



## THE UNITED STATES PONY CLUBS, INC. PRESS RELEASE

FOR IMMEDIATE RELEASE – PHOTOS AVAILABLE UPON REQUEST

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### Pony Club Announces Partnership Opportunities

**April 2, 2024 (Lexington, KY)** — The United States Pony Clubs, Inc. (USPC or Pony Club) invites the horse industry and equestrian community to partner with Pony Club this year as the organization celebrates 70 years. Since 1954, more than 150,000 equestrians have gotten their start through Pony Club. Today, Pony Club is the largest equine educational organization teaching horse care, safe horsemanship, and riding in both English and western disciplines. Members of all ages and mounts of all sizes are included in Pony Club, and the skills learned in Pony Club—leadership, sportsmanship, confidence, responsibility, teamwork, and more—last a lifetime.

“As we celebrate Pony Club’s 70th year in 2024, there has never been a better time to partner with Pony Club,” says Marian Wahlgren, USPC Director of Development. “Your support helps Pony Club continue to create more knowledgeable horse owners and grow the future of equestrian sport, in addition to producing the next generation of leaders for the horse industry and beyond. We are proud to be a nonprofit organization, and incredibly grateful for all that our partners make possible for our members.”

Join us in celebrating Pony Club’s 70th anniversary and be part of the excitement:

#### **Advertise with Pony Club**

We offer a variety of ways to reach the Pony Club community with advertising through our membership magazine, *Discover USPC*, plus new opportunities through the [Pony Club Blog](#) and new digital packages. Through Pony Club, you can reach an equine-savvy audience with a broad age range, including 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.

Learn more at [www.ponyclub.org/News/Magazine](http://www.ponyclub.org/News/Magazine) or email [advertising@ponyclub.org](mailto:advertising@ponyclub.org).

#### **Save the Date for Pony Club Events**

Pony Club offers sponsorships for every budget, plus trade fair opportunities each year at our national events. Upcoming opportunities include the USPC Festival, held every other year, and the annual USPC Convention.

#### **2024 USPC Festival:**

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

*Make plans to be part of Pony Club's premiere event as we celebrate USPC's 70th Anniversary in 2024.*

**2025 USPC Convention:**

**January 22–26, 2025 • Grand Traverse Resort and Spa, Traverse City, Mich.**

*Join us for this popular event that celebrates learning, leadership, and achievement.*

**Corporate Sponsorship**

For companies interested in supporting Pony Club on a broader level, USPC will design a custom sponsorship, including a mix of advertising and event opportunities, plus sponsor recognition online. Request information on becoming a Pony Club sponsor by emailing [development@ponyclub.org](mailto:development@ponyclub.org).

Affiliate partnerships are also available; these partners give back to Pony Club in a variety of ways to enhance the member experience while also supporting our programs and the national organization.

More information about Pony Club and our partnership opportunities can be found in our [media kit](#).

**About The United States Pony Clubs, Inc.** — *The United States Pony Clubs, Inc. (USPC or Pony Club) is a 501(c)(3) nonprofit educational organization that builds the foundation of teamwork and sportsmanship through riding, mounted sports, and care of horses and ponies, while developing and enhancing leadership, confidence, responsibility, and a sense of community in its youth and adult members. USPC is proud to offer instruction and competitive opportunities in 11 competitive disciplines through hundreds of clubs and centers across the United States. USPC's educational standards continue to be instrumental in curriculum development for schools, universities, equestrian professionals, and organizations across the United States. Many of the nation's top equestrians, including Olympic team members, as well as successful business professionals and leaders in a variety of fields, have roots in Pony Club. For more information, please visit [www.ponyclub.org](http://www.ponyclub.org).*