

THE HAMPTON CLASSIC SPONSOR REPORT

2024



OPENING LETTER

Shanette Barth Cohen, Executive Director

Dear Sponsor,

Thank you so much for your support of the 49th annual Hampton Classic Horse Show, and your role in ensuring it was a successful event.

2024 continued to display the best our sport has to offer, with 2* and 5* FEI competitions highlighting our show week, featuring eight Olympians back from the Paris Games. Recognized competition also took place on Monday during the competition for the first time in the Classic's history, enhancing the show week as a whole for exhibitors, vendors, sponsors, and attendees.

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 2025 Hampton Classic, our 50th anniversary, August 24 through August 31.

All the best,



Photo credits (clockwise from top left):
Randolph PR, Kind Media LLC, Lenny Stucker, Priscilla Degan,
Kind Media LLC, Craig Cohen, Randolph PR, Priscilla Degan

CORPORATE SPONSORS

2024

| | | |
|-----------------------------------|------------------------------------|---|
| Aden Brook Agri Sales | Franco Tucci | Peter Elliot Blue |
| American Mobile Home | Gotham North | ProElite |
| B & D Builders | Green is the New Blue (partner) | Proximo Spirits |
| Beval Saddlery | GreenbergTaurig | Remy Cointreau |
| BrainJuice | Grey/Ven | Renewal by Andersen |
| C. Gaynor Construction Services | Hampton Jitney | Robbins Wolfe Eventeurs |
| Charles Ancona | Hamptons Magazine | Sam Edelman |
| Citarella | Hedley Galleries | SCAD |
| Clip My Horse TV | Hermes | Schweiger Dermatology |
| Clothes Horse | Human Touch | Scott Dunn |
| CME Group | Jenni Kayne | ServPro |
| Compass | Jenni Kayne | Sotheby's International Realty |
| ConnectOne Bank | Jods | Southampton Long Island Hotel |
| Corcoran Group | LAURACEA | Stomp Capital |
| Cottages & Gardens | LIU College of Veterinary Medicine | Stony Brook Medicine |
| CWD | Long Island Automotive Group | Stony Brook Southampton Hospital (partner) |
| Dada Sport | Long Island Ice | Straight Arrow Products, Inc. |
| Dan's Papers | LONGINES | Strong's Marine |
| Der Dau Custom Made Boots & Shoes | Lugano Diamonds | Sweet Briar College |
| Dime Bank | Macrae Skye | TAK Protective Group |
| Discover Long Island | Marders | TuffShed |
| Douglas Elliman Real Estate | MH Equestrian | UBS |
| East Hampton Star | Miller & Associates | Urban Zen |
| Equestrian Living | New York's Favorite Coffee | Vanner House |
| EQUESTRIANCLUB | News 12 Long Island | Vogel |
| Equisite | Ocean Graphics | Voltaire |
| EQUUS Foundation | Old Salem Farm | Well Life |
| Essentia | Ollywear | Wölffer Estate Vineyard & Stables |
| Fairfax & Favor | Organically Green | WVH Hamptons Television |
| Farmvet | Outback Portable Toilets | WWT |
| Farrell Building Co | Palm Beach International Academy | |
| | Pernod Ricard USA | |

ADVERTISING & PROMOTION

2024

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 | 4 | 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 |

RADIO & TELEVISION

Commercial spots ran on Eastern Long Island radio station WLNG.

In advance of the 2024 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. 1,890 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

ADVERTISING & PROMOTION

2024

SPONSOR WORKSHOP

In June, the Hampton Classic hosted its third 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 Lexington Avenue Peter Eliot Blue store showcased an equestrian theme and Hampton Classic imagery before and during this year's Classic.



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. The Show Jumping Hall of Fame, Anatomie, Der Dau, Equisite, Dan’s Papers, and EQUUS Foundation also created their own e-blasts surrounding the horse show.

ADVERTISING & PROMOTION

Electronic Media

SOCIAL MEDIA - INSTAGRAM



The Hampton Classic Instagram account reached more than 32,000 followers this year, a 10% increase from 2023. 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 acquired 1,741 new followers, and interaction increased by 411%, reaching 91K accounts.

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

SOCIAL MEDIA - THREADS



The Classic created a Threads account linked to the Instagram account and now has 4,788 subscribers.

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 1,505 followers. The post with the most engagement highlighted the winning team of the \$50,000 Kristen Baran Hunt Team Stake, and has been viewed 37,000 times.



ADVERTISING & PROMOTION

Sample Advertisement

20|HAMPTON CLASSIC 24|HORSE SHOW



©2023 Kind Media

featuring the

5* Longines
Hampton Classic
Grand Prix on September 1



**AUGUST 25-
SEPTEMBER 1**
hamptonclassic.com

ADVERTISING & PROMOTION

Advertising Poster

Approximately 200 working posters were displayed in retail locations and other high traffic areas throughout the East End of Long Island.

THE HAMPTON CLASSIC

AUGUST 25 - SEPTEMBER 1, 2024

THE PERFECT END TO THE PERFECT SUMMER

HIGHLIGHT EVENTS

| | |
|--|---|
| OPENING DAY - SUNDAY, AUGUST 25 \$10,000 Marders Local Hunter Derby | FRIDAY, AUGUST 30 \$32,000 Wölffer Estate 2* Jumper Classic \$70,000 Douglas Elliman 5* Grand Prix Qualifier |
| MONDAY, AUGUST 26 Long Island Horse Show Series for Riders with Disabilities Finals | SATURDAY, AUGUST 31 \$70,000 Winning Round FEI 5* |
| THURSDAY, AUGUST 29 \$32,000 FEI 5* \$50,000 Kristen Baran Hunt Team Stake | SUNDAY, SEPTEMBER 1 \$75,000 2* Grand Prix \$25,000 Currey Jr/Am Classic |



DAILY ATTRACTIONS

Hunter & Jumper
Competition in 6 Rings

80+ Boutiques

International
Food Court

Pony Rides



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.

Monday, August 26
Animal Adoption Day
Dogs & Cats
11 am - 2 pm

Horses
1:30 pm - 3 pm
presented by EQUUS Foundation



@hamptonclassic

Saturday, August 31
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



Grand Prix Sunday, September 1
LONGINES HAMPTON CLASSIC
5* GRAND PRIX

Grand Prix Reserved Tickets
\$55 available for purchase online through 9/1. Tickets are electronic.



