



Introduction:

Equestrian Events, Inc. (EEI) is seeking proposals for the possible management of the CSI5* show jumping competition at the 2024 Land Rover Kentucky Three Day Event™. The event is held annually in Lexington, Kentucky and is one of the most prestigious equestrian competitions in the United States. Currently, this show jumping competition is a CSI3* competition.

Background:

The Land Rover Kentucky Three-Day Event (LRK3DE) was first held in 1978 and has since grown to become one of the premier equestrian competitions in the world. The event features four days of competition, including dressage, cross-country, and show jumping, with the CSI3* Grand Prix being held on Saturday night with over 10,000 spectators. The event attracts top riders from around the world and is a major draw for equestrian enthusiasts.

Demographics:

LRK3DE is one of seven CCI5*-L worldwide with an average attendance of 80,000 each year. In 2022 attendees came from 49 states and 7 countries. 2000 US cities were represented, and 17 states had over 500 attendees. 35% have attended the event for 6+ years.

Scope of Work:

The successful proposer will be responsible for the management of the CSI5* show jumping competition, including but not limited to:

- Planning and organizing the CSI5* competition, including the selection of riders and horses, the design of the course, and the scheduling of events.
- Coordinating with EEI and other event partners to ensure the smooth operation of the competition.
- Managing the logistics and scheduling of the CSI5* classes, including the setup and maintenance of the course, the provision of equipment, and hiring competition officials.
- Providing technical support and expertise to riders and horses, including the provision of competition officials, veterinary and farrier services.
- Marketing and promoting the competition to attract riders, horses, and spectators.
- Secure new sponsors to be approved and executed by Equestrian Events, Inc.
- Providing a comprehensive report on the competition, including financials and feedback from riders, horses, and spectators.
- Providing a detailed budget and working effectively within it.



P.O. Box 12110 ★ Lexington, KY 40580-2110 ★ p: 859.233.2362 ★ F: 859.254.5116

www.eq-events.com ★ info@eq-events.com

Proposal Requirements:

Proposals should include the following information:

- A detailed description of the proposer's experience and qualifications in managing equestrian events, particularly CSI5* show jumping competitions.
- A financial proposal detailing ability to meet FEI prize money requirements and all operating costs of the CSI5* competition.
- A description of the proposer's logistics management capabilities, including the setup and maintenance of the course, and the provision of equipment and facilities.
- Pro forma financial statements for the CSI5* in years 1, 2, and 3.
- A description of the proposer's marketing and promotional capabilities, including the ability to attract riders, horses, and spectators.
- A description of the proposer's plans for providing a comprehensive report on the competition, including financials, attendance, and feedback from riders, horses, and spectators.
- A description of the proposer's approach to planning and organizing the competition, including the selection of riders and horses, the design of the course, and the scheduling of events while working within the current scheduled Eventing Competition
 - Rolex Stadium will not be available for classes Thursday and Friday; however, night classes could be scheduled. See attached schedule and map of the Kentucky Horse Park.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the proposer in managing equestrian events, particularly CSI5* show jumping competitions.
- The proposer's approach to planning and organizing the competition, including the selection of riders and horses, the design of the course, and the scheduling of 5* classes with the LRK3DE schedule taken into consideration.
- The proposer's technical support and expertise.
- The proposer's logistic management capabilities, including the setup and maintenance of the course, and the provision of equipment and facilities.
- The proposers financial contribution and pro forma statements, and overall marketing plan.

Proposals (limited to 10 pages and to be kept confidential) along with three (3) professional references, should be submitted by May 15, 2023 to:

Mike Cooper, Executive Director
Equestrian Events, Inc
PO Box 12110
Lexington, KY 40580
Or, digitally to:
mike@eq-events.com

The successful candidate will be notified by June 15, 2023 of a decision. Management agreements are pending FEI approval of the CSI5* expected by August 2023.

We look forward to reviewing your proposal and thank you for your interest in this opportunity.



2023 Event Schedule

Wednesday, April 26

- 1 p.m. Cross-Country Course Open to Public
- 2 p.m. First Horse Inspection; CCI5*-L only, sponsored by Hagyard Pharmacy — *High Hope Inspection Lane*
- 2:30–5 p.m. Competitor Arena Familiarization – Thursday Competitors only, sponsored by Boehringer Ingelheim — *Rolex Stadium*

Thursday, April 27

- 7 a.m. Gates Open
- 7:15 a.m. –6 p.m. Hospitality Tents Open (*Hospitality Ticket Required*)
- 7:45 a.m. CCI4*-S Dressage Test Ride — *Rolex Stadium*
- 8 – 11:30 a.m. CCI4*-S Dressage Tests Begin — *Rolex Stadium*
- 8:00 a.m.–6 p.m. Sponsor Village, The Hill, and Trade Fair Open
- 12:30 p.m. CCI5*-L Dressage Test Ride — *Rolex Stadium*
- 1 –4:45 p.m. CCI5*-L Dressage Tests Begin— *Rolex Stadium*
- 5–7:30 p.m. Arena Familiarization – Friday Competitors only, sponsored by Boehringer Ingelheim — *Rolex Stadium*

