

10.13.2023

Vendor
Packet

Liberty FESTIVAL

WHAT

The Liberty Festival is the first and only event dedicated to celebrating Liberty in the equine industry. This three-day festival features a unique blend of education, entertainment, competition, and community, making it the perfect opportunity to showcase your business to this fast-growing niche. As a vendor at the Liberty Festival, you'll have exclusive access to promote your brand and products to a highly engaged audience of Liberty enthusiasts, trainers, and competitors. Don't miss your chance to be part of this one-of-a-kind event and gain unparalleled exposure in the equine industry!



Prepared For :

Potential Vendors

Prepared By:

Dr. Elizabeth James, CEO

libertyhorseassociation.com

WHAT IS THE *Liberty* FESTIVAL?

OVERVIEW

- ➔ Second edition of the first event of its kind
- ➔ Only expo world-wide dedicated entirely to Liberty
- ➔ Unique combination of education, entertainment & competition

Education

Clinics, seminars & demonstrations given by top Liberty trainers including

- Ben Atkinson
- Ty Murray
- Warwick Schiller
- Skye Liikanen
- Chelsea Canedy
- & more!

Entertainment

Invitational Liberty Freestyle Show

Performances by:

- Ben Atkinson
- Dan James
- Jessica Blair-Fowlkes

And more!

EXCLUSIVE VIP experience including:

- VIP party
- Catered VIP Q & A sessions with clinicians
- Private autograph sessions

Vendors with Liberty related products and services

Held in a world-class venue in the heart of the Horse

Capital of the World

Competition

International Liberty Horse Association Championships including classes for:

- Youth
- Non-Pro
- Pro
- Senior
- Featuring 20+ breeds & 10 different styles of Liberty

Connection

Multiple opportunities to connect with other like-minded Liberty enthusiasts, trainers and fans to build the Liberty community.

WHY BECOME A VENDOR AT THE *Liberty* FESTIVAL?



Exclusive Access

ONLY event with exclusive access the increasingly popular Liberty discipline



New Opportunity

Opportunity to introduce your brand to this new niche



Increased Exposure

Be one of a limited number of sponsors instead of sponsoring already saturated events



More Reach

Liberty attracts people who don't want to or can't ride, expanding your reach beyond regular equine events



For the love of the horse

Liberty gives horses unable to compete in other disciplines or retired a new career & purpose



Diversity

ALL breeds, ages, genders and sizes of horses can practice, benefit from & compete at Liberty.

WHO IS BEHIND IT?



Presented by:

The Liberty Festival is proudly presented by the International Liberty Horse Association (ILHA). The ILHA is the first and *only* recognized association for the Liberty discipline. Founded in 2019, the ILHA was created to promote the Liberty discipline and celebrate Liberty training, horses, trainers, competitors and fans everywhere.

The mission of the ILHA is:

- Unite Liberty trainers, fans, competitors and horses.
- Offer shows for all levels & styles of competition.
- Showcase the talents of Liberty competitors, trainers & horses.
- Develop & foster interest in the Liberty discipline.
- Create & host competitive opportunities to showcase Liberty enthusiasts.
- Protect the integrity of the Liberty discipline through responsible stewardship.



ILHA

BY THE NUMBERS

SOCIAL MEDIA

- Over 19,400 Social Media Followers
- Fans from 45 Different Countries
- Regular Post Reach of 45,000+ People

MEMBERSHIP

- Members from 42 States & 9 Countries
- Ages ranging from 9 to 80 Years Old
- More than 20 Breeds of horses have competed



2022 *Liberty Festival* **WAS SOLD OUT**

- 1,700+ Tickets Sold (maximum venue occupancy)
- 107 ILHA Championship Participants
- 23 Vendors (maximum vendor space occupancy)
- 23,000+ Online Views (From Media Partners - *Better Horses TV & Equus Television*)

WHAT Vendors HAD TO SAY...



"The whole thing has a wonderful "feeling" as horse people embrace the special art of training liberty horses."



"GREAT JOB! YOU GUYS WERE EASY TO WORK WITH, WELL ORGANIZED AND PUT ON A VERY FUN AND ENJOYABLE EVENT. SO GLAD I ADDED IT TO MY CALENDAR THIS YEAR!"