GENERAL ADMISSION
\$20/carload
no dogs allowed in the Grandstands,
Bleachers, Boutique Garden or VIP Tents

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

LONGINES

Photos courtesy of (clockwise from top left) Kind Media LLC (3), RandolphPR, Priscilla Degan, Kristin L. Gray

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.



KRISTEN BARAN

The Kristen Baran hunter competition provided money to CTREE, EQUUS Foundation and the Stony Brook Southampton Hospital Foundation.

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.

DONATIONS

Hampton Classic donated to more than 100 charity events, raffles, and silent auctions leading up to the 2024 show.

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.



Lisa Tamburini photo



RandolphPR

Horsemanship Exhibition



L-R: Kind Media LLC, Kristin L. Gray



HOSPITALITY

VIP Table Examples



L-R: Richard Lewin, Lenny Stucker, Barbara Lassen

L-R: Barbara Lassen, Lisa Tamburini (2)

L-R: Kristin L. Gray, Randolph PR, Kristin L. Gray



Campaigns & Press Releases

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.

September 1, 2024: Mawhinney Soars to the Top in \$25,000 Agneta & Brownlee Currey Junior/Amateur Jumper Classic presented by FarmVet and the Currey Family

September 1, 2024: Dittmer Claims Victory in Longines Hampton Classic 5* Grand Prix at 2024 Hampton Classic

August 31, 2024: Ward Returns for Top Honors in \$70,000 CSI5* Winning Round at 2024 Hampton Classic

August 31, 2024: Laughter Fills the Air During News 12 Long Island Kids Day at the 2024 Hampton Classic Horse Show

August 31, 2024: Torano Wins \$10,000 Hermès Equitation Championship at 2024 Hampton Classic Horse Show

August 30, 2024: Ashe Cawley Takes the Crown in \$32,000 Wölffer Estate CSI2* Grand Prix Qualifier at 2024 Hampton Classic Horse Show

August 30, 2024: McLain Ward Leads the Way in \$70,000 Douglas Elliman CSI5* Grand Prix Qualifier presented by Longines at 2024 Hampton Classic Horse Show

August 29, 2024: Vanderveen Races to the Win in \$32,000 FEI 5* Two-Phase at 2024 Hampton Classic Horse Show

August 29, 2024: Goutal-Marteau, Propp and Propp Find Their Rhythm in \$50,000 Kristen Baran Hunt Team Stake presented by Ellie Manko Libby

August 28, 2024: Hunter Champions Crowned at 2024 Hampton Classic Horse Show

August 28, 2024: Geaney Flies to Victory in \$10,000 1.40m Open Jumper presented by Kadley Farms at 2024 Hampton Classic Horse Show

August 27, 2024: Sam Edelman Boutique Wins Top Honors at the 2024 Hampton Classic Horse Show

August 27, 2024: Derbyshire Slices and Dices to Win \$10,000 Stomp Capital Open Jumper at 2024 Hampton Classic

August 26, 2024: Animal Adoption Day Takes Center Stage at the 2024 Hampton Classic Horse Show

August 26, 2024: Local Hunter Champions Crowned to Kick Off 2024 Hampton Classic Horse Show

August 26, 2024: Exceptional Athletes Shine in Long Island Horse Show Series for Riders with Disabilities Finals Presented by Dime Bank at 2024 Hampton Classic Horse Show

August 25, 2024: 83 Emerging Equestrians Launch the 2024 Hampton Classic Horse Show in Style

August 25, 2024: Shulman Desiderio Leads the Way in \$30,000 Open Jumper Challenge presented by BrainJuice

August 19, 2024: Eight Riders from Paris Olympic Games Highlight Entries for 2024 Hampton Classic Horse Show

August 12, 2024: 2024 Hampton Classic to Feature Expanded Monday Schedule

August 6, 2024: Hampton Classic to Host New \$50,000 Kristen Baran Hunt Team Stake

July 29, 2024: Longines Hampton Classic 5* Grand Prix to Highlight 49th annual Hampton Classic Horse Show

June 18, 2024: Hampton Classic Horse Show Unveils 2024 Poster

ON-SITE VISIBILITY

Activities

ANIMAL ADOPTION DAY

The Hampton Classic held its 15th annual Animal Adoption Day on Monday, August 26, sponsored by Gotham Enterprizes. The Hampton Classic held a “Meet and Mingle” presented by the EQUUS Foundation, in the Grand Prix Ring. 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.



Lisa Tamburini



L-R: Kristin L. Gray, Lisa Tamburini, Randolph PR



L-R: Lisa Tamburini, Kristin L. Gray (2)



L-R: Kristin L. Gray (2), Lisa Tamburini

ON-SITE VISIBILITY

Activities

BOUTIQUE CONTEST

The Hampton Classic held the “Boutique Vendor Contest” recognizing excellence in boutique design. This year’s judges, fashion designers, Mark Badgley and James Mischka, selected the most inventive, beautiful, and well-designed boutiques. First place was awarded to Jenni Kayne, second place to Sam Edelman and third to Suzani Designs. The winners displayed the award ribbons in their booths.



Randolph PR photos

CITARELLA COOKIE DECORATING

On Opening Day and Thursday, Citarella provided a cookie decorating station in the Kids’ Tent. Children were able to produce their own colorful creations using Citarella ingredients including frosting and edible paint pens, all under the supervision of the head pastry chef from the Bridgehampton store.



ON-SITE VISIBILITY

Activities

LONG ISLAND SHOW SERIES FOR RIDERS WITH DISABILITIES FINALS

For the 17th 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 Renewal By Andersen tent. At the awards lunch held in the Horseman's Chalet, competitors got their participation ribbon and gift bag from show jumping rider, Molly Ashe Cawley.



Randolph PR photos

LUGANO DIAMONDS VIP LOUNGE

Lugano Diamonds sponsored the Hampton Classic's VIP Lounge in the Grand Prix Tent for the 2024 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, Priscilla Degan

ON-SITE VISIBILITY

Activities

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.



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

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 free pony ride, and also received a horse toy or horse shaped pen from News 12. Musical entertainment, face painters, circus performers, magicians and other kid's activities also took place.



Clockwise from left: Kristin L. Gray, Priscilla Degan (2), Randolph PR, Priscilla Degan (3)

ON-SITE VISIBILITY

Activities

RENEWAL BY ANDERSEN SHADE TENT

Renewal by Andersen was the sponsor of the tent by Jumper Ring II for the show week. With customized branding and activation activities, Renewal by Andersen created a beautiful and interactive space for spectators to enjoy all the ring-side action by Jumper Ring II.



