

THE HAMPTON CLASSIC SPONSOR REPORT

2023



OPENING LETTER

Shanette Barth Cohen, Executive Director

Dear Sponsor,

Thank you so much for your support of the 48th annual Hampton Classic Horse Show, and your role in ensuring it was a successful event.

2023 brought a record number of horses, riders, and spectators to the Hampton Classic. Building on the success of 2022 where we unveiled 2* and 5* FEI competitions, we were pleased to offer additional enhancements to attendees and exhibitors alike, such as the B & D Builders Barn Drop, the Cometeer Coffee Corner in the USET Tent, and more prize money and competitions than ever before.

We'd like to acknowledge LONGINES for their continued support of the Hampton Classic. Part of their support included awarding timepieces to Hampton Classic winners, providing world-class timing services as the official time-keeper of the Hampton Classic, and installing more than a dozen flat-screen televisions around the showgrounds so everyone could watch the competition. For those who couldn't attend the event in person, LONGINES was our official media sponsor, allowing for complimentary live streaming of all competitions in the Grand Prix Arena. All live streaming was produced by the talented team at ClipMyHorse.TV.

We'd like to offer special thanks to enduring sponsors Douglas Elliman Real Estate, Hermès, Wölffer Estate Vineyard & Stables (who hosted our Rider Welcome Party), and Land Rover & Jaguar, official vehicles of the Hampton Classic.

We truly appreciate the entire roster of Hampton Classic sponsors. We wouldn't have a successful show without your support and involvement, and we hope you will continue to work with us next year and into the future. Mark your calendars now for the 2024 Hampton Classic, August 25 through September 1.

All the best,



Photo credits (left-right):
1st row - Kind Media LLC, Liz Soroka
2nd row - Kristin L. Gray, Liz Soroka
3rd row - Lisa Tamburini, Kristin L. Gray, Priscilla Degan
4th row - Kristin L. Gray (1, 3), Priscilla Degan (2, 4)
5th row - Kristin L. Gray

CORPORATE SPONSORS

2023

Aden Brook Agri Sales	FarmVet	Ocean Graphics
ARI	Flecha Azul Tequila	Old Salem Farm
B & D Builders	Franco Tucci	Ollywear
The Botanist	Garia	Organically Green
Brown Harris Stevens	Gotham Enterprizes	Origen Vodka
Callidae	Greenberg Traurig, LLP	Palm Beach International Academy
Charles Ancona	Green is the New Blue (partner)	Peter Elliot Blue
Charter Jet One	Hampton Jitney	ProElite
Citarella	Hamptons Magazine	RMD Global, Inc.
Clip My Horse TV	Hermès	Sam Edelman Shoes
Cometeer	Human Touch	ServPro
Compass	Hunt Ltd	Sotheby's International Realty
ConnectOne Bank	Jaguar	Southampton Long Island Hotel
Corcoran Group	Jods	Stomp Capital
Coterie Luxury Senior Living	Jos. M. Troffa Materials Corp.	Stony Brook Medicine
Culinart, Inc.	KPMG	Stony Brook Southampton Hospital (partner)
CWD	Land Rover	Strong's Marine
Dan's Papers	LAURACEA	TAK Protective Group
DCG Media Group	LIU College of Veterinary Medicine	The Agency
Der Dau Custom Made Boots & Shoes	Long Island Ice	The Truth About Horses
Dime Bank	LONGINES	UBS
Discover Long Island	Lugano Diamonds	Vanner House
Douglas Elliman Real Estate	Macrae Skye	Vogel
East Hampton Star	Mane & Tail	Voltaire
EQUESTRIANCLUB	Marders	Well Life
Equestrian Living	Maria Mendelsohn	Wölffer Estate Vineyard & Stables
Equisite	Miller & Associates	WVH Hamptons Television
Essentia	News 12 Long Island	

ADVERTISING & PROMOTION

2023

The Hampton Classic Horse Show executes an extensive advertising campaign throughout the East End of Long Island, in the greater New York area, and through equine media outlets with a much larger reach. Some ads appear courtesy of our sponsors with whom we have trade relationships, and other ads are part of a paid advertising campaign. The Classic's advertising this year included placements in local media outlets as well as in a variety of national and regional publications. In addition, Hampton Classic ran extensive radio and television advertising on Long Island and in New York City.

PRINT & WEB

<u>Publication</u>	<u>Location</u>	<u>Placements</u>	<u>Circ/Visits</u>
Dans Papers	Southampton, NY	2	35,000
Dan's Papers website	Southampton, NY	6	99,000 (est.)
Discover Long Island	Hauppauge, NY	5	n/a
East Hampton Star	East Hampton, NY	2	7,000
EQ Living	New York, NY	1	240,000
Hamptons	New York, NY	8	50,000
HC&G	New York, NY	3	40,000
Old Salem Farm Spring Shows Program	North Salem, NY	1	500
Sidelines	Wellington, FL	3	15,000

RADIO & TELEVISION

Commercial spots ran on Eastern Long Island radio station WLNG.

In advance of the 2023 Hampton Classic, television ads were presented by WVVH Hamptons Television. A 30 second commercial for the Classic aired hundreds of times on WVVH locally and in Manhattan. 1,088 TV spots ran promoting the Hampton Classic on numerous Optimum/FiOS Channels and 550 TV Spots on WVVH-TV Networks including FiOS 14 into New York City. Spots aired on the following networks:

- AMC
- Animal Planet
- Bloomberg
- CNBC
- CNN
- Fox Business
- MSNBC
- NatGeo
- Weather Channel

SPONSOR WORKSHOP

In June, the Hampton Classic hosted its second virtual Sponsor Workshop over Zoom. Shanette Barth Cohen, Executive Director, updated sponsors on the new elements of the show, while Reyna Archer, Marketing Director, went over the nuts and bolts of sponsorship execution. The hour-long event concluded with an informal Q & A session.

STORE WINDOW

The Madison Avenue Peter Eliot Blue store showcased an equestrian theme and Hampton Classic imagery before and during this year's Classic.



MANE 'N TAIL HUNTER RIDER CHALLENGE



In order to raise awareness and prestige for the professional hunter divisions, sponsor Mane 'n Tail partnered with the Hampton Classic and the Old Salem Spring Shows to offer a \$5,000 bonus to the top rider across the three horse shows. Presentations were made both weeks at the Old Salem Spring shows, and the leading rider sported an armband featuring the Mane 'n Tail logo. The standings for the Rider Challenge also appeared in key locations at the Hampton Classic. The check for \$5,000 was presented at the Hampton Classic.

ADVERTISING & PROMOTION

Electronic Media

WEBSITE & E-BLASTS

The Hampton Classic website offered competition schedules and results, photographs, general show information (including listings of boutique vendors, history, and accommodations) and sponsorship and advertising information. Corporate partners were highlighted with scrolling logos on the homepage and on the corporate sponsors tab. Longines provided a “countdown” to the event, and had a clock-face to tell the current time.

The Hampton Classic sent a number of “blast” emails and opt-in text messages to the Hampton Classic’s followers. These communications updated subscribers on developments at the show.

SOCIAL MEDIA - INSTAGRAM



The Hampton Classic Instagram account reached more than 29,100 followers this year, a 10% increase from 2022. The Hampton Classic continued to utilize the platform to document the natural beauty of the grounds, and the build of the show.

During the 3 weeks surrounding this year’s Hampton Classic, the show’s Instagram account interaction increased by 104%, reaching 115K accounts.

In addition, multiple social media influencers with millions of followers, posted from and tagged the Hampton Classic.

SOCIAL MEDIA - FACEBOOK



The Hampton Classic’s Facebook page has more than 27,500 followers. The Classic’s Facebook page includes photos, updated information, and discussion topics year-round.

