

World's Championship  
**HORSE SHOW**



**WORLD'S CHAMPIONSHIP  
HORSE SHOW  
ASHBA COMPETITION REPORT**

# FIRST TIMERS CELEBRATION



ASHBA was proud to recognize over 170 first-time exhibitors, trainers, and breeders to the 2022 World's Championship Horse Show. First-Time Exhibitors and their families were greeted by 2021 World's Grand Champion exhibitors Scott Hagan, Robert Gardiner, and Neil Visser. Attendees were also featured on ASHBA social media, which reached over 4,200 individuals.

Since 2012, ASHBA has hosted this event to recognize exhibitors', trainers', and breeders' first trip to Freedom Hall. Independent Equine Agents sponsored this event, and images were captured and donated by Doug Shiflet Photography.



# YOUTH PROGRAMS



Throughout the week of the World's Championship Horse Show youth exhibitors and fans of all ages participated in a wide variety of activities facilitated by ASHBA.

## Horsing Around with Ellen Beard:

- Throughout the week, Horsing Around with Ellen Beard served a multitude of youth ranging from 2-16 years of age. ASHBA staff hosted 7 sessions where youth participated in crafts, educational sessions, games, and the ever-so-popular horseless horse show. All events culminated with the World's Championship Horseless Horse Show which featured 25 of the best horseless riders competing in 15 divisions. Throughout the week, special guests visited the program including but not limited to Sally Jackson, Lillian Shively, Smith Lilly, Christy Parker, Deveau Zubrod, Mackenzie Werry, and May Chadick.

## Meet & Greet with the 2021 World's Grand Champions

- 2021 World's Grand Champions were invited to a meet and greet with ASHBA youth as part of an event sponsored by Elisabeth Goth, LLC. Participants were able to meet the riders, ask questions, and take photos with the famous riders. Over 35 people attended this event.



# YOUTH PROGRAMS



## Junior Judging:

- Youth participated in our annual Junior Judging Contest which was held Tuesday Night and Wednesday Morning. Mackenzie Reynolds was the overall 14& Over champion and Isabella Eifert was the overall champion for the 13& Under age division. Winners were honored in center ring with awards and a World's Championship Horse Show ribbon.

## Golf Cart Decorating Contest:

- Teams competed for top honors and prizes in the ASHBA Youth Golf Cart Decorating Contest. Three teams took home top prizes & showed off their spirit!

## World's Championship Horse Show Junior Exhibitor's Party

- Youth attended the World's Championship Horse Show Junior Exhibitor's Party held at the Crowne Plaza Hotel. This event celebrated all the success and fun had at the 2022 horse show. Youth were treated to dinner, dessert, and dancing after the Friday Night performance. Over 100 door prizes were given out. This event was produced and paid for by ASHBA.



# MEDIA OUTREACH



**TOTAL MENTIONS: 113**

**IMPRESSIONS: 769.4 MILLION**

**PROJECTED VALUE: \$19.3 MILLION USD**

In the barn and on the sidelines, the ASHBA team worked tirelessly to promote the American Saddlebred in the local and national media. Working in collaboration with Ian Cox of Kentucky Venues, Erin Jones of in.Mode Marketing, and the World's Championship Horse Show, we were able to reach the public in over 113 published pieces and 60 video segments.

In collaboration with our partners, we hosted two sports-style press conferences with 5-Gaited World's Grand Champion contenders. These press conferences were attended by industry, local, and national news partners. Additionally, the ASHBA dedicated time to meet with local media partners to curate stories that would bring attention to the show as well as promote the American Saddlebred. We were able to feature members from diverse divisions, regions, walks of life, and years of competing on the green shavings with one thing uniting them- the love they shared of the American Saddlebred.

## LIBRARY OF FEATURES

[Alayna Applegate #SharesTheSaddlebred](#)

[Alexa Dahl #SharesTheSaddlebred](#)

[Anna Hudson #SharesTheSaddlebred](#)

[Gen Hess #SharesTheSaddlebred](#)

[Kristen Cater #SharesTheSaddlebred](#)

[Melissa Moore #SharesTheSaddlebred](#)

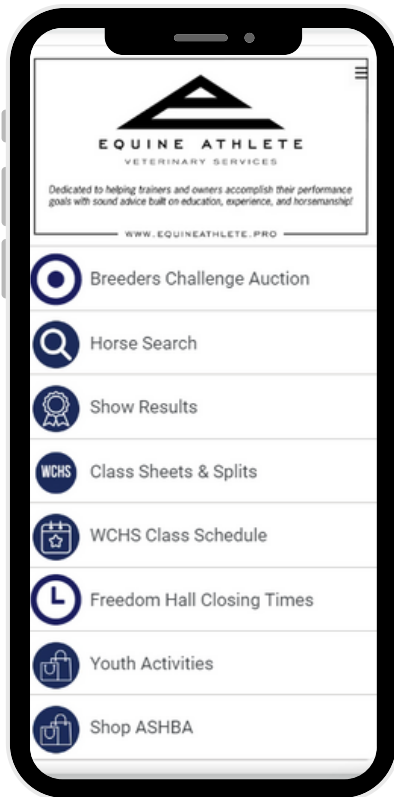
[McKenzie Hall #SharesTheSaddlebred](#)