SCOTT DUNN SHADE TENT

Scott Dunn was the sponsor of the Shade Tent by Hunter Ring II. Scott Dunn enhanced the existing décor of the space, in addition to educating attendees about their luxury travel services.



Priscilla Degan photos

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. They also entertained children with their "Teddy Bear Clinic". They also had provided information on carseat safety and childhood drowning.



L-R: Rosanna Atkinson, Lenny Stuckler, Kristin L. Gray

ON-SITE VISIBILITY

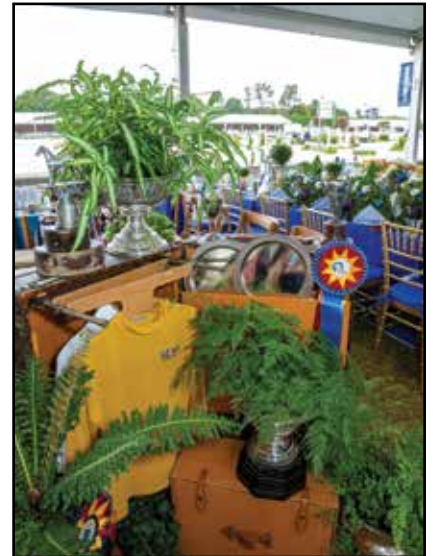
Activities

VIP TABLE CONTEST SPONSORED BY HAMPTONS COTTAGES & GARDENS

For the 12th year, Hamptons Cottages & Gardens sponsored a VIP Table Décor Contest. The top three tables, as judged by HC & G and Libby Edelman were featured on the Hamptons Cottages & Gardens website and in the October issue. First place went to the Lignelli table, second went to the Wölffer Estate Vineyard table, and the third place went to the Blue Star Equestrian table. The winners were announced just prior to the start of the \$400,000 Hampton Classic Longines 5* Grand Prix.



Extra awards were given to the SCAD table for “Most Innovative”, Feffer table for “Best Overall Theme” and Double H table for “Best Floral Design”.



Top-Bottom: Richard Lewin, Lisa Tamburini, Richard Lewin

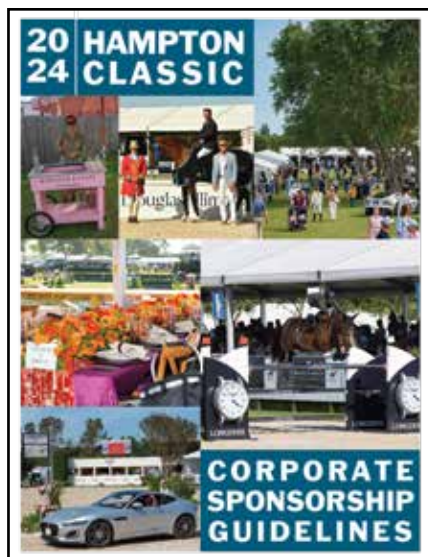
Top-Bottom: Barbara Lassen, Richard Lewin (2)

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.



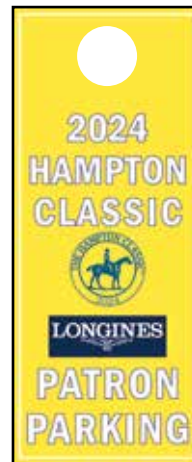
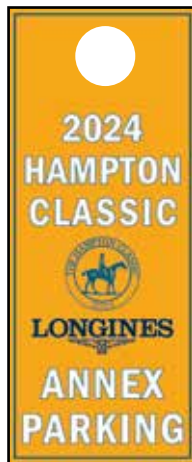
Provided to all corporate sponsors, this publication is a comprehensive instruction manual with information about executing all of the elements typically included as part of sponsorship agreements.



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

CHARLES ANCONA



CITARELLA



CWD



DER DAU



EQUESTRIAN CLUB



EQUISITE



Top-Bottom: Richard Lewin (3)

Top-Bottom: Craig Cohen, Priscilla Degan, Richard Lewin

ON-SITE VISIBILITY

Boutique Examples

FAIRFAX & FAVOR



FARRELL ESTATES WELLINGTON



FARMVET



FRANCO TUCCI



Top-Bottom: Richard Lewin (2)

GREY/VEN



Top-Bottom: Richard Lewin, Rosanna Atkinson (2)

HEDLEY GALLERIES



HERMÈS



HUMAN TOUCH



JENNI KAYNE



JODS



LAND ROVER



Top-Bottom: Priscilla Degan, Richard Lewin (2)

Top-Bottom: Rosanna Arkinson, Randolph PR, Richard Lewin

ON-SITE VISIBILITY

Boutique Examples

LAURACEA



MACRAE SKYE



MARDERS



SAM EDELMAN



PETER ELLIOT BLUE



Top-Bottom: Richard Lewin, Barbara Lassen, Richard Lewin

Top-Bottom: Richard Lewin, Randolph PR

ON-SITE VISIBILITY

Boutique Examples

TUFF SHED



URBAN ZEN



VANNER HOUSE



VOGEL



VOLTAIRE



WATERMILL ART GALLERY



Top-Bottom: Richard Lewin (3)

Top-Bottom: Richard Lewin (2), Claudia Parks

ON-SITE VISIBILITY

Sampling & Distribution

BRAINJUICE

Available in the USET VIP Tent's Coffee Corner, BrainJuice provided refrigeration to sample their ready to drink BrainPower supplements for both adults and kids.



Rosanna Atkinson

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.



Rosanna Atkinson

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.

NEW YORK'S FAVORITE COFFEE

New York's Favorite Coffee sponsored welcome coffee for Hampton Classic exhibitors, trainers, grooms and owners on Saturday, August 24th at the Information Booth.



Randolph PR

ON-SITE VISIBILITY

Sampling & Distribution

SAMPLING

A number of spirits sponsors sampled their products during the Hampton Classic. Reserva de la Familia sampled its tequila throughout the week in and outside the Grand Prix Tent, as well as in the Scott Dunn Shade Tent, while the Botanist Gin sampled their spirits outside the entrance to the Grand Prix Tent on Friday and Saturday of the show week, respectively.



Kristin L. Gray photos



L. R. Lisa Tamburini, Priscilla Degan



Rosanna Arkinson, Randolph PR



L. R. Rosanna Arkinson (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 photos

WÖLFFER WELCOME PARTY

Wölffer Estate hosted the official 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.