During the show, Randolph PR managed the Classic’s Facebook page, and added more live video content and other programming.

SOCIAL MEDIA - TIKTOK



The Hampton Classic’s Tiktok account has 1,000 followers. The post with the most engagement highlighted HH Azur’s retirement, and has been viewed almost 17,000 times.

SOCIAL MEDIA - THREADS



The Classic created a Threads account just prior to the 2023 show and already has 2,500 subscribers.

SOCIAL MEDIA - CLUBHOUSE



The Hampton Classic utilized Clubhouse, an audio-based social media platform, to host a variety of weekly conversations relating to equestrian sports, and the east end of Long Island. The “Hampton Classic Club” on Clubhouse currently has 1,000 members.

HAMPTON CLASSIC

AUGUST 27-
SEPTEMBER 3

hamptonclassic.com



**World Class FEI 2* & 5*
Show Jumping Competition**

ADVERTISING & PROMOTION

Advertising Poster

Approximately 250 working posters were displayed in retail locations and other high traffic areas throughout the East End of Long Island.

THE HAMPTON CLASSIC

AUGUST 27 - SEPTEMBER 3, 2023

THE PERFECT END TO THE PERFECT SUMMER

HIGHLIGHT EVENTS

<p style="margin: 0;">OPENING DAY - SUNDAY, AUGUST 27 \$10,000 Marders Local Hunter Derby</p> <p style="margin: 0;">THURSDAY, AUGUST 31 \$39,000 Flecha Azul FEI 5*</p> <p style="margin: 0;">\$25,000 Hunter Classic sponsored by Green River Farm</p>	<p style="margin: 0;">FRIDAY, SEPTEMBER 1 \$39,000 Wölffer Estate 2* Jumper Classic \$78,000 Douglas Elliman 5* Grand Prix Qualifier</p> <p style="margin: 0;">SATURDAY, SEPTEMBER 2 \$78,000 The Agency 5* Speed Stake</p> <p style="margin: 0;">SUNDAY, SEPTEMBER 3 \$78,000 2* Grand Prix \$25,000 Currey Jr/Am High Classic</p>
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DAILY
ATTRACTIONS

Hunter & Jumper
Competition in 6 Rings

80+ Boutiques

International
Food Court

Pony Rides




GENERAL ADMISSION

\$20/carload

no dogs allowed in the Grandstands,
Bleachers, Boutique Garden or VIP Tents

Monday, August 28

Long Island Horse Show Series
for Riders with Disabilities Finals

Animal Adoption Day
Dogs & Cats 11 am - 2 pm

Horses 11:30 am - 1pm
presented by EQUUS Foundation



Sag Harbor Food Pantry Donations

Bring 3 or more non-perishable items and
gain entry for a carload of people on Tuesday,
Wednesday or Thursday!

Donations also accepted all week at will-call
and multiple locations on the showgrounds.

Saturday,
September 2

News 12 Kids' Day
10 am - 2 pm

Fun kids' activities all day!
Free Pony Rides under 12
Musical Entertainment
Petting Zoo Animals
Circus Acts
The Amazing Zola, Magician
Face Painting

news12



Grand Prix Sunday, September 3

LONGINES HAMPTON CLASSIC
5* GRAND PRIX

Grand Prix Reserved Tickets

\$55 available for purchase online through 9/3. Tickets are electronic,
courtesy of Green Is the New Blue

@hamptonclassic



Hampton Classic Horse Show, Inc.
240 Snake Hollow Road, Bridgehampton, NY 11932
631.537.3177 - info@hamptonclassic.com
www.hamptonclassic.com

Photos courtesy of (clockwise from top left) Alken Carrigan Media, Priscilla Deegan, Craig Cohen, Priscilla Deegan, Kristin Gray, Kind Media (2)

CHARITABLE COMPONENTS

Donations & Community Partners

The Hampton Classic is a 501(c)3 non-profit corporation with a two pronged mission – to put on the best horse show possible and to support other non-profit organizations.

STONY BROOK SOUTHAMPTON HOSPITAL

As the Hampton Classic's Official Community Partner, Stony Brook Southampton Hospital has a booth on-site to accept donations and inform visitors about the services of their hospital, receives VIP tables to interact with donors and other stake holders, and receives complimentary admission for all hospital employees. The Classic also makes an annual financial contribution to the hospital and has given more than \$2 million since the partnership began.



Lisa Tamburini

SAG HARBOR FOOD PANTRY

The Hampton Classic collected non-perishable food items throughout the week. On Tuesday and Wednesday, cars entering with 3 or more items to donate received complimentary entry to the show.



Kate Soroka

OPENING DAY

ConnectOne Bank presented the EQUUS Foundation with a check for \$4,000. This presentation was made immediately following EQUUS's parade of adoptable animals during the Opening Day Ceremony.



Kind Media LLC



Lenny Stucker

Presentation of the Long Island Sportsmanship Award



Kind Media LLC (2)

Parade of adoptable horses



Exhibition by Sonny Garguilo, Natural Horseman

DONATIONS

Hampton Classic donated to more than 100 charity events, raffles, and silent auctions leading up to the 2023 show.

HOSPITALITY

VIP Table Examples



L-R: Lenny Stucker, Kristin L. Gray, Priscilla Degan

L-R: Richard Lewin, Priscilla Degan, Kristin L. Gray

L-R: Lenny Stucker, Priscilla Degan, Kristin L. Gray

Lisa Tamburini

The Hampton Classic executed an extensive media campaign, issuing approximately 250 media credentials. The press were able to work on-site in the ringside LONGINES Media Tent.

All Hampton Classic releases, as well as press releases from Hampton Classic Sponsors, were made available to the media through an electronic press kit on the Hampton Classic website. Hampton Classic's press release subjects and distribution dates are included below.

November 9th, 2023	Hampton Classic Appoints Stephanie Lightner as Equestrian Manager
June 6th, 2023	Hampton Classic Horse Show Unveils 2023 Poster
August 27th, 2023	Next Generation of Horsemen Kicks Off Competition at the 2023 Hampton Classic Horse Show
August 27th, 2023	Coyle Gallops to Win the \$30,000 Hampton Classic 1.40m Jumper Challenge
August 28th, 2023	Long Island Competitors Star on Opening Day at the 2023 Hampton Classic Horse Show
August 28th, 2023	Long Island Horse Show Series for Riders with Disabilities Finals Presented by Dime Bank Returns to the 2023 Hampton Classic Horse Show
August 28th, 2023:	2023 Hampton Classic Horse Show Helps dogs, Cats and Horses Find Forever Homes
August 29th, 2023:	Pessoa Blazes to Victory in the \$10,000 Stomp Capital Open Jumper
August 30th, 2023:	F. WORDS Awarded Best Boutique at the 2023 Hampton Classic Horse Show
August 30th, 2023	French, Stewart Among the First Hunter Champions Crowned
August 30th, 2023	Pessoa Earns Second Consecutive Win in the \$10,000 UBS Open Jumper
August 31st, 2023	Haness Sweeps the Podium in the \$25,000 Hunter Classic Sponsored by Green River Farm
August 31st, 2023	Dittmer Slices and Dices to Win the \$39,000 Flecha Azul 5* Speed Stake
September 1st, 2023	Mark Bluman Soars to Victory in the \$39,000 Wölffer Estate 2* Jumper Classic
September 2nd, 2023	Nothing but Sunshine and Smiles During News 12 Long Island Kids Day
September 2nd, 2023	Rego Claims Top Honors in the \$10,000 Hermès Equitation Championship

COMETEER SHADE TENT

Cometeer was the sponsor of the Shade Tent by Hunter Ring II. Cometeer enhanced the existing décor of the space, in addition to sampling their hot and cold coffee products to spectators for the entirety of the show week.



