



2017 Chagrin Hunter Jumper Classic

BY THE NUMBERS



MEGA-IMPRESSIONS GENERATED

Pre- and post-show publicity from:

- 15** newspapers
- 4** television stations
- 4** magazines
- 4** social media sites

12 NONPROFIT ORGANIZATIONS BENEFITED

Chagrin Valley Professional Horsemen's Association (CVPHA) donated 38% of its proceeds in either cash or in-kind donations to:

- Area Equine Assisted Riding Facilities
- Chagrin Valley Chamber of Commerce
- Cleveland APL
- Cleveland Metroparks Polo Field Equestrian Facilities
- Fieldstone Farm Therapeutic Riding Center
- Hershey Montessori School
- Rescue Village/Geauga Humane Society
- Leg Up for Cleveland's Kids (LUCK)
- Cleveland Metroparks Zoo

More than **200** equestrians with disabilities participated in the Riders with Disabilities Horse Show. Media coverage of the event educated the public about equine assisted therapies.

600 horses,
200 trainers,
3,000 spectators

from all over North America including Olympic and Pan American Games riders

50 CLEVELAND JOBS GENERATED OVER 11 DAYS
Nearly \$50,000 in wages paid

90%+ POSITIVE FEEDBACK
95% of exhibitor respondents said they were extremely likely to return in 2018 in a post-show survey. 90% of sponsor respondents said they would return in 2018.



\$3.1 MILLION

In local economic impact

- Restaurant visits
- Hotel stays
- Shopping

*"As a vendor and jump sponsor, I had a **200%** increase in sales and brand recognition from 2016. Plus, many riders and spectators ordered online post show. This is such a unique venue, I love it."*

Sally Koepke
Mom's Gourmet