THE OPAL GROUP EVENTS

The Opal Group hosted a chalet event on Wednesday of the show week. They also hosted a panel during Equine Adoption Day in the Grand Prix ring.



Top-Bottom: Lisa Tamburini, Randolph PR (2)

ON-SITE VISIBILITY

Signage



Top-Bottom: Kristin L. Gray, Rosanna Arkinson, Liz Soroka (2)

Top-Bottom: Liz Soroka, Randolph PR (2), Liz Soroka (2)

ON-SITE VISIBILITY

Sponsored Classes

\$10,000 MARDERS LOCAL HUNTER DERBY



*won by Cloud 9
ridden by Laura Bowery*

MILLER & ASSOCIATES LOCAL JUNIOR HUNTERS



*won by Graham B
ridden by Kenzie Smith*

TUFFSHED LOCAL PROFESSIONAL HUNTERS



*won by Blue Time
ridden by Meghan Knapic*

SERVPRO CHILDREN'S EQUITATION



*won by Sophia Kirschgaessner (Flat, Sec A)
riding Quinley Du Tillard*

Kind Media LLC Photos

ON-SITE VISIBILITY

Sponsored Classes

MANE 'N TAIL JUNIOR/AMATEUR JUMPER



*won by CC Top 4
ridden by Shane Radimer*

MACRAE SKYE SHORT STIRRUP EQUITATION



*Grand Champion Short Stirrup, 10 & Under (Sec C)
won by Penelope Zaccone
riding Game Plan*

\$10,000 STOMP CAPITAL OPEN JUMPER 1.40M



*won by Oneumie Van Het Weyershof
ridden by Amanda Derbyshire*

EQUISITE JUNIOR JUMPER 1.30M



*won by Wonder If
ridden by Tarin Kiely*

ON-SITE VISIBILITY

Sponsored Classes

WORLD WIDE TECHNOLOGY AMATEUR JUMPER 1.30M



*won by Undercover
ridden by Alexander Alston*

RENEWAL BY ANDERSEN AMATEUR JUMPER 1.20M



*won by Jetties
ridden by Camelia Ford*

OLLYWEAR 3'3" PERFORMANCE HUNTERS



*won by Odette
ridden by Nick Haness*

\$10,000 CITARELLA OPEN JUMPER 1.40M



*won by Noah VD Bisschop
ridden by Victoria Manzitto*

ON-SITE VISIBILITY

Sponsored Classes

\$50,000 KRISTEN BARAN HUNT TEAM STAKE



*Team Winners: Anezzo ridden by Clara Propp,
Checkland ridden by Stella Propp, and Grand Remo
ridden by Brianne Goutal-Marteau*

\$32,000 WÖLFFER ESTATE JUMPER CLASSIC



*won by Berdien
ridden by Molly Ashe Cawley*

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



*won by HDB Quality
ridden by Olivia Sweetnam*

\$70,000 DOUGLAS ELLIMAN 5* GRAND PRIX QUALIFIER



*won by High Star Hero
ridden by McLain Ward*

ON-SITE VISIBILITY

Sponsored Classes

BEVAL JUNIOR HUNTER 3'3"



won by Spoken
ridden by Lily Sonneborn

PALM BEACH INTERNATIONAL ACADEMY JUNIOR HUNTER 3'3"



won by Spoken
ridden by Lily Sonneborn

CME GROUP JUNIOR JUMPER CLASSIC



won by XO Cinderella
ridden by Alexa Elle Lignelli

\$10,000 HERMÈS EQUITATION CHAMPIONSHIP



won by JJ Torano
riding Favorite Edition Z

ON-SITE VISIBILITY

Special Awards

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



*won by Stella Levista
ridden by Caroline Mawhinney*

\$400,000 LONGINES HAMPTON CLASSIC GRAND PRIX



*won by Corsica
ridden by Rene Dittmer*

WÖLFFER ESTATE WINE



won by Rene Dittmer

\$30,000 LONGINES RIDER CHALLENGE



won by McLain Ward

ON-SITE VISIBILITY

Sponsored Jumps



Top-Bottom: Lisa Tamburini, Kind Media LLC (3)

Kind Media LLC photos

ON-SITE VISIBILITY

Other Activation

CHAMPION BAGS PROVIDED BY VANNER HOUSE



ALL CUSTOM COOLERS PROVIDED BY THE CLOTHES HORSE



COURSE WALK



Top- Bottom: Randolph PR, Kind Media LLC, Veronica Lara

Randolph PR (3)

ON-SITE VISIBILITY

Other Activation

DIME BANK ATM



HEART EQUINE AMBULANCE



L-R: Rosanna Arkinson, Kind Media LLC

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 shopper totes, reusable pouches for the VIP credentials, and signage advocating water conservation at the wash stalls. In addition, GITNB sponsored sustainable centerpieces in the VIP Tents.



HEDLEY GALLERIES DRIVE AROUND



L-R: Rosanna Arkinson, Randolph PR

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.



L-R: Rosanna Arkinson, Kristin L. Gray

LAND ROVER & JAGUAR DRIVE AROUNDS & DISPLAY



Clockwise: Kind Media LLC (2), Lenny Stucker

ON-SITE VISIBILITY

Other Activation

LONGINES DISPLAYS



Clockwise: Claudia Parks, Barbara Lassen, Rosanna Arkinson (3), Claudia Parks

MARDERS INSTALLATIONS



L-R: Rosanna Arkinson, Richard Lewin photos

ON-SITE VISIBILITY

Other Activation

MANE 'N TAIL SHINE STATION



L-R: Claudia Parks, Randolph PR

MARIA MENDELSON RIDER NUMBERS



ROBBINS WOLFE BARS & VIP FOOD CONCESSION



L-R: Rosanna Arkinson, Craig Cohen



L-R: Rosanna Arkinson, Priscilla Degan



ON-SITE VISIBILITY

Other Activation

BOTTLE DISPLAY



STONY BROOK MEDICINE AMBULANCE & EMT'S



WLNG RADIO BROADCASTING



WÖLFFER ESTATE POP-UP



PRESS CONFERENCE

2024

A press conference was held at the conclusion of the \$400,000 Longines Hampton Classic Grand Prix on Sunday. The top three finishers, Rene Dittmer, Mimi Gochman, and Alex Matz were joined by the \$30,000 Longines Rider Challenge winner, McLain Ward, to field questions from the media. The press conference, hosted in a Hampton Classic Chalet, was facilitated by Press Chief Marty Bauman.