CITARELLA COOKIE DECORATING

On Opening Day, Citarella provided a cookie decorating station in the Kids' Exhibition Tent. Children were able to produce their own colorful creations using Citarella ingredients including frosting, jelly-beans, and sprinkles, all under the supervision of the head pastry chef from the Bridgehampton store.



LONG ISLAND SHOW SERIES FOR RIDERS WITH DISABILITIES FINALS



For the 16th year, the Hampton Classic hosted the LIHSSRD Finals, sponsored by Dime Bank. Held in Jumper Ring II, the day's events could be enjoyed by spectators from the shade and comfort of the tent by Jumper Ring II. At the awards



breakfast held in the Horseman's Chalet, competitors got their participation ribbon and gift bag from show jumping rider, Peter Lutz.

Top-Bottom: Richard Lewin, Priscilla Degan

Top-Bottom: Kind Media LLC

L-R: Priscilla Degan, Richard Lewin

STONY BROOK MEDICINE KIDS' ACTIVITIES

Stony Brook Medicine brought their child life experts and Wendy the Pipecleaner Lady to entertain children with her creative pipe-cleaner creations, as well as educate attendees about their services.



L-R: Richard Lewin, Sam Cohen



ANIMAL ADOPTION DAY

The Hampton Classic held its 13th annual Animal Adoption Day on Monday, August 28, sponsored by Gotham Enterprizes. The Hampton Classic held a "Meet and Mingle" presented by the EQUUS Foundation, in Hunter Ring II. Hosted by Georgina Bloomberg, spectators had the opportunity to go into the ring and directly interact with the available equines. And, HEART Equine Ambulance provided tours of the HEART rig. As a result of Adoption Day, a number of equines were adopted.

In addition, adoptable dogs and cats were showcased in the Kid's Area from a number of local rescue organizations, also resulting in many forever homes.



Clockwise from top left: Kristin L. Gray, Lisa Jamburini (2), Randolph PR, Lisa Jamburini (2)

LUGANO DIAMONDS VIP LOUNGE

Lugano Diamonds sponsored the Hampton Classic's VIP Lounge in the Grand Prix Tent for the 2023 show. With their beautiful jewelry on display, the lounge offered a comfortable and quiet place to relax or work within the VIP Tent.



L-R: Rosanna Arkinson, Richard Lewin

BOUTIQUE CONTEST

The Hampton Classic held the "Boutique Vendor Contest" recognizing excellence in boutique design. This year's judges, The Agency's Managing Partners Dana Trotter and Tyler Whitman, selected the most inventive, beautiful, and well-designed boutiques. First place was awarded to F Words, second place to Sam Edelman and third to Hunt Ltd. The winners displayed the award ribbons in their booths.



Kristin L. Gray photos

NEWS 12 LONG ISLAND KIDS' DAY

The Hampton Classic's Kid's Day was sponsored by News 12 Long Island. Children under the age of 12 received a voucher for a free pony ride, and also received a colored pencil set from News 12. Musical entertainment, face painters, circus performers, magicians and other kid's activities also took place.



MACRAE SKYE FUN ZONE

Macrae Skye provided games and activities for the kids' tent, such as ping pong, mini basketball, corn hole and connect four.



VIP TABLE CONTEST SPONSORED BY HAMPTONS COTTAGES & GARDENS

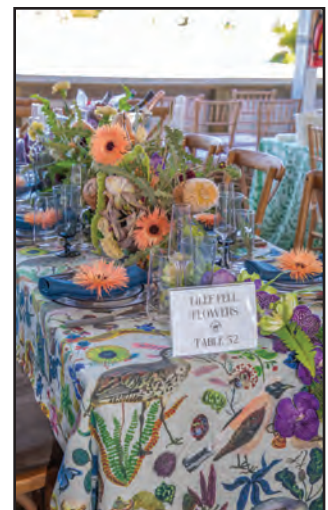
For the 11th year, Hamptons Cottages & Gardens sponsored a VIP Table Décor Contest. The top three tables, as judged by HC & G and Marsia Holzer were featured on the Hamptons Cottages & Gardens website and in the October issue. First place went to the Neuwirth table, second went to the Hermès table, and the third place went to Compass. The winners were announced just prior to the start of the \$425,000 Hampton Classic Longines 5* Grand Prix.



L-R: Lisa Tamburini, Corrigan Media



Extra awards were given to the The Agency for “Most Innovative”, Asprey for “Best Overall Theme” and Lilee Fell Flowers for “Best Floral Design”.



L-R: Barbara Lynne Photography (1,3,4), Priscilla Degan (2)

ON-SITE VISIBILITY

Passes & Publications



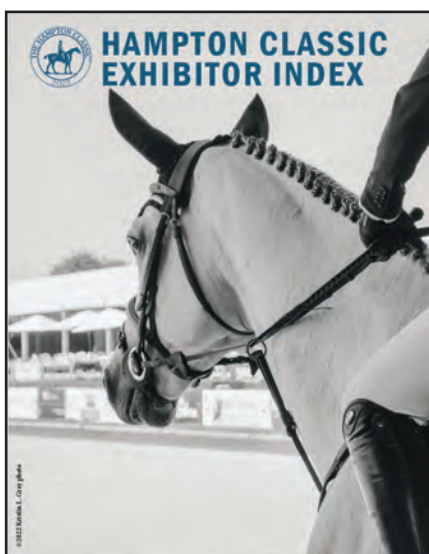
This 60-page publication provides a competition time schedule, event specifications, rules and entry forms. Listing of local accommodations options and advertisements targeting riders, owners and trainers are included as well. The Prize List was available online.



Provided to all corporate sponsors, this publication is a comprehensive instruction manual with information about executing all of the elements typically included as part of sponsorship agreements.



This 300+ page book includes a schedule, articles about the sport, pictures of last year's winners, and beautiful ads. Circulation - 3,000



This is a listing of competitors entered in the show. The Exhibitor Index was available online.



ON-SITE VISIBILITY

Boutique Examples

CALLIDAE



CHARLES ANCONA



CHARTER JET ONE



EQUESTRIAN CLUB



DER DAU



Top-Bottom: Rosanna Arkinson, Wesley Bobb, Craig Cohen

Top-Bottom: Liz Soroka, EquestrianClub Instagram

ON-SITE VISIBILITY

Boutique Examples

EQUISITE



HAMPTONS FASHION WEEK



HERMÈS



HUMAN TOUCH



MACRAE SKYE



SAM EDELMAN



Top-Bottom: Equisite Instagram, Craig Cohen, Claudia Parks

Top-Bottom: Lisa Tamburini, Priscilla Degan, Claudia Parks

ON-SITE VISIBILITY

Boutique Examples

LAURACEA



STRONGS MARINE



VOGEL



VANNER HOUSE



Top-Bottom: Lauracea Instagram, Rosanna Atkinson

Top-Bottom: Richard Lewin, Rosanna Atkinson

ON-SITE VISIBILITY

Sampling & Distribution

COMETEER CORNER

Cometeer sponsored the “Cometeer Coffee Corner” in the USET VIP Tent. VIP patrons were able to enjoy light bites for breakfast, as well as complimentary iced and hot coffees all day long.



Lisa Tamburini

B&D BUILDERS BARN DROP

B & D Builders sponsored the “B & D Barn Drop” on Thursday and Friday of the show week. B & D representatives were on hand to distribute tasty treats created by Citarella to riders, owners, trainers, and grooms by dropping each box off at the on-site stables.



CITARELLA



Liz Soroka

Citarella provided breakfast and lunch to those who had access to the International Stabling Area on the final five days of the Hampton Classic.

MAGAZINES

Many of the Hampton Classic’s media partners received on-site distribution of their publications in high-traffic areas of the show grounds, including in the VIP Tents, Food Court, and Information Booths.