[Pam Roush #SharesTheSaddlebred](#)

[Vickie Byrd #SharesTheSaddlebred](#)



# AMERICAN SADDLEBRED APP



This year, ASHBA revamped the American Saddlebred mobile app to better serve our members and attendees at the World's Championship Horse Show. The app was redesigned for a better user experience and now includes a judging guide for spectators, breed news, live results during the horse show, and the ability to search ASHBA's registry for horse-specific information.

ASHBA and horse show staff were able to communicate with attendees using the push notification features that reached over 9,000 users each day of the World's Championship Horse Show.



## SOCIAL MEDIA REACH



### Facebook

**Total Posts: 192**  
**Total Shares: 1.3k**  
**Impressions: 861K**  
**Total Reach: 959K**



### Instagram

**Profile Impressions: 86K**  
**Total Reach: 150K**  
**Post Engagement: 12.6%**



### TikTok

**Total Reach: 308K**  
**Likes: 25K**  
**Views: 262K**  
**Post Engagement: 12.6%**

# ADDITIONAL EXPOSURE



With the help of Caitlin Design, LLC ASHBA was able to place a video advertisement at Louisville Muhammad Ali International Airport. This beautiful advertisement greeted travelers as they arrived and served as a photo opp for World's Championship Horse Show fans, exhibitors, and families. We estimate that during its run time, over 350,000 travelers viewed our advertisement. This advertisement was paid for and managed by ASHBA. We hope to continue to run this advertisement for years to come.



# PRIZE PROGRAMS



**TOTAL PAYOUT: \$426,850**

**FUTURITIES: \$275,000**

**BREEDERS CHALLENGE: \$100,000**

**SWEEPSTAKES: \$51,850**

The prize programs at the 2022 World's Championship Horse Show were some of the most exciting classes of the week. These futurity and sweepstakes classes offered an opportunity to recognize excellence in our breed. ASHBA paid out \$426,850 to participants, almost \$100,000 more than the previous year. The distribution of the prize money for the ASHBA Futurity and Sweepstakes programs is handled exclusively by ASHBA, which frees the KSF of this administrative burden. ASHBA also absorbs the cost of USEF drug testing charges for these classes.

History was made at the 2022 World's Championship Horse Show where over 121 Breeder's Award Medallions were distributed to the breeder of the Champion and Reserve Champion in designated classes. Breeders of designated Champions receive a commemorative silver medallion; a bronze medallion is awarded to breeders of Reserve Champions in those classes. The only eligibility requirement is the breeder's membership in the American Saddlebred Horse and Breeders Association. This program is funded by a sponsorship obtained and maintained by ASHBA.

# BREEDERS CHALLENGE



The Breeders Challenge is a new prize program that encourages breeding and participation in young horse classes. This program includes a stallion service auction, a \$100,000 Breeders Challenge Stake, and the Breeders Ball, all of which take place during the World's Championship Horse Show.

The \$100,000 Breeders Challenge Stake is funded through the stallion service auction held each year. Winning bidders of the stallion service auction and owners of the donated stallion services that receive winning bids each get a voucher to compete in the class the following year.

This year, S My Girl Crush and Jim Stachowski won the class winning \$35,000 for owner Hagan Saddlebreds of Louisville. Reserve was Sir and Jacqueline Visser who won \$20,000 for owner Rachel Seifert of Versailles, Kentucky.

A \$2,500 breeder's bonus donated by Rood and Riddle Equine Hospital and a trophy donated by Stonecroft Farm was given to the winning breeder, Hagan Saddlebreds. A \$2,500 trainer's bonus donated by Memory Lane Farm and a trophy donated by Royal Winds Farm were given to the winning trainer Jim Stachowski. Bonuses donated by Prospect Lane Farm and Diamond View Farm were given to the caretakers of the winning and reserve horses. A trophy cooler was donated by Appointments USA.

# CONCLUSION



**On behalf of the American Saddlebred Horse and Breeders Association, I would like to express my gratitude and thanks to the World's Championship Horse Show, Kentucky Venues, and the Kentucky State Fair Board. We take great pride in our partnership and we are committed to continue to work together for the betterment of the World's Championship Horse Show and our breed. I hope you find the information contained in this report useful. Please let me know if you have any questions or require additional information. We are looking forward to the opportunity to partner with you again for next year's edition of the greatest American Saddlebred show on earth!**

Sincerely,

**David Mount  
CEO/Executive Director  
American Saddlebred Horse and Breeders Association**

