



TRYON
BLOCK HOUSE RACES
HISTORIC STEEPLCHASE OF TRYON

The 73rd Annual
**TRYON
BLOCK HOUSE
RACES**

STEEPLECHASE
SATURDAY April 13, 2019

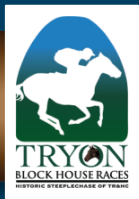




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About TIEC

- Formed partnership with Tryon Riding & Hunt Club in 2017 to manage and produce the *Tryon Block House Races: The Historic Steeplechase of the Tryon Riding & Hunt Club*
- The oldest steeplechase in North Carolina
- One of the world's premier equestrian lifestyle destinations
- Year-round destination for connoisseurs of diverse cuisine, lodging getaways, and family entertainment
- Home of the FEI World Equestrian Games™ Tryon 2018





Tryon Block House Races Races Stats

COMPETITION

- 9,000+ attendees
- 5 races run
- \$135,000 prize money

APRIL 2018

WEBSITE www.tryon.com

- Users: 42,952
- Sessions: 76,191
- Page Views: 362,070
- Average session duration: 4:54
- Pages per session: 4.75

MEDIA

- Media Impressions: 1,431,203,336
- Eblast Subscribers: 35,545





TIEC Statistics

FACEBOOK @tryoninternationalequestriancenter

- Followers: 66,000
- Likes: 65,000
- Reach: 5,773,797
- Engagement: 136,801
- Video Views: 445,743

INSTAGRAM @tryonresort

- Followers: 24,100
- Reach: 1,685,083
- Engagement: 204,076
- Story Views: 1,015,741

TWITTER @tryonresort

- Followers: 2,100
- Impressions: 158,900
- Engagement: 1,552





Sponsorship Opportunities

Sponsorship Opportunities Include

- Title Sponsorship for the entire event
- Race Sponsor Entitlement
- Naming rights to Judges Tower, Main Stage or Beer Garden
- Signage around property
- Jump sponsor
- Interactive product displays
- Data Collection
- Tailgating Spots for customer and employee engagement
- Access to the Legend's VIP tent for customer and employee engagement
- Logo on Web site
- Dedicated email blast
- Ads in the in official program
- Social Media posts
- PA announcements
- 30-second jumbotron commercial to play at event



Contact Us

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