ON-SITE VISIBILITY

Sampling & Distribution

SAMPLING

A number of spirit sponsors sampled their products during the Hampton Classic. Origen Vodka created a cocktail to sample on Wednesday in the Grand Prix Tent, while Flecha Azul and the Botanist Gin sampled their spirits outside the entrance to the Grand Prix Tent on Thursday and Friday of the show week, respectively. Finally, Wölffer Estate was on hand with their signature Rose Cart to sample rose on Saturday.



L - R: Lisa Tamburini, Priscilla Degan



L - R: Rosanna Arkison (2)

ON-SITE VISIBILITY

Receptions

DIME BANK CHALET EVENT

Dime Bank hosted receptions (for both clients and staff) Thursday and Friday of the show week.



Kristin L. Gray



Claudia Parks

WÖLFFER RIDER PARTY

Wölffer Estate hosted the official Rider Welcome Party at their wine stand on Wednesday of the show week. Attendees enjoyed complimentary appetizers and Wölffer's signature wines, all while enjoying the beautiful backdrop of the vineyards in Sagaponack.



Randolph PR photos

THE AGENCY CHALET EVENT

The Agency celebrated the opening of their East End office by having a kick-off event on Saturday during their sponsored competition and on Grand Prix Sunday. They also hosted Hamptons Community Outreach, and CTREE earlier in the week in their Chalet.



L-R: Richard Lewin, Kristin L. Gray

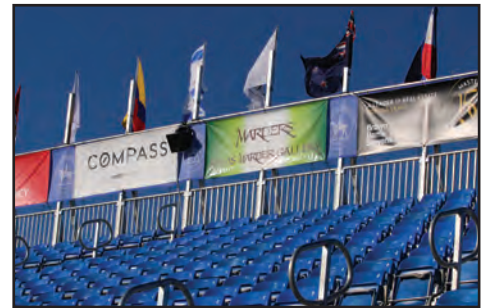
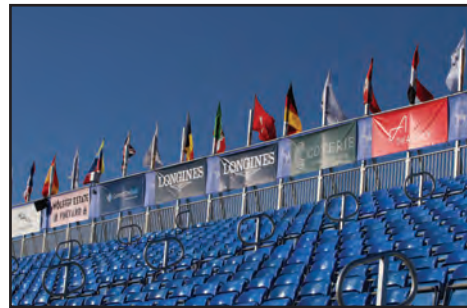
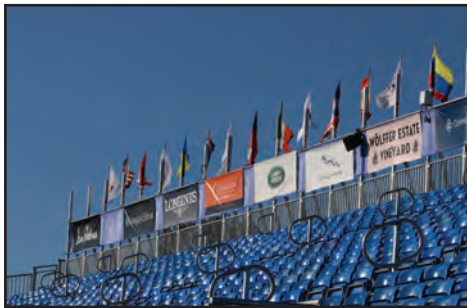


ON-SITE VISIBILITY

Signage



L-R: Kristin L. Gray, Lisa Tamburini



L-R: Liz Soroka



L-R: Liz Soroka



Top-Bottom: Richard Lewin



L-R: Rosanna Arkison

ON-SITE VISIBILITY

Sponsored Classes

\$10,000 MARDERS LOCAL HUNTER DERBY



*won by Heartland
ridden by Brianne Goutal-Marteau*

MILLER & ASSOCIATES LOCAL JUNIOR HUNTERS



*won by Edgewoods Wonder
ridden by Grace Majoros*

JOS. M TROFFA CHILDREN'S EQUITATION MEDIUM



*won by Nevers (Section B)
ridden by Cassidy Histler*

BROWN HARRS STEVENS AMATEUR JUMPER LOW



*won by Euphoria
ridden by Ariel Bluman*

Kind Media LLC Photos

ON-SITE VISIBILITY

Sponsored Classes

MACRAE SKY SHORT STIRRUP EQUITATION



*Grand Champion Short Stirrup
won by Francesca Solaka
riding Blue Suprise*

COTERIE CHILD/ADULT JUMPER LOW



*won by Joy Nonstop VD Moorskeshoeve
ridden by Shelby Phillips*

\$10,000 STOMP CAPITAL OPEN JUMPER 1.40M



*won by Dhalida Diamant VD Krekebeke Z
ridden by Rodrigo Pessoa*

\$10,000 OPEN JUMPER 1.40M



*won by Dhalida Diamant VD Krekebeke Z
ridden by Rodrigo Pessoa*

ON-SITE VISIBILITY

Sponsored Classes

**\$10,000 CITARELLA
2* OPEN JUMPER**



*won by I. Adermie R4
ridden by Aaron Vale*

**\$39,000 FLECHA AZUL
FEI 5***



*won by Burlington Riverland
ridden by Rene Dittmer*

**\$25,000 HUNTER CLASSIC
SPONSORED BY GREEN RIVER FARM**



*won by Caristo
ridden by Nick Haness*

**\$39,000 WÖLFFER ESTATE
2* JUMPER CLASSIC**



*won by Superman
ridden by Mark Bluman*

ON-SITE VISIBILITY

Sponsored Classes

**\$78,000 DOUGLAS ELLIMAN
5* GRAND PRIX QUALIFIER**



*won by Chewbacca
ridden by Jimmy Torano*

**\$10,000 LUGANO DIAMONDS
AMATEUR/JUNIOR WELCOME STAKE**



*won by Luron SZ
ridden by Josephine Nash*

**TAK PROTECTIVE GROUP
JUNIOR JUMPER CLASSIC, LOW**



*won by Hemerald-Balia
ridden by Caroline Signorino*

**\$10,000 HERMÈS
EQUITATION CHAMPIONSHIP**



*won by Cody Rego
riding Iron Man*

Kind Media LLC Photos

ON-SITE VISIBILITY

Sponsored Classes

**\$78,000 THE AGENCY
5* SPEED STAKE**



*won by Eddy Blue
ridden by Darragh Kenny*

**HUNT LTD. AMATEUR OWNER
3'6" HUNTERS, 36+ YEARS**



*won by MTM Plus One
ridden by Katie Robinson*

**\$25,000 AGNETA & BROWNLEE CURREY
HIGH JUNIOR/AMATEUR CLASSIC**



*won by Tage BH
ridden by Sophie Gochman*

**\$425,000 LONGINES
HAMPTON CLASSIC GRAND PRIX**



*won by Ladriano Z
ridden by Daniel Bluman*

ON-SITE VISIBILITY

Special Awards

WÖLFFER ESTATE WINE



won by Daniel Bluman

\$30,000 LONGINES RIDER CHALLENGE



won by Darragh Kenny

ALL CUSTOM COOLERS PROVIDED BY THE CLOTHES HORSE CHAMPION BAGS PROVIDED BY VANNER HOUSE



Kind Media LLC Photos

L-R: Randolph PR (2), Kind Media LLC

Kind Media LLC Photos

ON-SITE VISIBILITY

Sponsored Jumps



Liz Soroka



Kristin L. Gray, Kind Media LLC



Kind Media LLC (2)



Top- Bottom: Kristin L. Gray, Liz Soroka (3)



Kind Media LLC

ON-SITE VISIBILITY

Other Activation

HERMÈS RIDER LOUNGE

Hermès was the sponsor of the Rider's Tent next to the Grand Prix ring. Equipped with snacks, coffee, and beverages, the Lounge offered a shaded and comfortable spot for the Hampton Classic's top competitors to relax and watch the action in our main competition field.



