



**May 16, 2026**  
**95<sup>th</sup> Annual Radnor Hunt Races**  
**Malvern, PA**  
**[RadnorHuntRaces.org](http://RadnorHuntRaces.org)**



**BRANDYWINE**  
**CONSERVANCY**

---

# About Radnor Hunt Races

The 2026 Radnor Hunt Races will be a celebration of 95 years of horseracing on the Main Line. With everything from amazing tailgates, fancy hats and bow ties to the parade of antique carriages and thoroughbreds racing for the finish, Radnor Hunt Races is a day filled with elegance, excitement, and fun. Race day is about steeplechase racing, it's about fashion, and it's about tradition! Most importantly, it's about 10,000 friends and family supporting the protection of open space and clean water in our region.





---

# Brandywine Conservancy

In 1980, then Race Chair and philanthropist Elizabeth “Betty” Ranney Moran and conservationist and Brandywine Conservancy founder George “Frolic” Weymouth formed the partnership between the Races and the Conservancy as the race’s sole beneficiary, highlighting the connection between equestrian pursuits and open space.

Since then, net proceeds from corporate tents and sponsorships; tent and tailgate reservations; and souvenir, program, and ad sales have supported the Conservancy’s land and water protection efforts.

**To date, the Race for Open Space has raised more than \$5.5 million in support of the Conservancy’s open space and clean water programs and over 70,000 acres are permanently protected, including the Radnor Hunt racecourse itself and the surrounding lands.**



# Race Day Activities

- Opening Ceremonies
- Youth Pony Races
- Sidesaddle Race
- Thoroughbred Races
- Antique Carriage Parade
- Fox Hounds Parade
- Tailgate Competition
- Fashion Competition
- Vendor Village

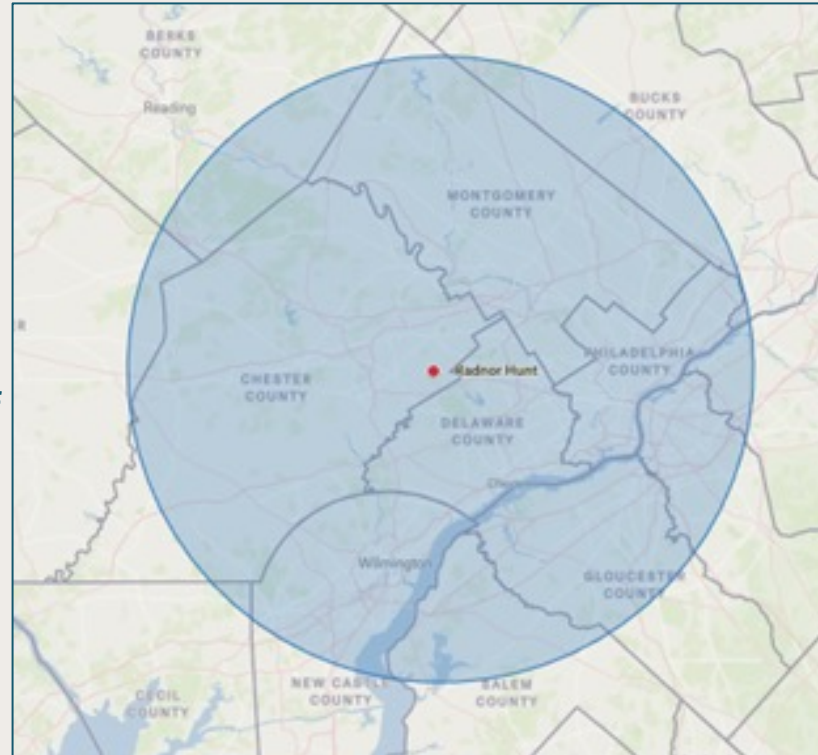


# Race Day Attendees

## Steeplechase Audience

Steeplechase attendees are well-educated and affluent, with more than 90% of race fans having a college, graduate, or professional degree and 72% having incomes of over \$100,000 per year.

