

World's Championship
HORSE SHOW



**WORLD'S CHAMPIONSHIP
HORSE SHOW
2023 COMPETITOR REPORT**

FIRST TIMERS CELEBRATION



ASHBA was proud to recognize over 150 first-time exhibitors, trainers, and breeders to the 2023 World's Championship Horse Show. First-Time Exhibitors and their families were greeted by 2022 World's Grand Champion exhibitors Burt Honaker and Erin Eichenbaum. Participants received first timer ribbons, ASHBA swag and a commemorative bag of green shavings.

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 Howie Schatzberg 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

Horsing Around sessions were held during the evening on Saturday August 19th and Thursday August 22nd. ASHBA youth learned about different classes, worked as teammates and were able to network with one another as participants came from various backgrounds nationwide.

Elisabeth Goth Meet & Greet

Youth members met at Elisabeth Goth's barn on Sunday August 20th to hear from Five-Gaited WGC Burt Honaker and family along with a special guest appearance from Robert Gardiner. Participants had a chance to ask questions about Epoque Kiss NKF, the training process and showing at WCHS. Concluding the event, participants received autographed poster from Burt Honaker.



YOUTH PROGRAMS



Junior Judging:

Two sessions of junior judging were held on Monday and Wednesday night at WCHS. Wednesday night riders from the US Saddle Seat Team joined the ASHBA youth program to share how they became members of the team and the highlights that they have had while being on it. Congratulations to the overall 14 & over champion Lucy LeBuhn and the overall 13 & under champion Demi Bolton.

"The Big Dance" Bowling Party

"The Big Dance" bowling party kicked off the morning of Thursday August 24th and was full of family fun for ASHBA youth and their families. Participants received custom t-shirts, swag and prizes for top bowling scores. Each hour the top winners received ASHBA duffle bags and prizes.

Members who entered the golf cart decorating contest took a lap around the parking lot of Executive Strikes and Spare Family Fun Center and the top winners were announced. Congratulations to the following first place winners: Meadow Brook Stables were the champions of the Barn Theme category as they celebrated their three August birthdays; Abigail Anderson's "Tom Hanks" golf cart won the Horse's Name division.



MEDIA OUTREACH



TOTAL MENTIONS: 162

IMPRESSIONS: 249.8 MILLION

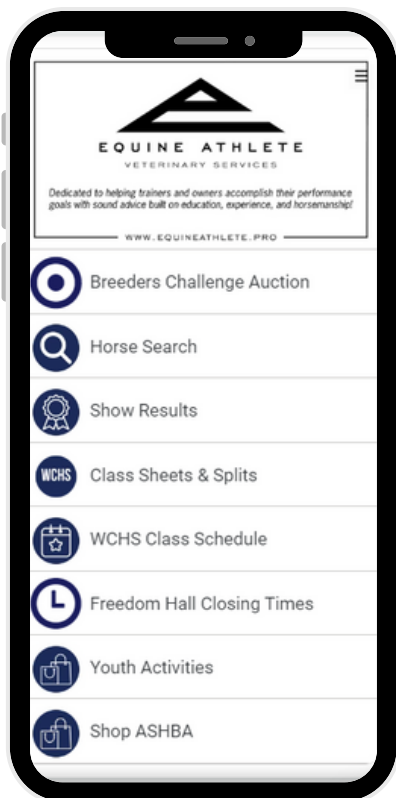
PROJECTED VALUE: \$8 MILLION USD

The ASHBA team in collaboration with Ian Cox and Lexie Ratterman of Kentucky Venues and Erin Jones on In Mode Marketing were able to receive over 160 mentions on local and national media with 44 TV spots.

In collaboration with our partners, we hosted a press conference with William Shatner. This was the first time in a long time that William Shatner has agreed to an on camera interview. He promoted the breed on the night that he was recognized for his accomplishments in the industry by receiving the Lifetime Achievement Award.



AMERICAN SADDLEBRED APP



ASHBA and horse show staff were able to communicate with exhibitors and trainers using the push notification feature that reached over 17,000 users each day of the World's Championship Horse Show.

Exhibitors were able to use the app for show splits, judging guides, live results and breed news throughout the show.

In addition to the ASHBA app, members tested out a new Spectator Judging app that will be used in the near future for junior judging opportunities.



SOCIAL MEDIA DURING WCHS

ANALYTICS FROM AUGUST 13, 2023 - AUGUST 31, 2023



Facebook

Total Shares: 1.5k
Total Reach: 413K



Instagram

Total Reach: 61K
Post Engagement: 23.9K



TikTok

Likes: 19.4K
Views: 197K

PRIZE PROGRAMS



TOTAL PAYOUT: \$586,486

FUTURITIES: \$313,278

BREEDERS CHALLENGE: \$100,000

SWEEPSTAKES: \$50,619

KENTUCKY BREEDERS INCENTIVE \$122,589

PAID BY THE STATE OF KENTUCKY

The prize programs at the 2023 World's Championship Horse Show were highly competitive. The futurity and sweepstakes classes offered an opportunity to recognize excellence in our breed. ASHBA and the state of Kentucky paid out a total of \$586,486 to exhibitors. 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.



BREEDERS CHALLENGE



The Breeders Challenge prize program encourages breeding and participation in young horse classes. This program includes a stallion service auction and \$100,000 Breeders Challenge Stake, which takes place on Friday evening at 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, Creating Memories and Steve Wheeler won the class winning \$35,000 for owner Chris Schubert. Reserve was Kinetic Kiss NKF and Burt Honaker who won \$20,000 for owner Melissa Carpenter.

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, Julie Behrend-Jones. 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 Steve Wheeler. 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.

WORLD'S GRAND CHAMPION RING



Each year the winner of the Five Gaited World's Grand Championship is awarded a World's Grand Champion Ring. The ring is sponsored by the American Saddlebred Horse and Breeders Association and on Tuesday evening during the First Timer's Celebration, the 2022 winner, Burt Honaker received his ring designed Balfour. Show manager, Scarlett Mattson joined in Center Ring for the presentation of the 2022 World's Grand Champion ring.



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 continuing to work together for the betterment of the World's Championship Horse Show and our breed. 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**