Randolph PR, Liz Soroka

GREEN IS THE NEW BLUE

The Hampton Classic continued its partnership with Green is the New Blue to execute a number of incentives to “go green” at this year’s horse show. Such initiatives included cloth wristbands, paperless ticketing, reusable pouches for the VIP credentials, and signage advocating water conservation at the wash stalls. In addition, each centerpiece in our VIP tents included potted perennials which patrons were encouraged to take home and replant them.



Rosanna Atkinson

ON-SITE VISIBILITY

Other Activation

DIME BANK ATM



HEART EQUINE AMBULANCE



CONNECT ONE BANK COURTESY CARTS



ON-SITE VISIBILITY

Other Activation

MANE 'N TAIL SHINE STATION



Randolph PR

MARIA MENDELSON RIDER NUMBERS



Kristin L. Gray

LONGINES DISPLAYS



Clockwise from left: Rosam Arkinson, Randolph PR, Priscilla Degan, Rosam Arkinson



ON-SITE VISIBILITY

Other Activation

LAND ROVER & JAGUAR DRIVE AROUNDS & DISPLAY



Top- Bottom: Richard Lewin, Kind Media, Priscilla Degan

L-R: Rosanna Arkinson, Kristin L. Gray

STONY BROOK MEDICINE AMBULANCE & EMT'S



ROBBINS WOLFE BARS



L-R: Rosanna Arkinson, Kristin L. Gray

WLNG RADIO BROADCASTING



BOOK SIGNING



ON-SITE VISIBILITY

Other Activation

MARDERS INSTALLATIONS



L-R: Richard Lewin, Rosanna Arkinson

WATER TRUCKS SPONSORED BY B&D BUILDERS



Top-Bottom: Liz Soroka, Richard Lewin

JUMP CREW GEAR SPONSORED BY THE AGENCY



Liz Soroka

PRESS CONFERENCE

2023

A press conference was held at the conclusion of the \$425,000 Longines Hampton Classic Grand Prix on Sunday. The top three finishers, Daniel Bluman, Adrienne Sternlicht, and Luis Larrazabal were joined by the \$30,000 Longines Rider Challenge winner, Darragh Kenny, to field questions from the media. The press conference, hosted in a Hampton Classic Chalet, was facilitated by Press Chief Marty Bauman.



Kristin L. Gray photos

PRESS COVERAGE

Print Media Placements & Samples

Placements in such significant print media as New York Times and Newsday highlighted this year's national media coverage. Chronicle of the Horse, Hamptons Magazine and Dan's Papers were among the prominent equestrian and local publications featuring coverage of this year's show. Advance publicity, on-site media relations and follow-up reporting led to hundreds of additional media placements. Only a sampling of these placements is included in this report. The following list chronicles media hits as of November 15, 2023.

Publication	Location	Circulation	Placements
Brooklyn Paper	Brooklyn, NY	24,000	1
Chronicle of the Horse	Middleburg, VA	23,000	1
Dan's Papers	Southampton, NY	35,000	11
East Hampton Star	East Hampton, NY	7,000	3
Equestrian Living	Brownsville, VT	240,000	2
Forbes	New York, NY	4.3 Million	1
Hamptons Magazine	Southampton, NY	50,000	1
HC&G	New York, NY	40,000	2
Jewish Connection	Staten Island, NY	20,000	1
Long Island Business News	Ronkonkoma, NY	10,000	1
Newsday	Melville, NY	437,000	2
Sag Harbor Express	Sag Harbor, NY	4,000	1
Sidelines	John's Island, SC	15,000	1
Southampton Press	Southampton, NY	9,000	3
The Plaid Horse	Canton, NY	125,000	7

EQUESTRIAN LIVING - NOVEMBER/DECEMBER ISSUE



PRESS COVERAGE

Print Samples

NEWSDAY - AUGUST 23 & AUGUST 27



TOP STORIES

WHAT TO KNOW

Competitors and celebs head to Hampton Classic

The Hampton Classic horse show is the largest and most prestigious equestrian event in the Northeast. It is held annually at the Longmeadow Farm in Southampton, New York. The show features a wide variety of equestrian disciplines, including dressage, eventing, and show jumping. It is a major attraction for equestrian enthusiasts and celebrities alike.

explore LI » GUIDE to equestrian events with a splash of summer fun. newsday.com/10style

CLASSIC KID FUN

13 family-friendly activities at the horse show

WHAT TO KNOW

And the jumping competition and equestrian action for the show ends at the Hampton Classic Horse Show in Bridgehampton. Don't miss the fun and excitement of the show. It's a family-friendly event with a variety of activities for all ages.

Pet or feed a goat or even take a pony ride at the Classic's petting zoo.

And of course you can't forget seeing the horses at the horse show.

Block building using giant Lincoln Logs with The Children's Museum of the East End on Aug. 28 from 10 a.m. to 2 p.m.

CLASSIC KID FUN

August 23rd's Kid Fun includes a variety of activities for children, including a petting zoo, pony rides, and a horse show. It's a great opportunity for families to enjoy the outdoors and learn about horses.

HC&G - SEPTEMBER & OCTOBER ISSUES



SEPTEMBER

HAMPTON CLASSIC GRAND PRIX SUNDAY

3

SOUTHAMPTON HOUSE TOUR

9

WHAT'S NEW, WHAT'S NEXT

20

SEPTEMBER 2023 | WWW.HAMPTONCLASSIC.COM | \$11



Hampton Classic Top Tables

Hampton Classic is a premier equestrian event that also features a variety of social activities. The Top Tables are a popular feature, offering a sophisticated dining experience for guests. The event is held at the Longmeadow Farm in Southampton, New York.

PRESS COVERAGE

Online Media Placements & Samples

Clip Source	Clips	Hamptons.com	2	showmanagement.com	9
27east.com	6	HamptonsRealEstateShowcase.com	1	Sidelines.com eblast	1
alamy.com	1	HauteLiving.com	1	SidelinesMagazine.com	1
AmericanHorsePubs.org	5	Hippodata.de	1	Southamptonpress.com	1
AuburnPub.com	1	HorseNation.com	1	SouthForker.com	1
AverageSociallite.com	1	HorseNetwork.com	1	StompCapital.com	1
BlackTieMagazine.com	1	HorsesDaily.com	1	TheaterLife.com	2
ChronofHorse.com	2	HorseSport.com	1	TheHorseofDelawareValley eblast	5
ClipMyHorse.tv	9	ILoveNewYork.com	1	TheHorseofDelawareValley.com	5
CNBNews.com	1	IONTheScene.com	1	TheJewishConnection.com	1
CognacsCorner.com	1	JamesLanePost.com	5	TheJewishVoice.com	1
CommentaryBoxSports.com	1	JewishC.com	1	TheList.com	1
CottagesandGardens.com	1	JumperNews.com	14	TheNewYorkExclusive.com	1
DansPapers.com	7	LivinginSteilcom	1	ThePlaidHorse.com	7
Eastendgetaway.com	1	LonginesTiming.com	4	TheRealDeal.com	1
EastHamptonStar.com	5	LongIsland.com	4	TheRoyallGazette.com	1
EliteEquestrianMag.com	1	LongIsland.News12.com	2	TimDavisHamptons.com	1
Elle.com	1	LongvViewNews-Journal.com	1	Travellens.co	1
EllimanInsider.com	1	MommyPoppins.com	1	Tvoermind.com	1
EQLiving.com	1	News12LongIsland.com	1	Uinterview.com	1
EquNews.com	3	Newsday.com	3	USEF.org	1
EssentiallySports.com	2	News-Journal.com	1	VictoriaAdvocate.com	1
EventGetaway.com	1	NewYorkPost.com	2	Vogue.com	1
ExposureNY.com	1	NYTimes.com	1	WLIWFM.com	1
Facts.net	1	NewYorkSocialDiary.com	2	Wonderwall.com	1
GettyImages.co.uk	1	People.com	2	worldofshowjumping.com	5
GoWhereWhen	1	Ryegate.com	72	youtube.com	6
GTLaw.com	1	SheKnows.com	1		



PRESS COVERAGE

Online Samples

JAMESLANEPOST.COM

Recap: The 2023 Hampton Classic Horse Show



View Gallery
9 Photos



Greg & Jackie

Chasing Dreams, Operating Trains and More on the

James Lane POST

A star-studded field descended on the Hampton Classic Horse Show's beautiful brightgreen showgrounds for a week filled with world-class equestrian competition, August 27 to September 3.



