



# Ludwig's Corner Horse Show Sponsorship 2026

Saturday, Sept. 5th to Monday, Sept. 7th 2026



Ludwig's Corner Horse Show  
[www.ludwigshorseshow.com](http://www.ludwigshorseshow.com)

Photos by Alyssa Murphree Media

# Our History...

In 1943, a group of Glenmoore area farm owners agreed to host a horse show to prepare horses for the upcoming fox hunt season as well as gather neighbors and friends. The group rented the Brunner Farm at Routes 100 and Birchrun Road for \$100 for the show, which hosted 88 horses and netted a profit of \$688 which was donated to the local Boy Scout Troop.

In 1948, the group purchased the 18 acre McBride Farm for \$3,500, which now constitutes half of the existing show grounds and 150 horses competed.

Today, Ludwig's Corner Horse Show Association Foundation owns a 33 acre parcel with three competition rings, a warm up ring, concession buildings and a storage shed. Last year's Labor Day weekend show and country fair featured 1,895 class entries, 387 horses, 559 owners/riders, 118 trainers, and thousands of spectators, family, and friends over the three-day event. An all volunteer Board of Directors manages all aspects of the show and it's grounds, which are available for use by the community, and provide open space for recreation and wildlife.

## LCHSA Board of Directors

Julia Braendel – President

Barbara Van Horn – Vice President

Barbara Mako – Treasurer

Kelly McEvoy Cocke – Secretary

Steven Bazil JD

Meryleigh Bechtle

Krissy Davies

Lisa DiBerardinis

Wayne Grafton

Sara Jane Lubrano

Amy Thompson

Kyle Wherrity

# Welcome

Dear Prospective 2026 Sponsor,

We warmly invite you to join us in celebrating a monumental occasion—the 83rd anniversary of the Ludwig’s Corner Horse Show. As we look forward to another year of tradition and excellence, we extend this opportunity for area businesses and individuals to become an integral part of a cherished Chester County legacy.

The Ludwig’s Corner Horse Show and Country Fair is not just an event; it’s a gateway to a premium consumer market and a community that values high-caliber products and services. Our sponsorship packages are thoughtfully designed to be customizable, ensuring they align perfectly with your marketing objectives and maximize your brand’s visibility.

During our three-day horse show over the Labor Day weekend, we anticipate welcoming over 10,000 visitors, each one an opportunity for you to showcase your brand to an affluent audience. Our attendees are discerning consumers: well-educated, with the means and the leisure to invest in their passions. Citing recent research by the United States Equestrian Federation, we find that this demographic is influential in their workplaces and communities, making them ideal ambassadors for your brand.

We take pride in our high-quality, four-color souvenir program, treasured by recipients, and retained as keepsakes. Sponsors receive prominent placement within this program, ensuring your message is seen and remembered. Visibility continues throughout the event with banners in the main ring and announcements that carry across the show grounds, complemented by an extensive reach on social media.

Your sponsorship not only enhances the horse show experience but also contributes to the preservation of our historic showgrounds, and supports our 2026 beneficiaries including the vital services provided by the Ludwig’s Corner Fire Company.

As we commemorate our 83rd year, we are excited about the future and the possibilities it holds. We are keen to forge lasting relationships with our sponsors, who are such a fundamental part of our success. We hope you will consider joining us for this landmark year and beyond.

We are also excited to announce that we will be hosting our VIP Dinner on Friday, Sept. 4th, 2026. Again we will host a silent auction and raffle as well a night of live music. Help us kick off our 83rd horse show in style.

Warmest regards,

The Sponsorship Committee



# Grand Champion

## \$15,000

Title Sponsorship

12 Sponsor Ribbons

12 Preferred Parking Passes

10X10 Tent for Marketing Purposes

Full Page Color Ad in Program

Full Page Color Ad in Prize List

Banner in Main Ring

Banner at Rt. 100 Entrance

Jump in Main Ring (jump provided by Sponsor)

15 Announcements Throughout the Show

3 Awards Presentations

12 VIP Dinner Tickets

Shaded Hillside Tent seating for 6 with

Daily Catering for 6 people

Social Media Posts

Name on Entrance Banner



# Platinum Medal \$10,000

Title Sponsorship

10 Sponsor Ribbons

10 Preferred Parking Passes

10X10 Tent for Marketing Purposes

Full Page Color Ad in Program

Full Page Color Ad in Prize List

Banner in Main Ring

Banner at Rt. 100 Entrance

Jump in Main Ring (jump provided by Sponsor)