"Thanks so much for putting this event on! This is definitely loved, needed, and enjoyed!"



"I LOVED HOW FRIENDLY EVERYONE WAS & THE CONSISTENT TRAFFIC WITH VARIOUS CLINICS/TALKS THROUGHOUT THE DAY. ORGANIZATION WAS PRETTY CLEAR AND I LOVED THE VENDOR WELCOME BAGS!! I LOVED THE FREESTYLE INVITATIONAL AS WELL."



"I really enjoyed the event and thought it was incredibly well run for it being held for the first time! You guys should be so proud of yourselves."



"GREAT EXHIBITORS AND WORKSHOPS FOR ATTENDEES MIXED WITH A COMPETITION!"

"Great attendance."

WHAT Attendees HAD TO SAY...

"THANKS FOR DOING THIS AND I'M GLAD TO LEARN ABOUT THE ILHA. I THINK I WILL WANT TO GET INVOLVED!"

"Very well organized. I liked the personal feel of the whole event."

"THANKS FOR DOING THIS. EXTREMELY NICE HELPERS AT THE FESTIVAL--VERY ACCOMMODATING AND KIND TO EVERYONE."

"We didn't realize that this was the first year for the festival! It was well organized and things ran smoothly. It was a fun and relaxed atmosphere. I learned so much!"

"THE DEMONSTRATORS WERE WONDERFUL TO WATCH."

"Thank you for making such a great event. I plan to participate in the competition next year and look forward to joining the International Liberty Association!"

"The venue was outstanding, the presenters and staff were welcoming. It was great to be among so many like-minded people who love their horses. Nearly all the presenters were people I know of and was so happy to see and hear in person. I was inspired by all the people who competed."

"THE COMPETITIONS WERE VERY ENTERTAINING AND ENJOYABLE TO WATCH. SO MUCH CREATIVITY AND HEART PUT INTO THEM."

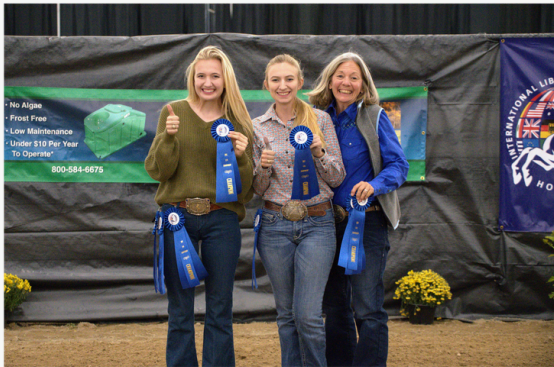
"Everything was wonderful. Superb job Elizabeth and Dan."



WHAT

HAD TO SAY...

Competitors



"I HAD SO MUCH FUN BEING A PART OF THE INVITATIONAL."

"To be able to actually compete with the caliber of professionals was amazing. It was well organized and all of my questions were answered. I believe good communication is key. I feel like the liberty community is so supportive. My daughters pony ran from her all weekend and so many professionals encouraged her! She wants to keep trying because she wasn't shamed but encouraged! This is very hard for middle class non-pros but we feel just as much a part of it!"

"YOU DO A FANTASTIC JOB. IT WAS SO MUCH FUN TO BE A PART OF. COMPETING IN THE SHOW WAS THE ORIGINAL GOAL, BUT WITH ALL THE DEMONSTRATIONS I ALSO LEARNED SO MUCH AND MET A TON OF AWESOME NEW PEOPLE."

"There are so many different classes and levels to compete in and try out. And everyone is always so helpful, friendly, and encouraging it makes it easy to try something new."

"I THOUGHT THE FESTIVAL WAS SUCH A GREAT IDEA AND A GREAT SUCCESS. THANK YOU FOR ALL YOUR HARD WORK."

"I wholeheartedly enjoyed the festival and the championship show, the judges were fantastic and I felt very fair and I loved seeing competitors at all different levels giving their all and enjoying their horses. The atmosphere was very encouraging. My mom and I had an amazing time and can't wait to come back."