*(Steeplechase Study, Center for Spectator Sport Research at the University of MA, Amherst, 2017)*



## Local Reach *(from 2025 Races)*

- 92% of attendee sales came from the Philadelphia metro area with over 30% of sales from Chester County alone.
- 40% of sales came from the following zip codes alone: Malvern, PA; Wayne, PA; Berwyn, PA; Newtown Square, PA; and Devon, PA. All are ranked in the top 1,000 wealthiest zip codes in the U.S.\* with a median household income between \$100,000 and \$200,000.\*\*
- About 62% of attendees were loyal returning patrons from the 2024 Radnor Hunt Races.

\**The Wealthy 1000: These Philadelphia-area ZIP codes are among the nation's richest neighborhoods*, Philadelphia Business Journal, June 19, 2024

\*\*[www.censusreporter.org](http://www.censusreporter.org) and [www.bestneighborhood.org](http://www.bestneighborhood.org)



---

# Audience Reach

## *Website*

RadnorHuntRaces.org had close to 16,000 unique user visits and over 34,000 website views in 2025, which is roughly a 14% increase from website views in 2024.

## *Social*

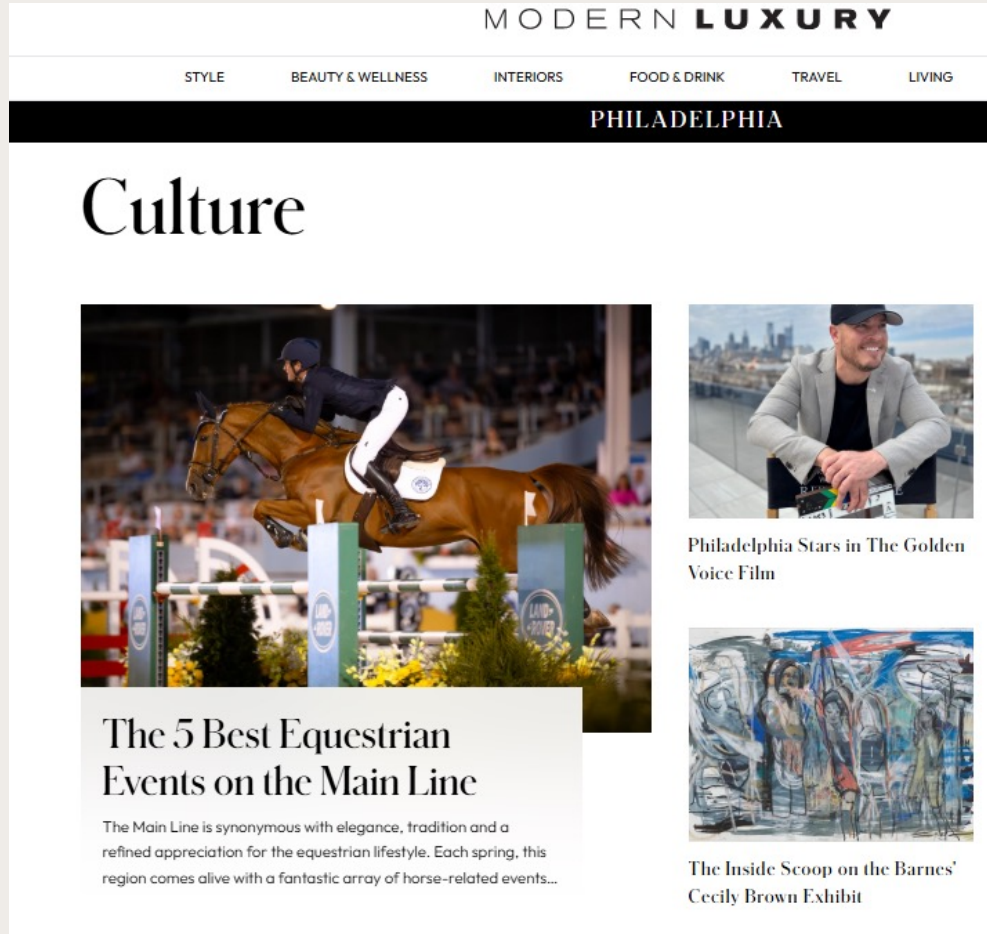
The Radnor Hunt Races was highlighted in over 100 Facebook and Instagram posts between January and June 2025, creating about 650,000 impressions, roughly 80,000 more impressions than in 2024. Close to 24,000 users engaged with those posts, which was about a 20% increase from 2024.