12 Announcements Throughout the Show

3 Awards Presentations

10 VIP Dinner Tickets

Shaded Hillside Tent seating for 6 with  
Daily Catering for 6 people

Social Media Posts

Name on Entrance Banner



# Gold Medal \$7,500

Title Sponsorship

8 Sponsor Ribbons

8 Preferred Parking Passes

Full Page Ad in Program

Half Page Ad in Prize List

Banner in Main Ring

Jump in Ring 2 or 3

9 Announcements Throughout the Show

3 Awards Presentations

8 VIP Dinner Tickets

Shaded Hillside Tent seating for 6

Social Media Posts

Name on Entrance Banner

# Silver Medal \$5,000



Division Sponsorship

6 Sponsor Ribbons

6 Preferred Parking Passes

Half Page Ad in Program

Quarter Page Ad in Prize List

Banner in Main Ring

6 Announcements Throughout the Show

1 Awards Presentations

6 VIP Dinner Tickets

Social Media Posts

Name on Entrance Banner



# Bronze Medal

## \$2,500

Division Sponsorship

4 Sponsor Ribbons

4 Preferred Parking Passes

Quarter Page Ad in Program

Banner in Main Ring

3 Announcements Throughout the Show

1 Awards Presentation

4 VIP Dinner Tickets

Social Media Posts

Name on Entrance Banner



# Blue Ribbon \$1,000

Division Sponsorship

2 Sponsor Ribbons

2 Preferred Parking Passes

Eighth Page Ad in Program

Banner in Main Ring

3 Announcements Throughout the Show

1 Awards Presentation

2 VIP Dinner Tickets

Social Media Posts

Name on Entrance Banner

# Auto Dealership Sponsorship Package \$10,000

Title Sponsorship

10 Sponsor Ribbons

10 Preferred Parking Passes

1 Vehicle placed in Main Ring

3 Vehicles placed on Hillside Opposite Trailer Parking

10x10 marketing tent on Hillside Opposite Trailer Parking

Full Page Color Ad in Program

Full Page Color Ad in Prize List

Banner in Main Ring

Banner at Rt. 100 Entrance

12 Announcements Throughout the Show

3 Awards Presentations

10 VIP Dinner Tickets

Social Media Posts

Name on Entrance Banner

Vehicles may be placed by Rt. 100 with signage 2 weeks prior to the show (August 22, 2026)



Boxholder Seating

# Shaded Hillside Tents \$700



Enjoy the show with unobstructed view of the Rosato Oval from your Shaded Hillside Tent. Includes 10x10 tent, round table, and six chairs.

6 Boxholder Ribbons

3 Preferred Parking Passes

2 VIP Dinner Tickets

Space is limited, reserve your tent today!

Banner Advertising

# Fence Donors



Rt. 100 1 month \$2,000; Up to two additional months for \$500 each month

2 VIP Dinner Tickets

4 Preferred Parking Passes

Main Ring During the Show \$600

2 Preferred Parking Passes

Ring 2 or Ring 3 During the Show \$400

2 Preferred Parking Passes

# Additional Opportunities

Friend of the Show \$250 donation to the Ludwig's Corner Horse Show will receive:

2 Preferred Parking Passes

There are many more ways to support the Ludwig's Corner Horse Show with Commemorative Gifts

- Fence Plaque permanently mounted on the Schooling Ring Fence
- Little Leaf Linden Trees, trees are planted along the main entrance to the show grounds
- Ringside Course Cabinets
- Stone Mounting Block
- Western Mounting Block

For details call Julia Braendel at 610-909-8490



# LUDWIG'S CORNER HORSE SHOW BY THE NUMBERS...

Did you know that in the summer of 2025 an average of 16,000 cars daily drove past the Ludwig's Corner Horse Show Grounds on Rt. 100 (WVT Police)?

Coming and going throughout the Labor Day weekend the Ludwigs Corner Horse Show will see approximately 9,000 Spectators, 118 Trainers & 559 Riders on 376 Showing Horses from mostly PA, NJ, MD and DE, with some traveling from CT, NY, NH, SC and VA as well (2025 entries LCSHA).

Here's are some interesting numbers for the surrounding area...

|                | Population | Employment Rate | Households | Median Income | Education | Farms 10+ Acres |
|----------------|------------|-----------------|------------|---------------|-----------|-----------------|
| West Vincent   | 6,668      | 63.3%           | 2,292      | \$180,125     | 74.4%     | 283             |
| Upper Uwchlan  | 12,275     | 69.6%           | 3,913      | \$180,029     | 73%       | 120             |
| East Nantmeal  | 1,832      | 55.9%           | 604        | \$134,773     | 58.9%     | 214             |
| West Pikeland  | 4,024      | 73%             | 1,432      | \$244,583     | 75.3%     | 150             |
| South Coventry | 22,796     | 69.9%           | 1,015      | \$110,924     | 53.7%     | 96              |

Population—Total population (2020 US Census)

Employment Rate—Percentage of employed residents (2020 US Census)

Households—Total households (2020 US Census)

Median Income—(2020 US Census)

Education—Bachelor's Degree or Higher (2020 US Census)

Farms/10 Acres—Parcels identified as Farms or lots 10+ Acres (Bright MLS/Public Records)

Social Media...

The Ludwigs Corner Horse Show Grounds Facebook Page: 7.5K followers

- Majority demographic is local women between 35-55 years old, we reached 177.6K individuals on Facebook in the last 90 days

The Ludwigs Corner Horse Show Grounds Instagram Profile: 3.8K followers

- Majority demographic is local women between 25-45 years old, we reached 45.9K individuals on Instagram in the last 90 days