Seventeen countries were represented in the Classic's international domain, which saw Israel's Daniel Buzman lead a field of 40 starters representing 12 countries in the show's climactic event, the \$425,000 Longines Hampton Classic 3rd Grand Prix.



Sam Edelman, David Banning, Lily Edelman. Courtesy photo

One of the world's most prestigious horse shows, the annual Hampton Classic features competitors at every level from young children in Junior to Olympic, World and World Cup Championships. The Classic also has competitions for riders with disabilities. This year's Classic was named USA's "Premier" for both spectators and judges with 151 2nd and 3rd classes. Ireland's Alan Wade scored an Grand Prix, King equestrian designers.



Brooke Birkitt, Clark Birkitt, Clark Birkitt and Brooke. Photo by Lisa Tomlinson

The Classic attracted its usual list of celebrities throughout the week, including Tom Brice, Billie Jean King, Brooke Shields, Gabe King, Michael Bloomberg, Luciano Pavarotti, Debra Kayne, Arly, Sherry, Will Ferrell, and Bill Engvall.



On the same day as the Grand Prix, the annual USA's Ability Stage competition was held, which was a great success for those with disabilities, and their families.



Hayden Williams and Brooke Birkitt. Photo by Lisa Tomlinson

Hamptons.com

HAMPTONS.COM

2023 Hampton Classic Grand Prix

SAUNDERS
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saunders.com | HamptonClassic.com

Each year approximately 50,000 people - including many A-list celebrities - come to watch the nation's best equestrian athletes compete at the Hampton Classic. Rated USA's "Premier" for hunters and jumpers with designated FEI 2nd and 3rd classes, the Hampton Classic features more than 200 competitors in its spectacular show ring, the Agnesa Curney Boutique Garden with more than 70 vendors, and a wide selection of dining options, all on its world-class 60-acre showgrounds.

Photos by Allie D'Erville



PRESS COVERAGE

Online Samples

PEOPLE.COM

08 Sunday Best
of 80

Jane Seymour. PHOTO: SONIA MOSKOWITZ/GETTY IMAGES

Wearing a big red hat and an even bigger smile, *Jane Seymour* attends the 2023 Hampton Classic Horse Show in Bridgehampton, New York, on August 27.

SHEKNOWS.COM

sheknows THIS IS THE SEASON FOR

PARENTING ENTERTAINMENT HEALTH FOOD SHOPPING DIGITAL JEWELS NEWSLETTER

BRIDGEHAMPTON, NEW YORK - SEPTEMBER 3: Grace Hanchey and her mother Brooke Shields attend the 2023 Hampton Classic Horse Show Longines Grand Prix on September 3, 2023 in Bridgehampton, New York. Photo by Sonja Moskowitz/Getty Images.

NYSOCIALDIARY.COM

New York Social Diary

Home • SOCIAL DIARY • PARTY PICTURES • DAILY FEATURES • CALENDAR • MAKE A WISH TO SUPPORT

Although summer is long gone and the Hampton Classic is already planning its 48th edition, the memory of *Paty Davis Raynes* lives on. This year, they held a celebration of the life of *Paty* at the 48th Hampton Classic, where she rode every year. It was an intimate event and attracted a society crowd, including a very pregnant *Georgina Bloomberg*, *Cornelia Guest*, *Princess Yasmin Aga Khan*, *Candace Bushnell*, *Countess Luianne de Lesseps*, *Janna Bullock* and *Paty's* son *Matthew Raynes*.

Paty loved her horses, but also her many friends. She was a naturally friendly and unobtrusive personality that endeared those who knew her. The party was organized by *Paty's* pals, including horse trainer *Alex Haner* and *Tim Wright*, who organized the party where they announced a new annual award honoring their friend's legacy, titled the *'Paty Raynes Award'*.

Presentation of the inaugural *Paty Raynes Award* to *Katie Jacobs-Robinson*.

This inaugural year's award was given to *Katie Jacobs-Robinson*. For the classic's main event, the *Longines Hampton Classic 5* Grand Prix*, *Michael Bloomberg* took three ringside tables. The former mayor asked *Chris Robbins*, of *Robbin Wolfe Events*, to create an all-American buffet for his 42 guests, including his longtime girlfriend, *Diana Taylor*.

Grand Short Stepp winner *Francesca Sotika* with *Blue Sturgeon*.

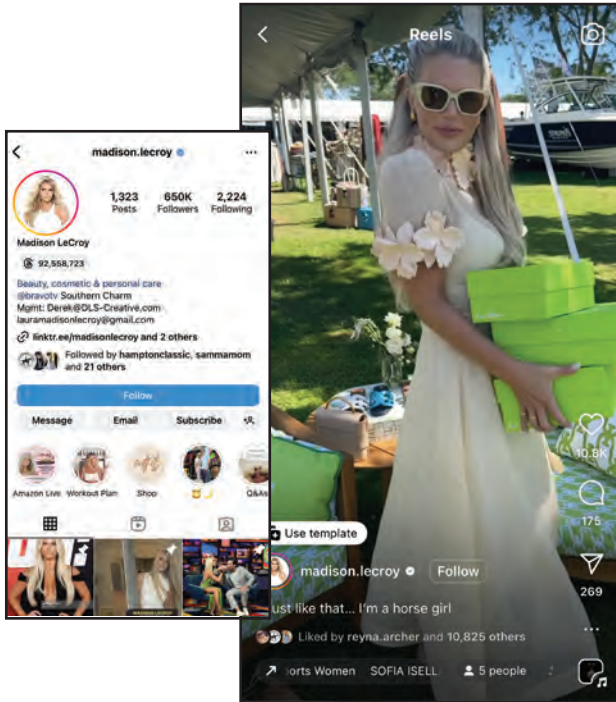
The event attracted *Brooke Shields*, *Jane Seymour* and *Cornelia Guest*, philanthropist *Kimberly Paige Bluhm*, and influencer *Sofia Mählkvist*. *Bruce Springsteen's* daughter, *Jessica Springsteen*, rode as her mother *Paty Springsteen* cheered her on.

Madonna, *Barbra Streisand*, *Donna Karan*, *Calvin Klein*, *Christie Brinkley*, *Matthew Broderick*, *Steven Spielberg* and *Sigourney Weaver* have all attended the *Classic* in the past. It's the 21st century's American glamour crowd, obviously. *Robbins* who has catered the event for 28 years, fed more than 7000 people and poured more than 10,000 glasses champagne.

