BLOWING ROCK CHARITY HORSE SHOW FOUNDATION

A Time Honored Tradition Since 1923

SPONSORSHIP OPPORTUNITIES

L.M. Tate Showgrounds at the Broyhill Equestrian Preserve

About the Show

HORSE SHOW HISTORICAL HIGHLIGHTS

In just a few short years, the Blowing Rock Charity Horse Show will be celebrating a century of horse showing in this revered mountain town. That day will not only be a thrilling time for the Horse Show, but it will also celebrate 126 years of horse sports in the High Country.

The *Lenoir News Topic* carried an article on September 8, 1897 which referred to the "Tournament at Green Park." This equestrian event was a gymkhana consisting largely of games on horseback, which can best be described as an equine

fashion show for the amusement of Green Park Hotel guests.

In 1923 Mr. Tate held his first Blowing Rock Horse Show on Green Hill Road, just up the mountain behind the Green Park Hotel. During these early years, the show gradually took on a more formal atmosphere with rules and decorum

better fitting an official sporting event, but through the years it remained a "fun show" as it was often referred to by Mr. Tate. After decades of expansion and improvements to both the facility and to the level of competition, the show has never lost its "fun show" appeal.

By the mid-1920's Mr. Thomas H. Broyhill had purchased much of what we know today as the Mayview section of Blowing Rock, being around 1,000 acres at the time. The horse show moved to a small, little-used golf course on land owned by Mr. Broyhill; the intention being to make it an attraction for guests of the nearby Mayview Manor Hotel. In 1934 Mr. Broyhill sold the "horse show grounds" to the Blowing Rock Charity Horse Show Association for the tidy sum of $1.00.

Uninterrupted by recessions, depressions, foul weather, or even World War II, the Blowing Rock Charity Horse Show has survived one national and regional crisis after another, and the show is stronger today in every respect than it has ever been before.

THE HORSE SHOW TODAY

Each summer, equestrian enthusiasts and their families alike look forward to visiting the town of Blowing Rock, which has served as home to the Blowing Rock Charity Horse Show (BRCHS) since 1923. Nestled in the heart of North Carolina's Blue Ridge Mountains, the BRCHS, originally a five-day format, has since evolved into a three-week event, occurring at the L.M. Tate Showgrounds in the Broyhill Equestrian Preserve. It is widely recognized as the oldest continuous horse show in the United States.

Being a fixture on the show schedule of many of the country's most respected horsemen, the Saddlebred Horse Show is held during the first week of June, while the Hunter/Jumper Horse Shows are during the last week of July and first week of August. Each week offers an assortment of nationally rated competitions, trail rides in nearby Moses Cone Park, social gatherings, shopping, and welcome relief from the warmer temperatures.

Not only are these shows important to the equestrian community, they are also very important events for the town of Blowing Rock. Many local and seasonal residents whose families have maintained box seats for generations consider these shows to be highlights of each summer season.

> ***"With an economic impact of 7.7 million dollars in only 21 days, it's hard to imagine another more economically vital tourist attraction in the High Country."***
>
> **- Maurice Ewing**, BRCHS Board Member & Historian

The shows serve as the primary fundraising initiative for the Blowing Rock Charity Horse Show Foundation, Inc., a non-profit 501 (c) (3) organization. Profits from the shows allow the Foundation to continue its support of the maintenance and preservation of the riding trails in the Moses H. Cone National Park through the Blue Ridge Park Foundation.

About the Town of Blowing Rock

CROWN OF THE BLUE RIDGE

From the majestic views along the Blue Ridge Parkway to the charming and quaint mountain village; Blowing Rock, North Carolina, is truly deserving of the title: “Crown of the Blue Ridge.”

Experience the popular family attractions including Tweetsie Railroad, Grandfather Mountain and The Blowing Rock. Discover the plethora of unique downtown shops and outlets. Explore outdoor adventures ranging from hiking and biking to spelunking and bouldering.

