

MEDIA KIT

ARIEL GRALD

INTERNATIONAL THREE-DAY EVENT RIDER

2025





GET TO KNOW ARIEL

Ariel is an absolute standout in all the ways it takes to be a successful athlete. Based out of Vass, NC, she has developed a string of world class horses to great success over the years, including current 5* horse Leamore Master Plan.

Her numerous accolades include being named to US Eventing High Performance List sequentially from 2019-2023, being selected as the recipient of the 2019 Jacqueline B Mars International Grant, and placing third at the 2021 Lumühlen CCI5*-L. 2022 was a breakout year for Ariel as she won the Maryland CCI4*-S and was the top placed individual for Team USA at the FEI Eventing World Championships in Pratoni, Italy.

Ariel believes in developing long-lasting and trusting partnerships with each of her horses. With a talented string of both young and established horses, as well as supportive people behind her, Ariel looks forward to the future with excitement. Ariel proudly represents the brands she believes in with class, dedication and results her sponsors can be proud of.

ARIEL'S CAREER HIGHLIGHTS

2024

Morven Park International CCI2*-S, 2nd
Plantation Field International CCI4*-S 2nd
Millbrook H.T. Advanced, 2nd
Millbrook H.T. Intermediate, 1st
Bromont QC CCI4*-S, 3rd
Fair Hill International CCI3*-S, 2nd
Stable View Intermediate, 1st
Carolina International Advanced, 1st

2023

The Eventing Championship At Galway Downs CCI4*-L, 6th
Plantation Field International CCI4*-S, 1st
Fair Hill International Advanced, 1st and 2nd
Stable View Advanced, 1st

2022

Tryon International CCI4*-S, 2nd
World Championships at Patroni, Team USA, CCI5*-L, Individual 11th
Badminton CCI5*-L, 15th
Fair Hill International CCI4*-S, 1st
Stable View Advanced, 1st
Carolina International CCI3*-S, 2nd

2019-2021

2021 Lumühlen CCI5*-L, 3rd
209 Jacqueline B Mars International Grant
2019-2023 US Eventing High Performance List





WHY PARTNER WITH ARIEL?

She **placed 11th individually** at the most recent World Eventing Championships in Pratoni, Italy, and was short-listed for Paris Olympics.

With multiple horses rising through the ranks with **sights set on World Championships, LA2028 Olympics, and beyond**, Ariel oozes class and dedication and is a highly respected athlete within the sport and continues to be a tremendous ambassador for you.

PUTTING YOUR BRAND IN THE SPOTLIGHT

\$5.20

FOR EVERY \$1 INVESTED

Businesses are making \$5.20 for every \$1 spent on influencer marketing.

89%

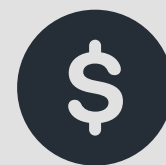
OF BUSINESSES

A large percentage of businesses believe sponsorship and influencer marketing are effective

EQUESTRIAN DEMOGRAPHICS



- Average Income is \$185,000
- Average of three vehicles
- 38% have a net worth of over \$500,000
- 22% own two or more homes
- Own an average of four horses
- Compete at least six times per year
- Average 30 nights per year in a hotel



- 85% Women
- 66% Have a College Degree
- 80% make or directly influence purchasing decisions
- 40% own a farm with 66% being 10 acres or more





SPONSORSHIP BENEFITS

Sponsorship is a valuable strategy for companies desiring increased exposure in the equestrian market. The demographic of an eventer is a compelling one – dedicated to riding, affluent, and well-educated. Eventers spend tens of thousands of dollars a year on their horses and the sport as a whole. By sponsoring Ariel you will have a foothold in the eventing market and greater equestrian circles.

WHAT YOU'LL GET

1

ONLINE
PUBLICITY

2

RIDER
REFERRALS

3

PRESS
COVERAGE

4

BRAND
RECOGNITION

5

SOCIAL MEDIA
PROMOTION

6

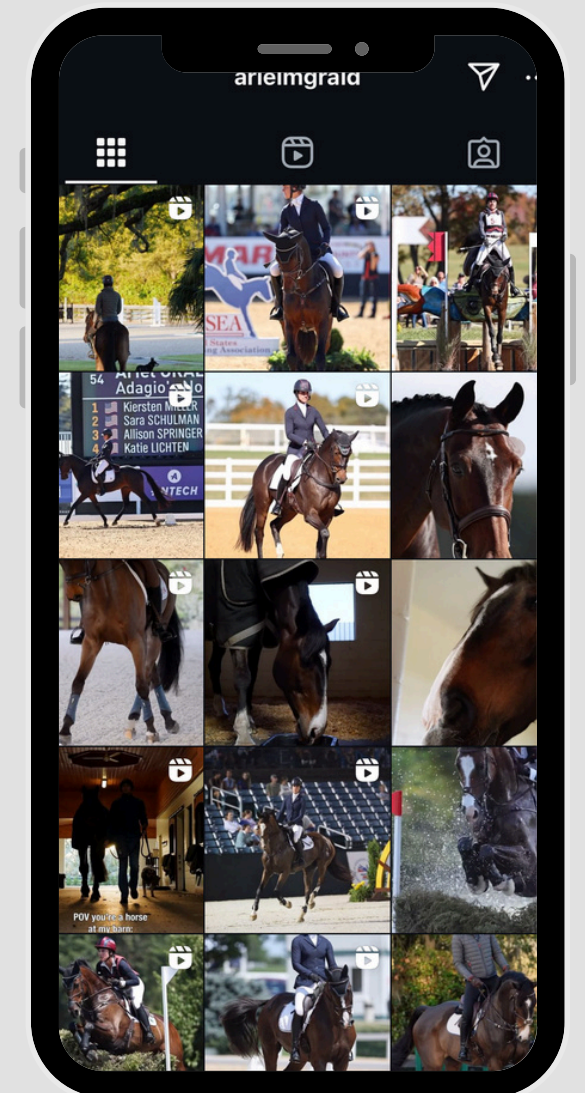
AND MUCH
MORE!



THE ULTIMATE PACKAGE

Did you know 49% of equestrians purchase products based on influencer recommendations? And 89% of businesses believe sponsorship and influencer marketing are effective?

By partnering with Ariel, you will be able to utilize her brand and reach in an unparalleled way in comparison to other marketing activity.



ARIEL'S SOCIAL MEDIA
@ARIELMGRALD

GET STARTED TODAY!

ARIEL WANTS TO TAKE YOUR
BRAND TO NEW HEIGHTS.

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