## *Emails*

Six dedicated emails were sent out to the Radnor Hunt Races distribution list with over 3,800 unique email addresses. Radnor Hunt Races was featured in more than ten Brandywine event emails, which reached over 30,000 unique contacts.

---

# Audience Reach

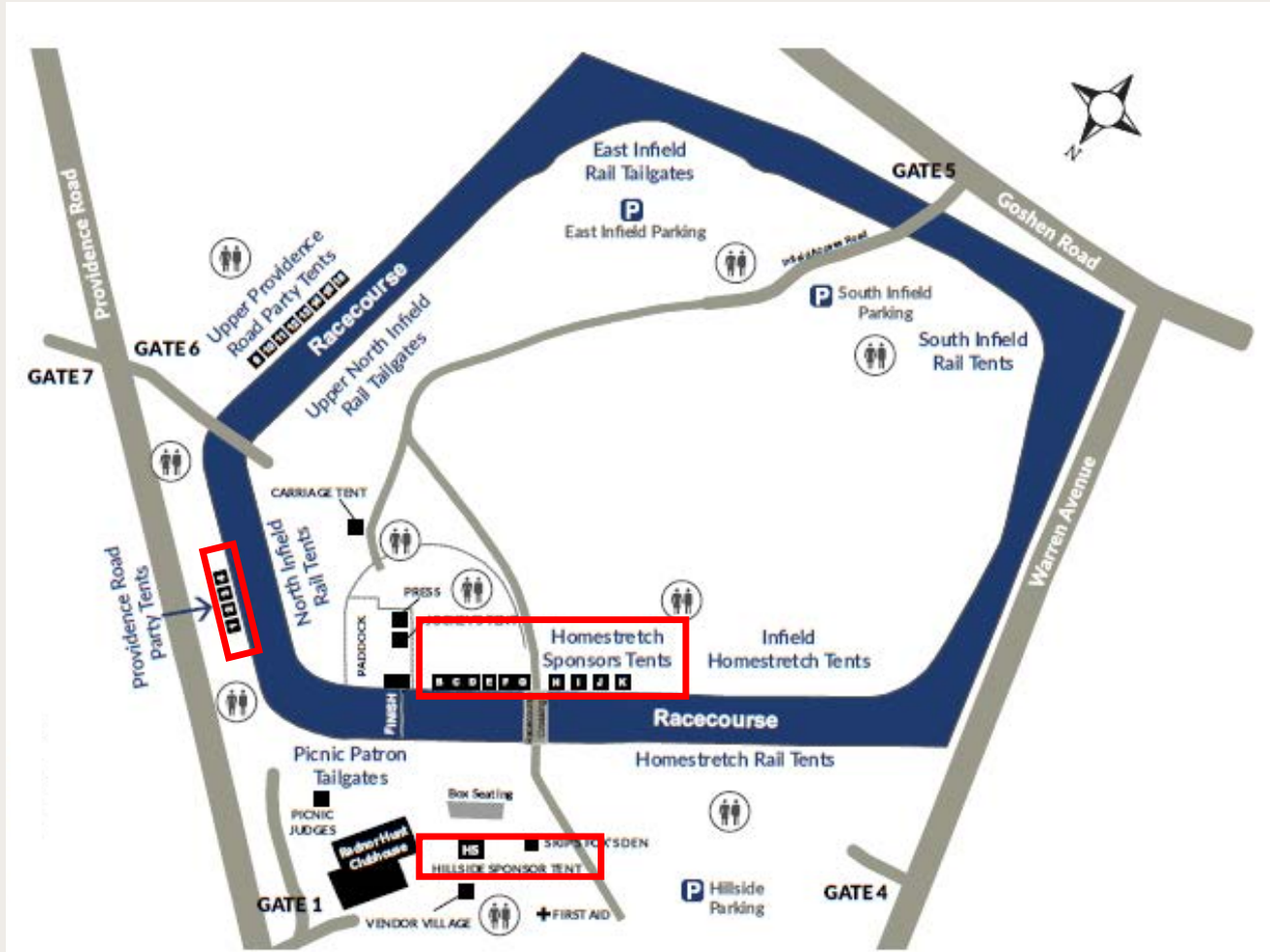


## *Print*

In 2025, the Radnor Hunt Races received widespread coverage across 23 unique print and online outlets – contributing to over 30 media stories – including:

- *Philadelphia Magazine / PhillyMag.com;*
- *Philadelphia Style* magazine;
- 6ABC;
- NBC10;
- Fox29;
- *Main Line Today* magazine;
- *County Lines* magazine; and
- *Daily Local News*, among others.

# The W. Burling Cocks Memorial Racecourse



2025 Radnor Hunt Races Event Map

Nestled in the rolling hills of Malvern, Chester County, lies a picturesque parcel of land that is home to Radnor Hunt and the annual Radnor Hunt Races.

= Sponsor tent locations



# Sponsor Tent Levels *Premium*

Recognition	\$75,000 Presenting	\$50,000 Gold	\$25,000 Silver	\$15,000 Bronze	Race Day	\$75,000 Presenting	\$50,000 Gold	\$25,000 Silver	\$15,000 Bronze
Acknowledgement on RHR website	X	X	X	X	Full-color ad in the race program	Full page; inside front cover	Full page; back cover	Full page; one of the first five pages of ad section	Full page
Acknowledgement in dedicated event eBlasts	X	X	X	X	Tent Size	30' x 30' tent	30' x 30' tent	30' x 30' tent	30' x 30' tent
Inclusion in Press Release (if signed by February 2026)	X	X	X	X	Tent location (see Hillside Sponsor Tent and Homestretch Sponsor Tent outlined on previous page event map)	Premium location on Hillside	Premium location on Hillside	Premium location on Hillside	Premium location on Homestretch, closest to Stewards' Tower
Social Media mentions (before and after Races)	X	X	X	X	Admissions	250 ribbons 125 parking	200 ribbons 100 parking	150 ribbons 75 parking	120 ribbons 60 parking
Acknowledgment in the Brandywine Conservancy Annual Report	X	X	X	X	Corporate banner hung on Stewards' Tower	X	X		
Prominent visibility of your company during a race	X	X	X		Corporate banner hung along the rail	X	X	X	X

*Premium sponsorships have limited availability. Please contact us to secure your sponsorship or to discuss tailoring your benefits.  
Please note, prices do not include processing fees.*

# Sponsor Tent Levels *Supporting*

Recognition	\$10,000 Supporting (6 available)	\$7,500 Supporting (7 available)	\$5,000 Supporting (5 available)
Acknowledgement on RHR website	X	X	X
Acknowledgement in dedicated event eBlasts	X	X	X
Inclusion in Press Release (if signed by February 2026)	X	X	X
Social Media mentions (before and after Races)	X	X	X
Acknowledgment in the Brandywine Conservancy Annual Report	X	X	X

Race Day	\$10,000 Supporting (6 available)	\$7,500 Supporting (7 available)	\$5,000 Supporting (5 available)
Full-color ad in the race program	Full page	Half page	Half page
Tent Size	30' x 30' tent	20' x 20' tent	20' x 20' tent
Tent location (see <i>Homestretch Sponsor Tent and Providence Road Party Tent</i> outlined on previous page event map)	Homestretch location above crosswalk, overlooking the Finish line	Homestretch location below crosswalk overlooking the Final Stretch	Location along Providence Road
Admissions	100 ribbons 50 parking	70 ribbons 35 parking	50 ribbons 25 parking
Corporate banner hung along the rail	X	X	X

Please contact us to secure your sponsorship or to discuss tailoring your benefits.  
Please note, prices do not include processing fees.

---

# Race Day Sponsorships

## Jumbotron

\$12,000

Includes advertisement slide on Jumbotron, banner along the homestretch rail, name included in race day announcements, full-page color ad in the race day program, and one Super Box *(which includes ten seat box with table, ten ribbons, and four preferred parking passes)*.