Blowing Rock is not only a place for adventure, but also a haven for ultimate relaxation. Indulge in a spa treatment at Westglow or Chetola Resort, savor the delicious meals at many award-winning restaurants, take in the latest rotating exhibit at the Blowing Rock Art and History Museum or enjoy the hospitality at the local inns, bed and breakfasts, resorts, cabins or hotels.

> ***“This event has grown to be a vital part of summer in Blowing Rock. No other single event draws so many people to town for so long. It is a great partnership between the Horse Show Foundation, the horse people, and the town.”***
>
> **- J. B. Lawrence**,
> Blowing Rock Mayor

The Venue

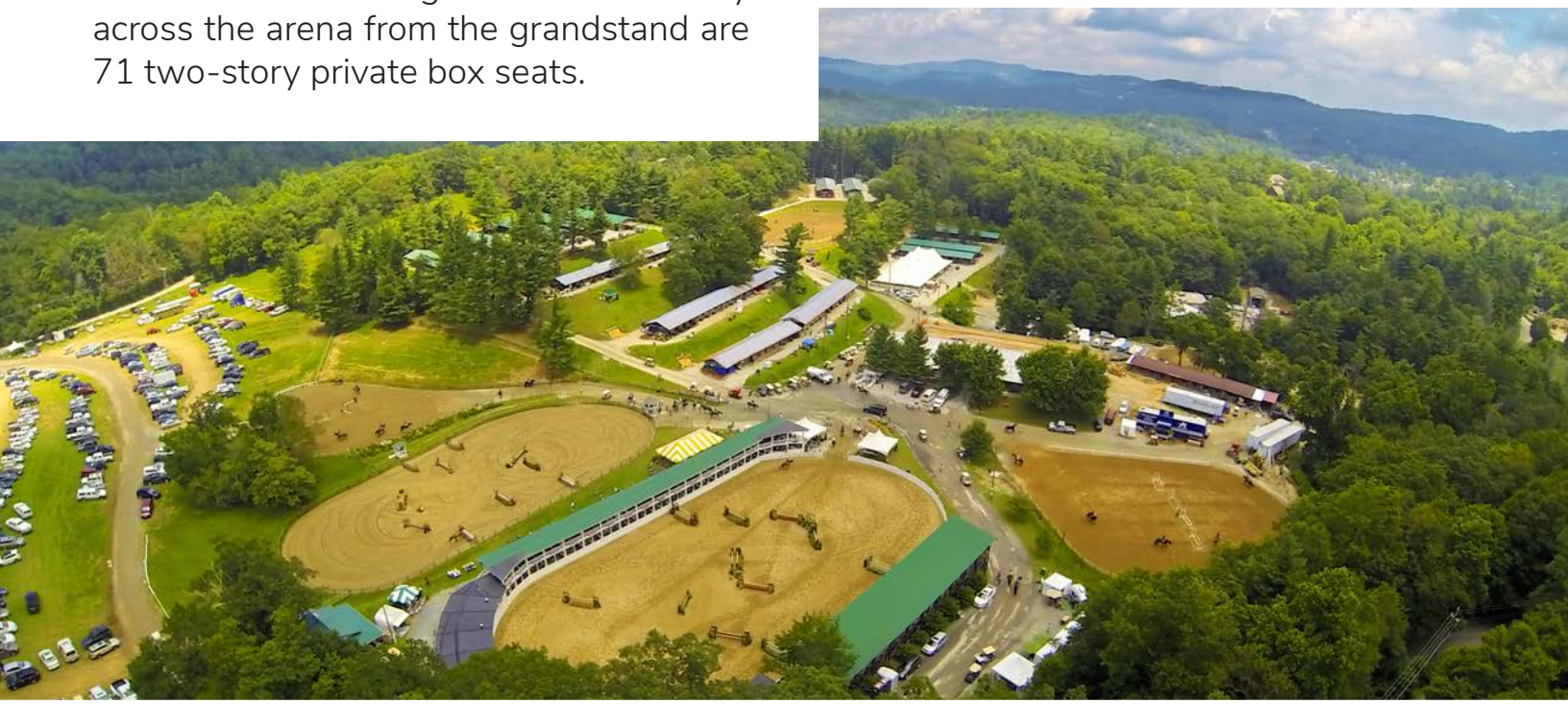
BROYHILL EQUESTRIAN PRESERVE

The Preserve has been home for the Blowing Rock Charity Horse Show since 1928. Located less than a mile from historic downtown Blowing Rock, the Preserve is the High Country's most unique equestrian facility.