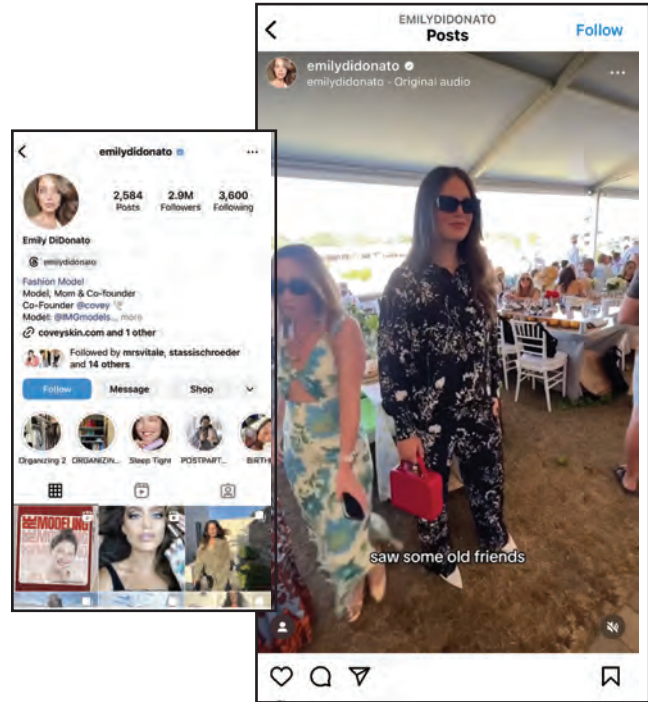
PRESS COVERAGE

Social Media Samples

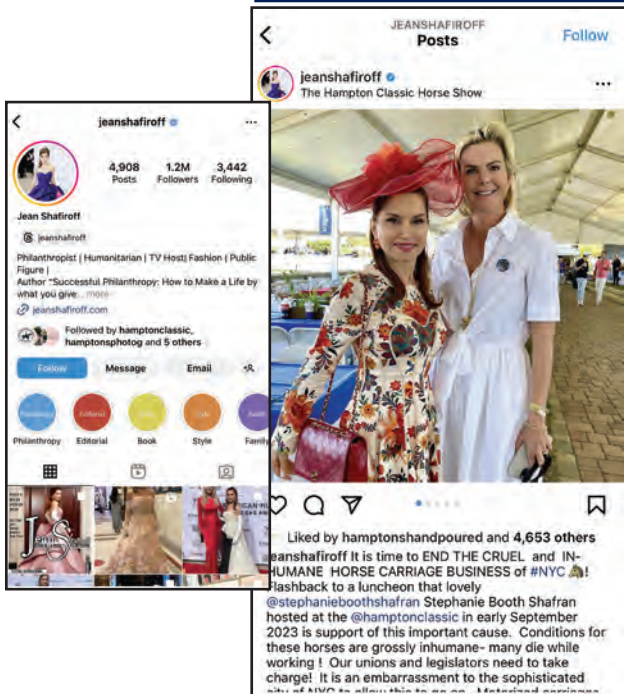
MADISON LECROY 650K FOLLOWERS



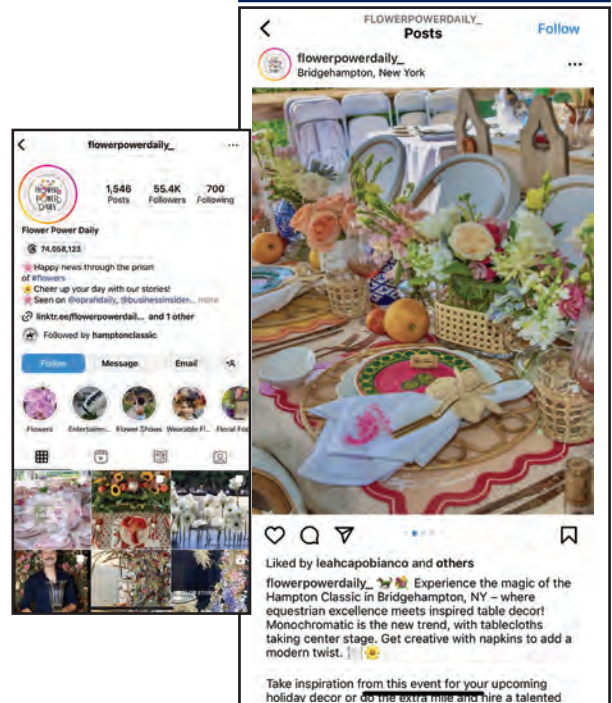
EMILY DI DONATO 2.9M FOLLOWERS



JEAN SHAFIROFF 1.2M FOLLOWERS



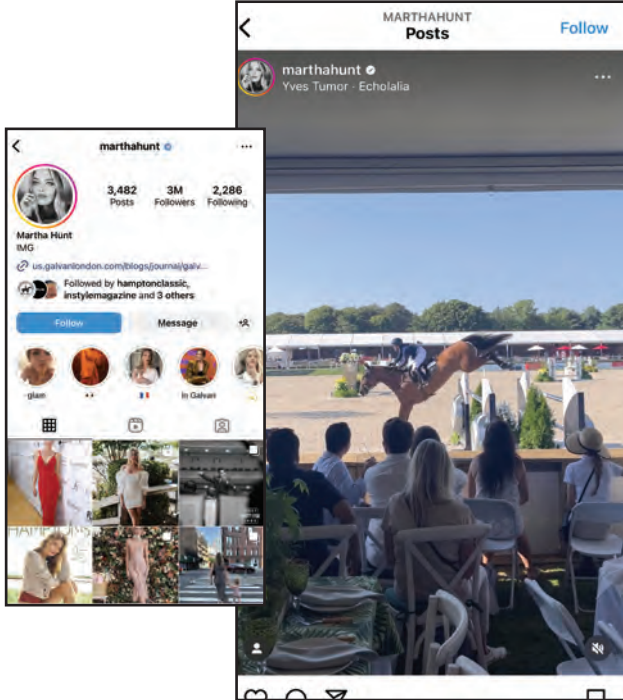
FLOWER POWER DAILY 56.2K FOLLOWERS



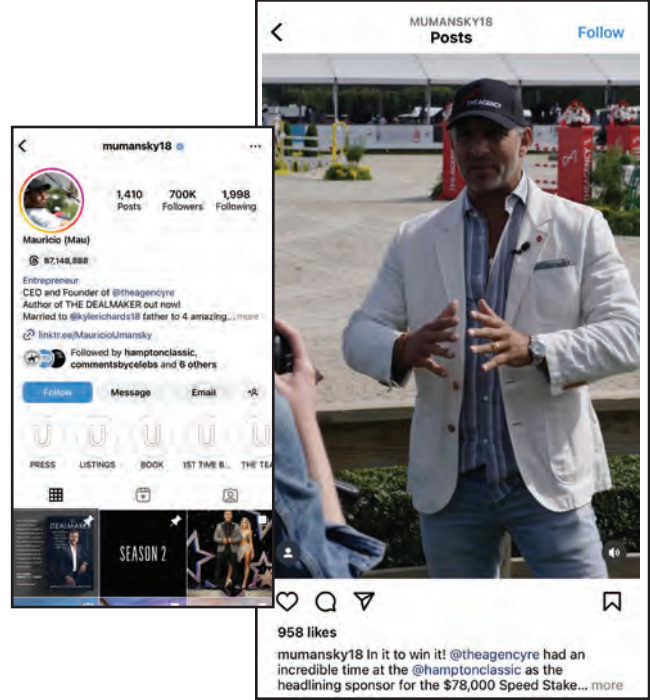
PRESS COVERAGE

Social Media Samples

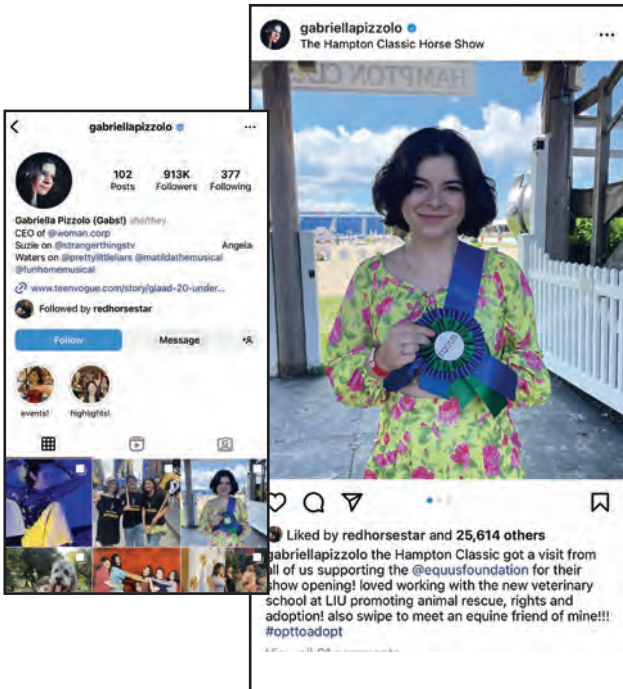
MARTHA HUNT 3M FOLLOWERS



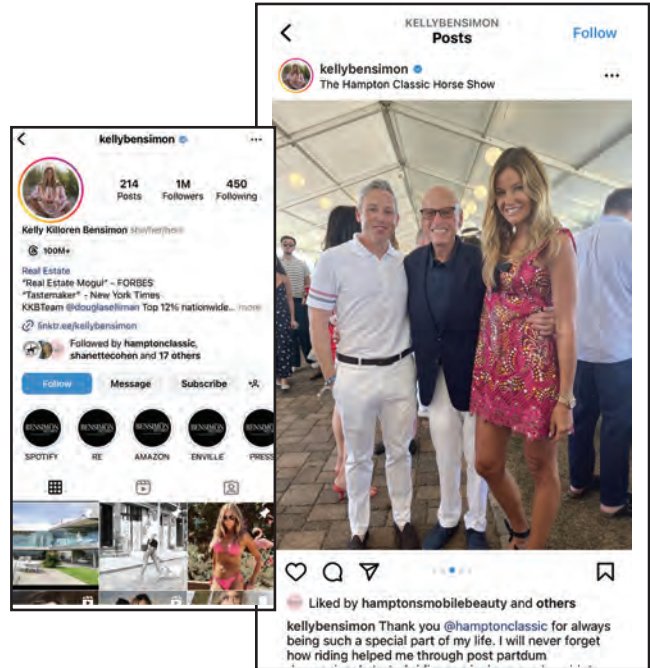
MAURICIO UMANSKY 717K FOLLOWERS



GABRIELLA PIZZOLO 913K FOLLOWERS



KELLY BENSIMON 1M FOLLOWERS



PRESS COVERAGE

Television

NEWS 12 LONG ISLAND



News 12 Long Island offered coverage of the 2023 Hampton Classic Horse Show, sending top on-air talent to cover the event. Headlining their coverage was “Hot in the Hamptons: Hampton Classic Grand Prix” segment, hosted by personality Antoinette Biordi. In addition, News 12 Long Island anchors incorporated the show into their daily broadcasts – for example, the daily weather forecast was often reported with an aerial view of the Hampton Classic showgrounds.

WVVH HAMPTONS TELEVISION