Photos (clockwise from top left): Kristin L. Gray, Priscilla Degan, Kristin L. Gray

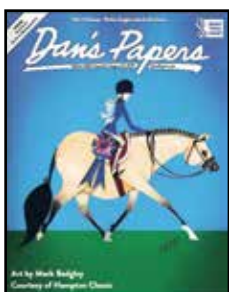
PRESS COVERAGE

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 1, 2024.

| Publication | Location | Circulation | Placements |
|-------------------------------|-------------------|-------------|------------|
| Chronicle of the Horse | Middleburg, VA | 23,000 | 2 |
| Dan's Papers | Southampton, NY | 35,000 | 8 |
| East Hampton Star | East Hampton, NY | 7,000 | 3 |
| Equestrian Living Magazine | Brownsville, VT | 240,000 | 1 |
| Hamptons Magazine | Southampton, NY | 50,000 | 1 |
| Hampton Sheet | New York, NY | - | 1 |
| Hamptons Real Estate Showcase | Southampton, NY | 30,000 | 1 |
| HC&G | New York, NY | 40,000 | 1 |
| Long Island Business News | Ronkonkoma, NY | 10,000 | 1 |
| Lux Wellington Magazine | Wellington, FL | 20,000 | 1 |
| Newsday | Mellville, NY | 437,000 | 1 |
| Sag Harbor Express | Sag Harbor, NY | 4,000 | 1 |
| Sidelines | John's Island, SC | 15,000 | 2 |
| Social Life Magazine | New York, NY | 45,000 | 1 |
| South Forker | Mattituck, NY | 18,000 | 1 |
| Southampton Press | Southampton, NY | 9,000 | 3 |
| The Jewish Connection | Staten Island, NY | 20,000 | 2 |
| Voz Latina | Southampton, NY | 92,000 | 2 |

DAN'S PAPERS - AUGUST 25



PRESS COVERAGE

Print Samples

SOUTHAMPTON PRESS - AUGUST 29 & SEPTEMBER 5



PRESS COVERAGE

Print Samples

THE CHRONICLE OF THE HORSE

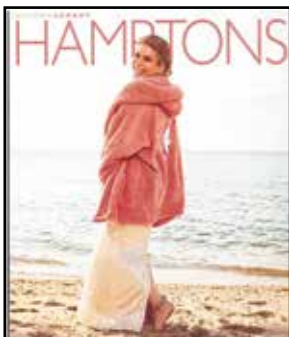
THE AGENCY - SUMMER 2024



HAMPTONS SHEET - FALL 2024



HAMPTONS - FALL 2024



PRESS COVERAGE

Online Media Placements & Samples

| Clip Source | Clips |
|------------------------------|-------|
| 27east.com | 7 |
| AmericanHorsePubs.org | 1 |
| Antonmediagroup.com | 1 |
| Atimelyperspective.com | 1 |
| Behindthehedges.com | 2 |
| Ca.news.yahoo.com | 1 |
| Chronicleofthehorse.com | 3 |
| ClipMyHorse.tv | 9 |
| cognacscornermagazine.com | 1 |
| Cottagesandgardens.com | 1 |
| Crainsnewyork.com | 1 |
| Dailymail.co.uk | 2 |
| DailyCaller.com | 2 |
| Danspapers.com | 8 |
| Eastendtastemagazine.com | 1 |
| Easthampton.com | 2 |
| Easthamptonpress.com | 3 |
| Easthamptonstar.com | 4 |
| Eliteequestrianmagazine.com | 1 |
| Elliman.com | 1 |
| EquineAmerica.com | 1 |
| Equineews.com | 9 |
| Feedblitz.com | 1 |
| Fox40.com | 1 |
| Gettyimages.com | 2 |
| Hamptons.com | 5 |
| HamptonsLife.com | 1 |
| HelloMagazine.com | 1 |
| Horsesinthesouth.com | 1 |
| HorseNetwork.com | 1 |
| InStarImages | 2 |
| iONTHE SCENE | 1 |
| Jameslanepost.com | 2 |
| Jumpernews.com | 14 |
| LIBN.com | 1 |
| Lofficelusa.com | 1 |
| News 12 CT | 1 |
| News 12 Long Island | 15 |
| Newsday.com | 3 |
| newsner.com | 1 |
| Newyorksocialdiary.com | 2 |
| PageSix.com | 2 |
| Outback.com | 1 |
| Palmbeachdailynews.com | 1 |
| Park Ave. | 1 |
| Patch.com | 1 |
| People | 3 |
| Photobookmagazine.com | 1 |
| Qns.com | 1 |
| Resident.com | 1 |
| Reuters.com | 1 |
| Sidelines.com | 2 |
| SocietyAllure.com | 3 |
| Southforker.com | 1 |
| SpotlightHamptons.com | 1 |
| Tabistar.com | 1 |
| Talkinghorses.com | 1 |
| Theaterlife.com | 2 |
| Thehorseofdelawarevalley.com | 6 |
| Theplaidhorse.com | 9 |
| Thepuristonline.com | 1 |
| Therealdeal.com | 3 |
| Worldofshowjumping.com | 7 |
| WuzUpDoc podcast | 2 |
| YouTube.com | 10 |

Online Media Samples

JAMESLANEPOST.COM

James Lane
— POST —

Hamptons Classic Hosts Annual Tabletop Competition

by TY WENZEL

On September 3, Hampton-Corley & Corlevis held its annual VIF Tabletop-Connections at the Hampton Classic Wine Show. The event, known for its celebration of design and creativity, featured tabletops crafted by a select group of participants.



[4] <http://www.fishbase.org>, 04/19/02. Downloaded from the Catalog of Fishes, Species Database. Last modified 04/19/02.

Libby Edelman, co-founder of Sam Edelman, and PCMG Editors-in-Chief Clinton Smith judged the competition, evaluating the various entries that showcased impressive designs. Here, Dot East created PCMG's tabletop for the event.



these are the winners

- 1st Place "Best in Show" The Lipstick Society
- 2nd Place "Best in Show" Wright Estate Vanguard
- 2nd Place "Best in Show" Rose Star Apartment
- Winner, "Most Innovative" Syracuse College of Art & Design
- Winner, "Best Overall Theme" Syracuse College
- Winner, "Best Floral Design" Double H Farm



FOLLOW JAMES LANE



LATEST VIDEOS



The Four Best Cocktails for Bangor Action Month

September is Hunger Action Month, and Single Brothers has partnered...