The present-day complex boasts 17 barns with 450 stalls, and a 260' X 135' oval arena with a grandstand. Directly across the arena from the grandstand are 71 two-story private box seats.

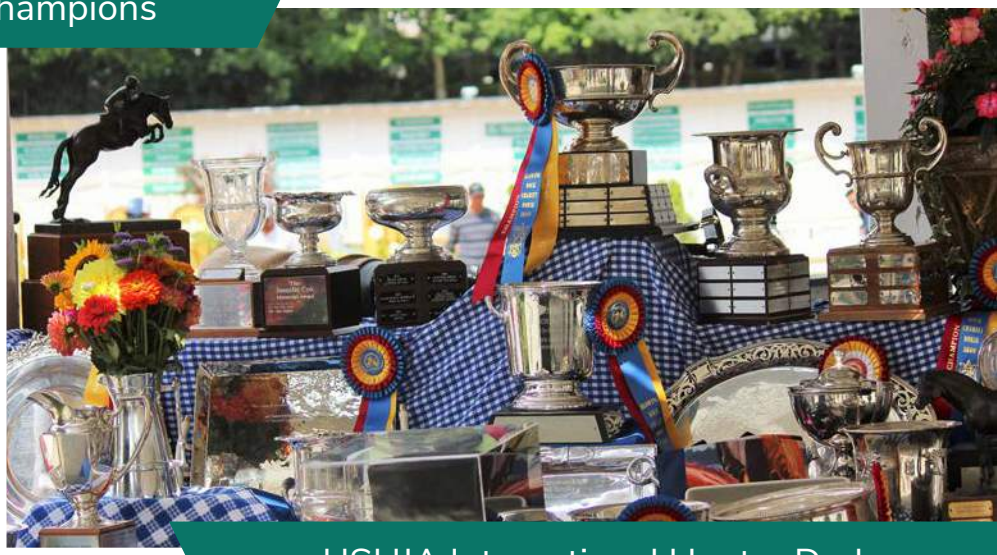
A second show ring measuring 255' X 115' is conveniently visible from the second story boxes. A third 227' X 140' schooling ring is in the middle of the barn complex.

There are 35 camper locations with power and water. Thirteen camper sites have sewer hook-ups.