The Hampton Classic received 4-5 hours of live daily television coverage on WVVH-Hamptons Television, with a re-broadcast of the daily coverage each evening. In addition to competition coverage, many Hampton Classic sponsors were interviewed on-air about their partnership with the show. Much of the WVVH coverage was also available online on YouTube. Hamptons Television’s Hampton Classic coverage was sponsored by LONGINES.



Top: Priscilla Degan, L-R: Kristin L. Gray, Priscilla Degan

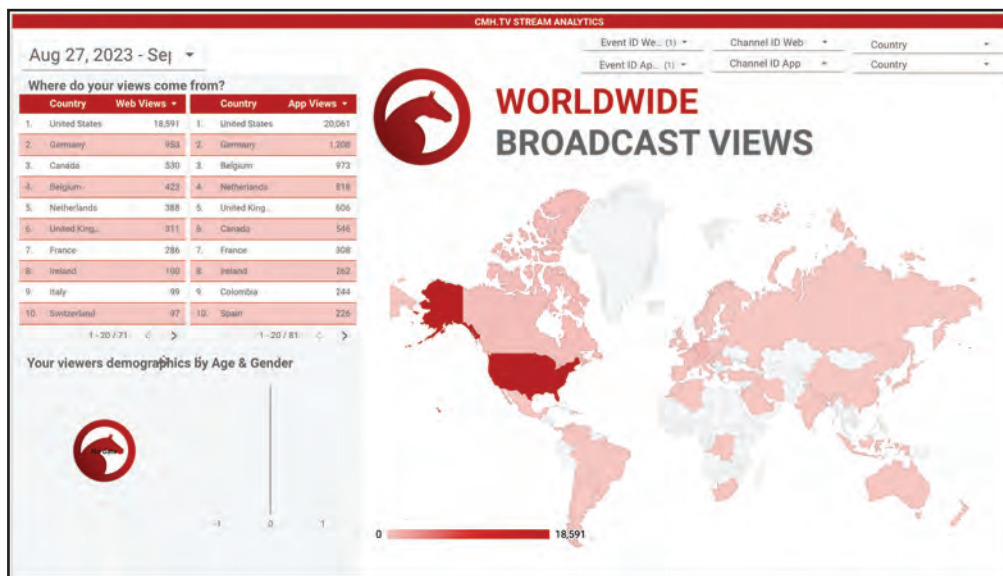
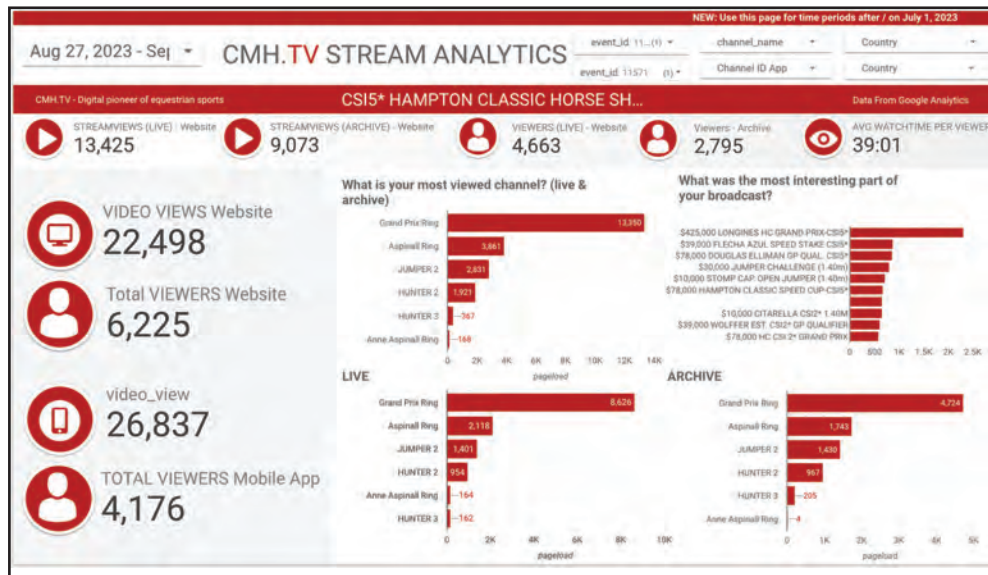
PRESS COVERAGE

Webcast

CLIPMYHORSE.TV

ClipMyHorse.tv produced complimentary live streaming of all Grand Prix ring competitions, which aired on the Hampton Classic's website and ClipMyHorse.tv. They also produced a live stream on the Hampton Classic website, of all classes taking place in the Aspinall Ring, our main hunter arena.

The Grand Prix Ring coverage, sponsored by LONGINES, included live commentary and other guests during major classes including 2* and 5* FEI events, culminating with the \$425,000 Longines Hampton Classic Grand Prix. Coverage was enhanced with graphics provided by LONGINES, including 3-D course descriptions for our weekend highlight classes.



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