FOLLOW JAMES LANE



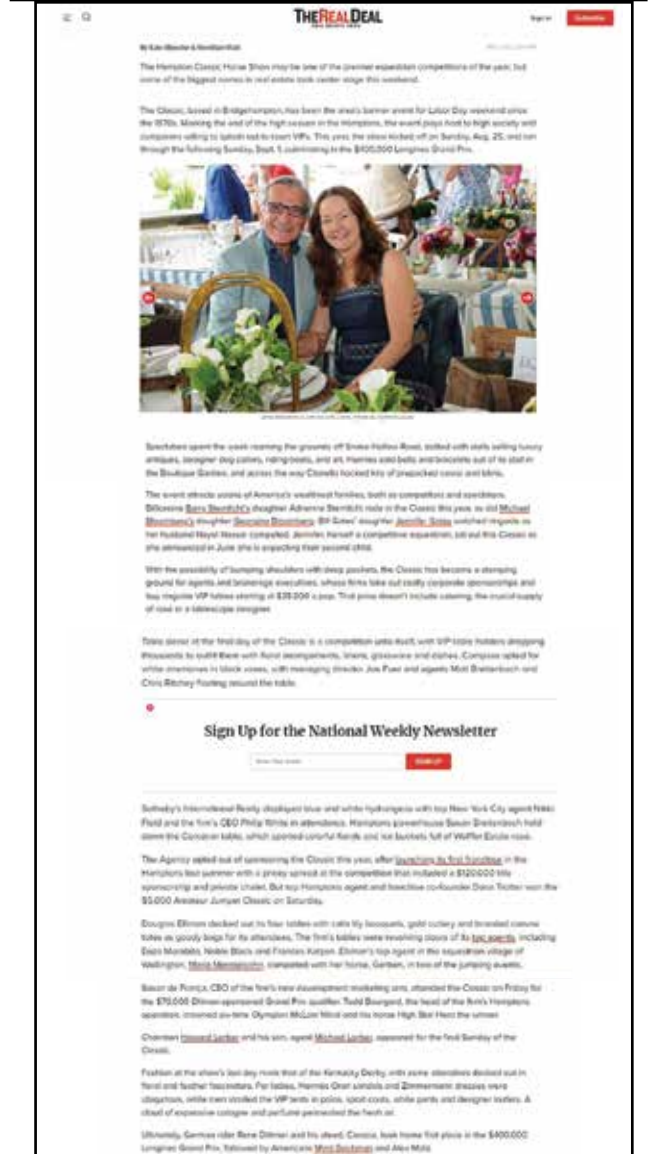
Journal of Management Inquiry 18(4)



The Fear-Fuel Debate: Do Hunger Issues Really

Septentrio is charged with the duty of
leading the souls to the gates of heaven.

THEREALDEAL.COM



PRESS COVERAGE

Online Media Samples

[27EAST.COM](https://www.27east.com)



[NYSOCIALDIARY.COM](https://www.nysocialdiary.com)



[THEIRISHFIELD.IE](https://www.theirishfield.ie)



PRESS COVERAGE

Online Media Samples

[LIBN.COM](https://www.libn.com)

[DAILYMAIL.COM](https://www.dailymail.com)



Douglas Elliman sponsoring \$70K Hampton Horse Show event

David Winzelberg // August 26, 2024 // 2 Minute Read

Listen to this article

Douglas Elliman Real Estate is once again sponsoring an event at the ongoing Hampton Classic Horse Show.

The brokerage firm is sponsoring the \$70,000 Douglas Elliman 5* Grand Prix Qualifier, scheduled for Friday, August 30 at 240 Snake Hollow Road in Bridgehampton.

This will be the 28th consecutive year that Douglas Elliman has partnered with the annual equestrian event, as the firm has been an official sponsor of the Hampton Classic since 1996.

"We are always thrilled to return to this beloved Hampton tradition year after year," Howard Lorber, Douglas Elliman's executive chairman, said in a company statement. "It is wonderful to gather with friends and clients and watch the incredible athleticism on display while enjoying the enduring beauty of the Hamptons. To be a part of such an illustrious gathering of world-class equestrian talent is truly an honor."

The Elliman-sponsored Grand Prix Qualifier offers top riders the chance to compete for \$70,000 in prize money and a custom-made horse blanket designed and manufactured by The Clothes Horse, based in Cinnaminson, N.J. The Grand Prix Qualifier also sets the starting line-up for the Classic's culminating event, the Longines Hampton Classic 5* Grand Prix.

The week-long Hampton Classic, one of the largest outdoor horse shows in the country, kicked off Sunday, August 25 and runs through Sunday, Sept. 1. The event offers more than 100 classes of competition for horses and riders of all ages and abilities and draws about 50,000 attendees each year. The 60-acre showgrounds feature six show rings, the Agneta Currey Boutique Garden, more than 70 vendors and a wide selection of dining options.

In coordination with the horse show, Douglas Elliman has unveiled its fall 2024 edition of Equestrian magazine, featuring the brokerage's portfolio of equestrian property listings from around the country.

"Douglas Elliman is proud to continue our longstanding support for The Hampton Classic," Scott Durkin, president and CEO of Douglas Elliman Realty, said in the statement. "As a company, we have a deep affinity for equestrian sports and culture. Excitingly, many of our agents have even competed at this event over the years and continue to be involved. It is always a joy to experience the splendor of the festivities and to see and spend time with the many clients who share our passion and come out to the Classic each year. As always, our new issue of Equestrian magazine makes for the perfect companion to the competition and an essential guide to the best in equestrian real estate."

Douglas Elliman
EQUESTRIAN



Equestrian magazine /
Courtesy of Douglas Elliman



Georgina Chapman, 48, is the epitome of chic in a yellow summer dress as she attends the opening day of the 2024 Hampton Classic Horse Show

Do YOU have a story? Email tips@dailymail.com

By CHLOE LOUSE FOR MAILONLINE
PUBLISHED: 05:39 EDT, 30 August 2024 | UPDATED: 05:39 EDT, 30 August 2024

41
16

Georgina Chapman was the epitome of chic in a yellow summer dress as she attended the opening day of the 2024 Hampton Classic Horse Show on Monday.

The fashion designer and actress, 48, looked incredible as she stepped out in a flying chevron lined red dress, which was designed by her label, Marchesa for £330.

Her garments featured a n-back design adorned with neckline ruffles and intricate lattice trim.