Friday, April 28

- 7 a.m. Gates Open
- 7:30 a.m.–5:30 p.m. Hospitality Tents Open (*Hospitality Ticket Required*)
- 8–11:30 a.m. CCI4*-S Dressage Tests Resume — *Rolex Stadium*
- 11 a.m. Kentucky Invitational CSI3* Jog, sponsored by Hagyard Pharmacy-*Claiborne Ring*
- 12:30–3:30 p.m. Demonstrations and Exhibitions — *Walnut Ring*
- 12:30–1:30 p.m.: Retired Racehorse Project
 - 1:30–3:30 p.m.: EEI Mounted Games Invitational Round 1
- 12:30 – 4:30 p.m. CCI5*-L Dressage Tests Resume — *Rolex Stadium*
- 6 p.m. Grand Prix Hospitality Tents Open (Grand Prix Hospitality Ticket Required)
- 7 p.m. Kentucky Invitational CSI3* \$38,700 Welcome Speed Cup 1.45m, presented by Hagyard Equine Medical Institute — *Rolex Stadium*
- Hospitality tent for Grand Prix to be open from 6-9 p.m. Other tents to remain open until 9 p.m.*



2023 Event Schedule

Saturday, April 29

7 a.m.	Gates Open (<i>including Land Rover Tailgating</i>)
7:30 a.m.– 4:45 p.m.	Hospitality Tents Open (<i>Hospitality Ticket Required</i>)
7:30 a.m. –6 p.m.	Sponsor Village, The Hill, and Trade Fair Open
8:30 a.m.	Deadline for Tailgating Vehicles to be Parked
8:30 – 11 a.m.	Demonstrations and Exhibitions — <i>Walnut Ring</i> <ul style="list-style-type: none"> 8:30 a.m. EEI Mounted Games Invitational Round 2 10 a.m.: Retired Racehorse Project
9 – 11:30 a.m	CCI4*-S Cross-Country Test
Noon	Kentucky Invitational CSI3* Course Walk — <i>Rolex Stadium</i>
12:50–4:45 p.m.	CCI5*-L Cross-Country Test
5:30 p.m.	Kentucky Invitational CSI3* Opening Ceremonies — <i>Rolex Stadium</i>
6 p.m.	\$226,000 Kentucky Invitational CSI3* 1.60m — <i>Rolex Stadium</i> <i>Hospitality tent for Grand Prix to be open from 5:00-8:00 p.m. Other tents to remain open until 8:00 p.m.</i>

Sunday, April 30

7 a.m.	Gates Open
7:15 a.m.	Non-Denominational Worship Service — <i>Zoetis Schooling Complex, Pavilion between Stonelea/Claiborne Rings</i>
7:30 a.m.	CCI4*-S and CCI5*-L Horse Inspection, sponsored by Hagyard Pharmacy — <i>High Hope Inspection Lane</i>
7:30 a.m.–5:00 p.m.	Hospitality Tents Open (<i>Hospitality Ticket Required</i>)
8 a.m.–5:00 p.m.	Sponsor Village, The Hill, and Trade Fair Open
9:30 – 10:15 a.m..	Champions Live! — <i>Kentucky Club</i>
10:30 a.m.	Opening Ceremony, WEG Team Recognition and Presentation of Officials and Flags — <i>Rolex Stadium</i>
11 a.m. – 12:45 p.m.	CCI4*-S Jumping Test; reverse order of placing — <i>Rolex Stadium</i>
2:00 p.m.	CCI5*-L Jumping Course Open for Competitor Inspection — <i>Rolex Stadium</i>
2:30 p.m.	CCI5*-L Jumping Test first group; reverse order of placing — <i>Rolex Stadium</i>
3:45 p.m.	CCI5*-L Jumping Test second group; reverse order of placing; awards immediately after — <i>Rolex Stadium</i>
4:45 p.m.	Presentation of the Awards — <i>Rolex Stadium</i>

2023 Land Rover Kentucky Three-Day Event



- ### EVENT LEGEND
- ★ EVENT ENTRANCE
 - FOOD VENDORS
 - MEDICAL SERVICES
 - DISABLED SERVICES
 - EXHIBITIONS
 - LAND ROVER EXPERIENCES
 - EVENT BOX OFFICE
 - EVENT INFORMATION
 - SHUTTLE STOPS
 - THREE DAY SHOP
 - THE HILL
 - SPONSOR VILLAGE
 - TRADE FAIR
 - CROSS-COUNTRY COURSE

- ### PARKING LEGEND
- | | | | |
|-----------------|------------------------------------|------------------------------------|------------------------------------|
| SS FIVE STAR | FN KENTUCKY HORSE PARK FOUNDATION | M MEDIA | NH NATIONAL HORSE CENTER |
| S SPONSOR | P PREFERRED PARKING | TF TRADE FAIR | CA CATERER |
| W WORKER | D DISABLED | C COMPETITOR | O OWNER |
| NH HEADQUARTERS | T SATURDAY ONLY LAND ROVER TALGATE | NC NATIONAL HORSE CENTER | B STABLE |
| | | GA CATERER | O/T OVERSIZED TRADE FAIR AREA |
| | | NH NATIONAL HORSE CENTER | |
| | | T SATURDAY ONLY LAND ROVER TALGATE | T SATURDAY ONLY LAND ROVER TALGATE |