"I LOVED THE VARIETY OF CLASSES AND THE FACT THAT ALL LEVELS OF RIDERS/HANDLERS HAD A PLACE TO BE ABLE TO COMPETE ON EQUAL FOOTING."

"Overall I thought the liberty festival was well done. There seemed to be something for everybody. I think the festival inspired new people to get involved. Thanks for all the hard work."

"Absolutely amazing event. I love how many people came out to watch! So excited for next year already!"

MEET THE FOUNDERS

Dan James

Elizabeth James



Dan James is a lifelong horseman born and raised in Queensland, Australia. He first came to the US in 2008 and moved over permanently in 2010. Currently, Dan owns and operates Double Dan Horsemanship, USA from his farm in Midway, Kentucky. Dan is a World Equestrian Game Competitor in reining, multiple Freestyle Reining Champion, Champion Colt Starter on 2 continents, and world renowned equine entertainer. Horses Dan has trained have gone on to become graded stakes winners, TB Makeover winners, Mustang Makeover winners, Grand Prix Champions and more. In addition to his success in the arena Dan and his horses have been finalists on Australia's Got Talent, featured in Vogue and OK magazine, featured in the Versace 2018 Spring Campaign, appeared on numerous Heartland episodes, and used in country music videos and photoshoots.



Dr. Elizabeth James was born and raised in Montana but now resides on her farm in Midway, Kentucky that she shares with her husband, two children, horses, chickens, 2 kangaroos and 1 dog. Dr. James spent 15 years as an equine professor teaching in some of the best equine programs in the country including the University of Kentucky, The North American Racing Academy, and Laramie County Community College. She left higher education to manage the business side of Double Dan Horsemanship and launch the International Liberty Horse Association. Dr. James is an accomplished horsewoman having placed in the Top 5 in her first Thoroughbred Makeover Competition. She has also shown and placed 1st in several Kentucky Ranch Horse Association shows and has performed in Breyerfest, The Wild West Show (at the National Western Stock Show) and at the MEC center in Shipshewana. Dr. James has also trained a horse that appeared on the hit TV series Heartland.

ABOUT VENDORS

PURPOSE:

The Liberty Festival aims to create a successful marketplace where vendors can showcase their equine products and services, while ensuring attendees have an enjoyable and engaging trade fair experience.

BENEFITS:

- **Attendance:** Building on the sold-out success of the inaugural Liberty Festival in 2022, the 2023 event is projected to surpass ticket sales, guaranteeing high attendance and foot traffic.
- **Targeted Audience:** The Liberty Festival consistently attracts a passionate and involved audience with a strong interest in horses, equine products, and services. Vendors can connect with a receptive and relevant customer base.
- **Quality Booth Space:** Vendors at the Liberty Festival will have the opportunity to showcase their offerings in the prestigious Alltech Arena. This world-class venue offers spacious and well-designed areas for effective product displays, customer interactions, and captivating demonstrations.
- **Increased Exposure & Premier Placement:** The Liberty Festival ensures that every vendor receives premier placement on the coveted Alltech Arena concourse. By limiting the number of vendors, your booth will stand out, avoiding being lost in a row of booths and maximizing your visibility.
- **Marketing & Promotion:** The Liberty Festival is committed to implementing a robust marketing and promotional strategy, building on its proven track record. Through targeted advertising, engaging social media campaigns, and impactful email outreach, the festival generates significant buzz and attracts a large number of attendees.

By participating in the Liberty Festival, vendors can take advantage of these benefits to reach their target audience, increase brand exposure, and create valuable connections within the equine industry..

VENDOR

| Opportunities

10' X 10' EXHIBIT SPACE

\$1,200

10' X 10' CORNER SPACE

\$1,400

20' X 10' CORNER SPACE

\$2,200



THANK YOU
FOR YOUR
CONSIDERATION.
WE LOOK
FORWARD TO
WORKING WITH
YOU.

CLICK HERE TO RESERVE
YOUR VENDOR SPOT TODAY!



FOR MORE INFORMATION PLEASE CONTACT:

Cinelle Claassens

Business Manager
International Liberty Horse Association
Cinelle@libertyhorseassociation.com
(859)940-9129

Liberty Festival

libertyhorseassociation.com/liberty-festival