Also attending the star-studded event was Nicky Hilton donning an off-shoulder blue gown.

The heiress, 40, was accompanied to the event by her best friend Stacy Bendis, CEO of American fashion company Alice + Olivia.

Stacy, 45, wore a gorgeous black dress covered in red roses and she rocked a huge pair of black sunglasses.

Nicky, who is married to James Rothschild, also wore sunglasses, and she watched her dress to an Hermes Kelly.

She wore a silver necklace which read 'Lily Grace' - the name of her eldest child, 6. Nicky and James are also parents to Theodore, 5, and Chasen, two.

Both women's dresses were floor-length, concealing their shoes, and Stacy wore a large red hat.

Hampton Classic Horse Show is an annual Grand Prix event considered one of the largest show jumping contests in the United States.

Held over Labor Day in Bridgehampton, Southampton, it is one of the biggest equestrian events in the Hamptons scene and signals the grand finale of summer season.

In July, Nicky and James were two of the numerous celebrity guests at the \$25million-pound Ambani wedding in India.

The couple donned traditional Indian attire for the multi-ceremony wedding event of the year.

VIP guests arrived in at their frenzy to take part in a Blessing's Ceremony in Mumbai yesterday evening - a traditional event designed to send well wishes to the couple and their future together.

The cream of Bollywood was also in attendance, including esteemed actresses Alia Bhatt, Kareena Kapoor Khan, and Ananya Pandey.

After seven long months of extravagant pre-wedding celebrations and festivities, including performance by Shreya and Justin Bieber, as well as pre-wedding cruise, Anant Ambani, the son of India's richest man, married pharmaceutical heiress Radhika Merchant in a grand star-studded ceremony.

Read More
Nicky Hilton and her husband James Rothschild lead guests on day 3 of the Ambani wedding



To access the full article, please log in or create an account.

Georgina, who has been in a relationship with Aaron Brady since early 2023, she was previously married to designer Tim and produced several movies. Weinstein, 75, from 2007 to 2021.



Georgina Chapman, 48, was the epitome of chic in a yellow summer dress as she attended the

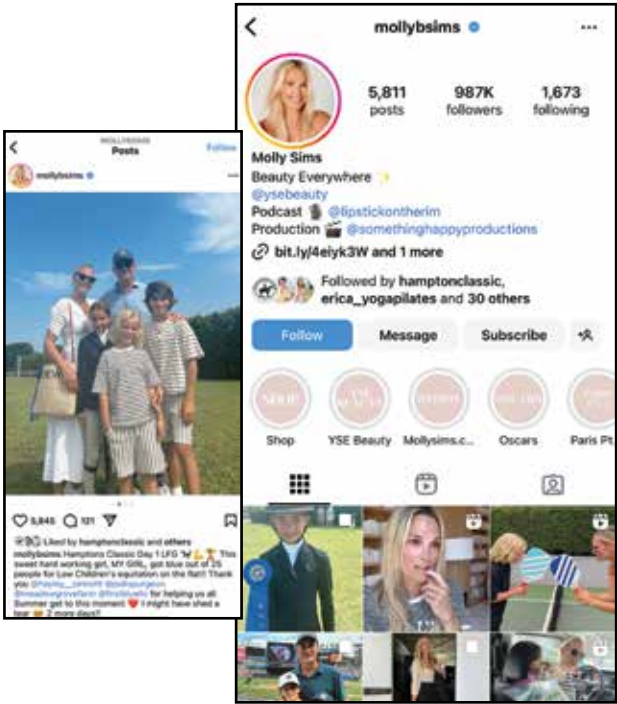


The heiress was accompanied to the event by her best friend Stacy Bendis, 45, CEO of American fashion company Alice + Olivia

