

Each level of the program is progressively more challenging, from the beginning D-1 up to the advanced A-level certification.

Pony Club is committed to **SAFETY** for both horse and rider.



Pony Club offers the chance to learn and compete in these disciplines:

**Dressage**

**Eventing**

**Gymkhana** (barrels, poles, and more)

**Horse Management**

**Mounted Games**

**Polocrosse**

**Quiz** (a knowledge-based competition)

**Show Jumping**

**Tetrathlon** (a four-phase event including running, swimming, riding, and shooting)

**Trail**

**Western Dressage**

Additional disciplines supported by Pony Club include:

**Distance Riding**

**Driving**

**Foxhunting**

**Hunter Seat Equitation**

**Polo**

**Vaulting**



# OUR MISSION



*The United States Pony Clubs, Inc. (USPC or Pony Club) is an educational organization that builds the foundations of teamwork and sportsmanship through riding, mounted sports, and the care of horses and ponies, while developing and enhancing leadership, confidence, responsibility, and a sense of community in its youth and adult members.*

## **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. More experienced members help teach new and less-experienced ones. National and Regional Youth Boards and the USPC National Youth Congress offer additional opportunities to enhance leadership skills.

Service to others and caring for the land that all equestrians 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."*

Scan the QR Code below to watch Pony Club's documentary, ***Where It All Begins***





## CONTACT US



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