## Picnic Area

\$10,000

Includes signage in the Picnic Area, banner along the homestretch rail, name included in race day announcements, full-page color ad in the race day program, and one rail picnic spot *(which includes sixteen ribbons, one rail parking pass, and five guest parking passes)*.

## Owners, Trainers, Riders, and Officials Hospitality

\$7,500 - \$15,000

Includes signage in the Owner, Trainer, Rider and Officials tent, banner on the homestretch rail, name included in the race day announcements, half-page color ad in the race day program, and two tickets to all-inclusive Skip's Fox's Den.  
*(2) \$7,500 sponsorships available or (1) \$15,000 sponsorship for exclusivity*

## Skip's Fox's Den Hospitality Tent

\$7,500 - \$15,000

Includes signage in Skip's Fox's Den tent, banner on the homestretch rail, name included in the race day announcements, half-page color ad in the race day program, and two tickets to all-inclusive Skip's Fox's Den.  
*(2) \$7,500 sponsorships available or (1) \$15,000 sponsorship for exclusivity*

## Paddock

\$7,500 - \$15,000

Includes banner on the rail near paddock, name included in race day announcements, half-page color ad in the race day program, and two tickets to all-inclusive Skip's Fox's Den.  
*(2) \$7,500 sponsorships available or (1) \$15,000 sponsorship for exclusivity*

## Winner's Circle

\$5,500

Includes signage in the Winner's Circle, name included in race day announcements, half-page color ad in the race day program, and one Traditional Box *(which includes four patron ribbons and two parking passes)*.

## Race Purse Fund

\$5,000 - \$25,000

Includes name listed in race day announcements and in the race day program, opportunity to be present in the Winner's Circle with photo options, and possibility of discounted tickets *(dependent on donation amount)*.

## Troop 78 Parking

\$5,000

Includes signage at each parking gate entrance, name included in race day announcements, half-page color ad in the race day program, and one Traditional Box *(which includes four patron ribbons and two parking passes)*.

---



---

# Race Day Sponsorships

## Winning Owners, Trainers, and Riders Gifts

\$2,500

Includes banner on the homestretch rail, name included in race day announcements, and half-page color ad in the race day program.

---

## Jockey Tents

\$2,500

Includes signage in the Jockey tents near the Stewards' Tower, banner along the homestretch rail, name included in race day announcements, and half-page color ad in the race day program.

---

## Jump Banner

\$2,500

Includes banner on one out of six possible jumps, name included in race day announcements, and half-page color ad in the race day program.

---

## Stables Hospitality

\$1,750

Includes banner on the homestretch rail, and name included in race day announcements and race day program.

---

## Pony Race

\$1,500

Includes name on saddle cloths, banner on the homestretch rail, and name included in race day announcements and race day program.

*\* 6 Pony Race sponsorships available*

---

## Side-Saddle Race

\$1,500

Includes name on saddle cloths, banner on the homestretch rail, and name included in race day announcements and race day program.

---

## Carriage Parade

\$1,500

Includes banner on the homestretch rail and name included in race day announcements and race day program.

---

## Horse Care

\$500+

Horse care sponsorships help us provide necessary support for our equine athletes, such as cooling fans, transporting water along the course, and course maintenance. Sponsor's name included in race day announcements and race day program.

---

---

# Advertising Opportunities

## Race Day Program Ads

**\$500**

full-page color ad

**\$350**

half-page color ad

## Advertising Package

**\$1,500**

includes banner on the homestretch rail, name to be included in race day announcements, and half-page color ad in race day program





---

The Radnor Hunt Races offers an unparalleled opportunity to promote your brand, entertain clients, and support the protection of our region's precious natural resources.

**For more information:**

**Jane Allsopp**  
Chief Development Officer  
610-388-8361  
[jallsopp@brandywine.org](mailto:jallsopp@brandywine.org)

**Christy Greenberg**  
Associate Director of Fundraising Events  
and Sponsorships  
610-388-8104  
[cgreenberg@brandywine.org](mailto:cgreenberg@brandywine.org)



**BRANDYWINE  
CONSERVANCY**