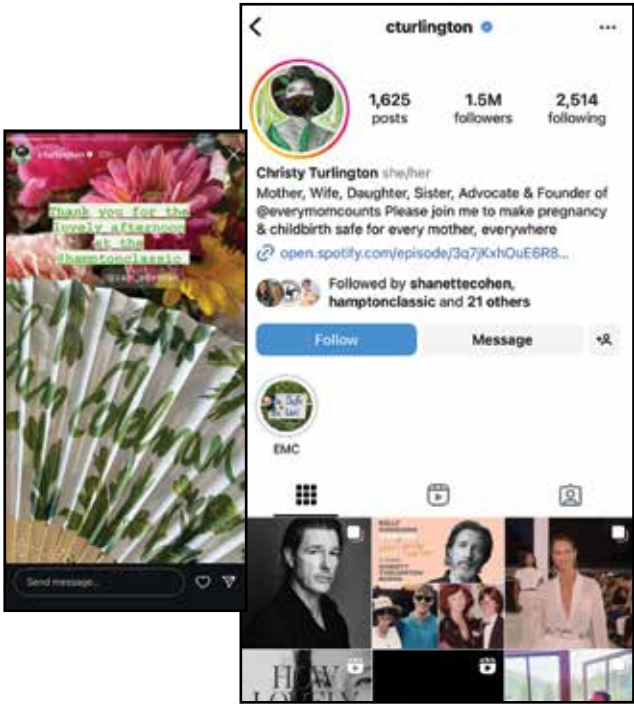
PRESS COVERAGE

Social Media Samples

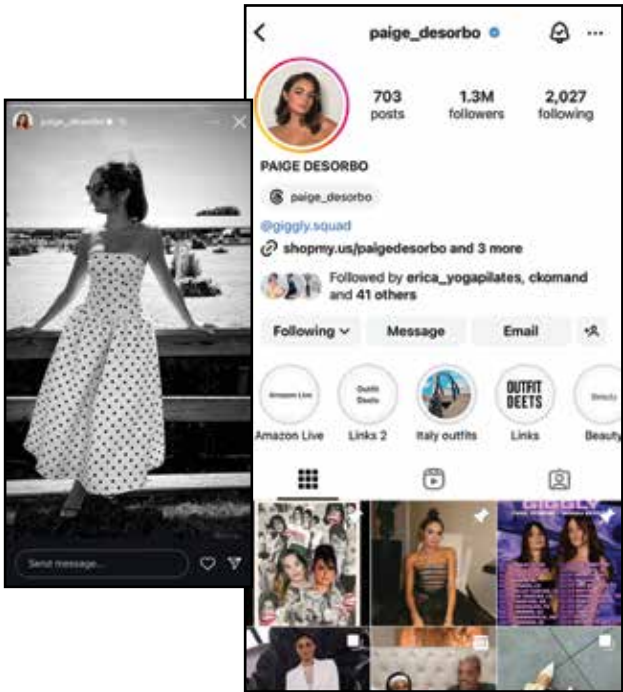
MOLLY SIMS 987K FOLLOWERS



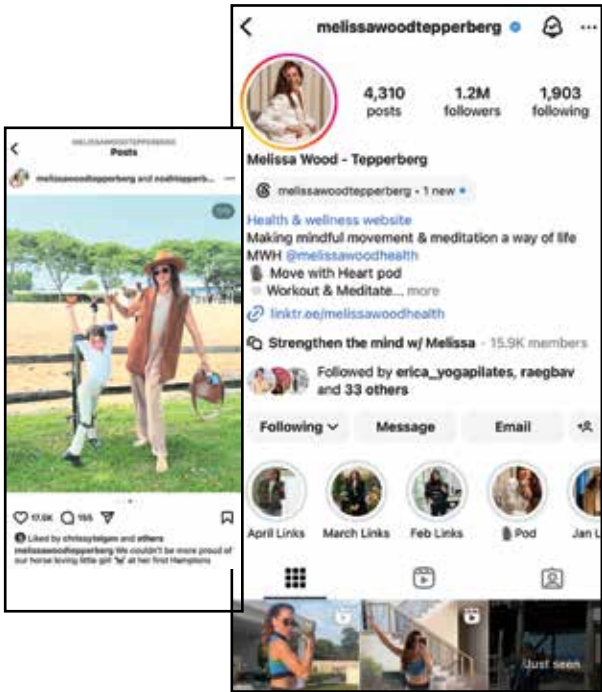
CHRISTY TURLINGTON 1.5M FOLLOWERS



PAIGE DESORBO 1.3M FOLLOWERS



MELISSA WOOD 1.2M FOLLOWERS



PRESS COVERAGE

Television

NEWS 12 LONG ISLAND



News 12 Long Island offered coverage of the 2024 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 Caroline Flynn. 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.

WVH HAMPTONS TELEVISION

The Hampton Classic received 4-5 hours of live daily television coverage on WVH-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 WVH coverage was also available online on YouTube. Hamptons Television’s Hampton Classic coverage was sponsored by LONGINES.



L-R: Kristin L. Gray, Priscilla Degan

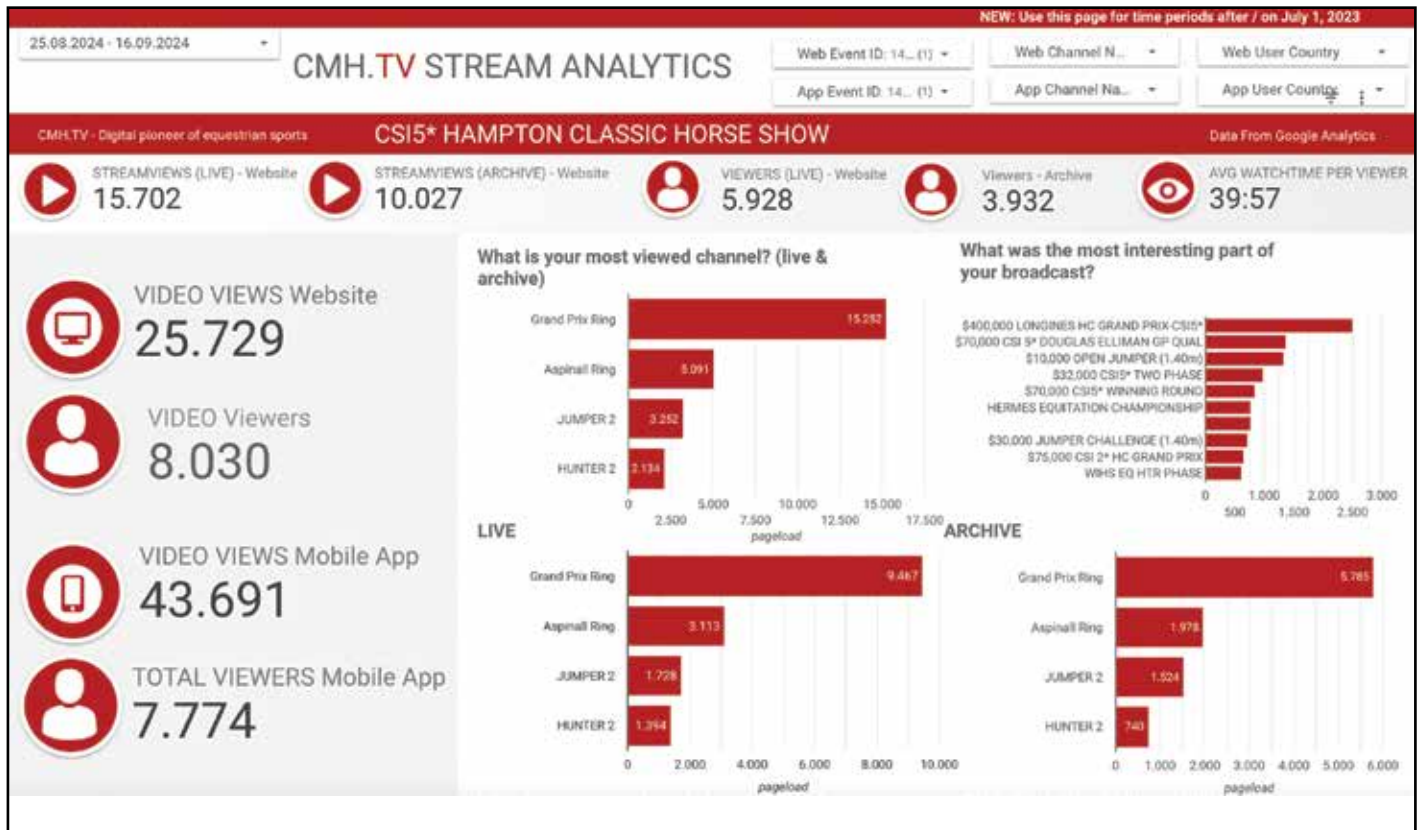
PRESS COVERAGE

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 \$400,000 Longines Hampton Classic Grand Prix. Coverage was enhanced with graphics provided by LONGINES, including 3-D course descriptions for our weekend highlight classes.



CORPORATE PLATINUM SPONSORS

Thank You For A Great Show!