Three Weeks of Carefully Blended Equestrian & Social Events

Kathryn G. Clark Challenge of Champions



USHJA International Hunter Derby

Tack Room Decorating Contest

Russell Hall Jumper Classic

Grooms Class

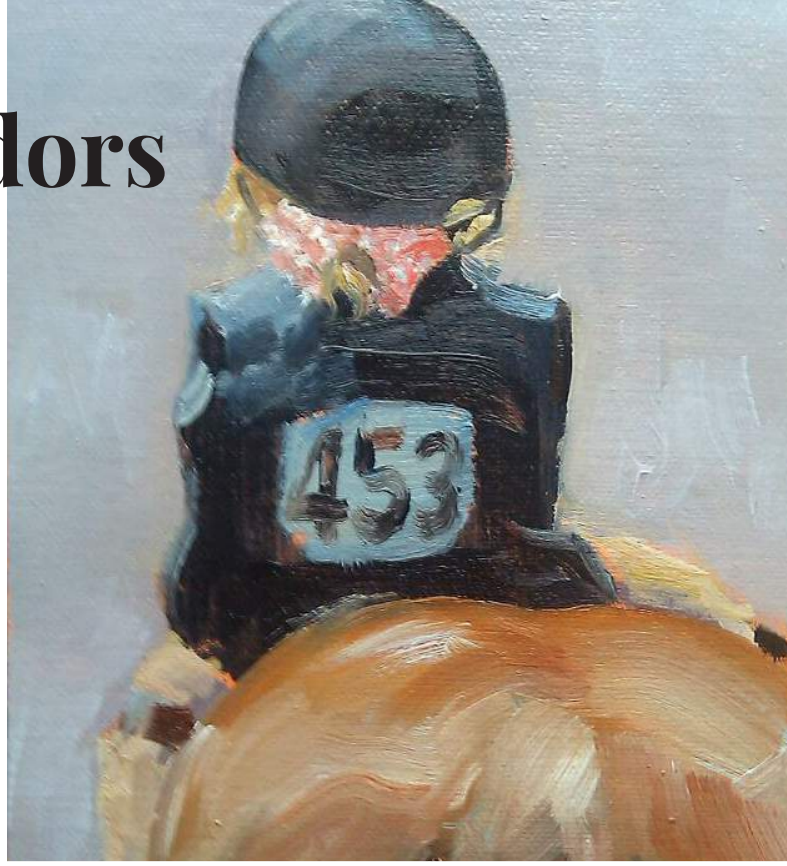
Leadline

"This horse show has been organized entirely by volunteers for almost a century. We have never employed a full-time staff. Most of us who are involved with the show do something for the show every day. I think that is what sets us apart from other American horse shows and what makes us a little different from other meaningful projects with which we share our special village."

- Burr Collier, BRCHSF President

L.P. Tate Jumper Classic

Shopping & Vendors



A unique collection of vendors provide an unforgettable shopping experience. Items such as apparel, accessories, home décor, gift items, beautiful photographs and original, one-of-a-kind paintings (some completed as you watch) are elegantly displayed by serious, quality-minded merchants and craftsmen. Our vendors have items not seen anywhere on the mountain. Horse show souvenirs are available at the information booth.

For the exhibitor, what's a horse show without a tack and equipment shop for those critical items you just discovered were left at home?

For the equestrian and the equestrian enthusiast, our vendor's row is a must-see.

Beneficiaries

The Blowing Rock Horse Show has never been just about horses and riders; it has also been about supporting many worthy causes in Blowing Rock and throughout the High Country.

Proceeds from the show support many local organizations, including the following.

BLUE RIDGE PARKWAY FOUNDATION

Watauga Humane Society

Saddlebred Rescue, Inc.

APP STATE EQUESTRIAN

DANNY & RON'S RESCUE
SPAY
NEUTER
ADOPT
LOVE

Blowing Rock Fire & Rescue

ROTARY INTERNATIONAL

HORSE HELPERS OF THE HIGH COUNTRY
Giving sick, abused and unwanted horses a second chance.

Become Part of this Tradition

These shows **attract an affluent audience** that has a solid appreciation for upscale brands, products and services.

Captured by their shared passion for the horse, this group will **appreciate your participation** and easily connect with you, your product or service.

A number of social interaction venues are available on site; therefore, **marketing opportunities are effective** and conveyed in a relaxed, more personable atmosphere.

These **unique experiences created on site** are easily transferrable to an online medium giving you robust content for social media campaigns.

Audience Demographics

Those who attend the BRCHS include riders, owners, trainers, grooms and spectators. A recent study conducted by US Equestrian (our governing body) that profiled 70,000 members and on site audiences, reveals the following:

39 is the average member age
85% of members are women

$2 billion spent by US Equestrian members annually
40% report an income of **$150,000+** annually

$412,000 average member's home value
81% own a home outright, and **15%** own a 2nd home

80% have at least a 4 year college degree
55% of automobiles owned were purchased last year

97% hold one or more credit cards
78% are members of a frequent flyer program

43% travel via airlines 16+ times per year
78% are members of a frequent flyer program

Members attend an average of **14 events** per year
Members own or lease an average of **5 horses**

BLOWING ROCK CHARITY HORSE SHOW
FOUNDATION

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