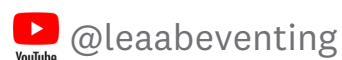


LEA ADAMS-BLACKMORE

RISEING U.S. EVENTER



LEAABEVENTING@GMAIL.COM | 802.280.4856





PRESENTING

LEA ADAMS-BLACKMORE

Ever since I first sat on a horse at the age of six I have known that riding and training horses was what I was meant to do. I was fortunate to grow up in my beautiful home state of Vermont, where riding was a fairly accessible sport.

My introduction to eventing came with my time as a student under Olympic eventing judge, **Jane Hamlin**. With her excellent guidance I competed in my first recognized USEA horse trials at the age of 13. Jane then not only coached me through my first preliminary and FEI level events, she also gave me my first taste of working student life, when I worked for her after graduating high school in 2018.

Jane connected me with my current eventing partner, the 17h gelding Frostbite — or Frosty as he is know around the barn. I imported Frosty from Ireland as a 4 year old with the hopes that he could eventually become my upper level eventing partner. I proceeded to start his career as an eventer, methodically bringing him up through levels, and this Dutch warmblood soon showed the makings of a truly exceptional upper level horse.

In early 2019 it was time for me to spread my wings beyond the Green Mountain state. Jane connected me with **Sharon White**, and with my family's support I made the move to the heart of the equestrian community on the East Coast, Since joining Sharon's team three years ago I have successfully brought Frosty up through the CCI 3* level while mastering the ins and outs of the eventing business.

As Sharon's head working student I have gained extensive knowledge and experience both on and off the horses. We divide our time between Summit Point, WV, and Ocala, FL; wherever I find myself, my days are spent working with Sharon's string of upper level horses as well as her promising new projects.

When I'm not working or competing, I am busy completing my bachelor's degree in business administraton online.

Goals

My goal is to ride at the top level of the sport and one day represent the United States or Canada on a senior team. I hope to eventually run an eventing barn, while competing a string of horses at the upper levels.



Highlights

2022

2nd, Ocala Winter I Horse Trials, Preliminary

1st, Rocking Horse Winter II, intermediate

16th, Red Hills Int'l, CCI 2*S

1st, Rocking Horse Spring HT, Intermediate

4th, Ocala Int'l Festival of Eventing, Intermediate

4th, Virginia Int'l, CCI 3*S

Bromont Rising Grant Recipient

USEA Emerging Athletes 21 Program Participant

4th, Plantation Field Int'l, CCI 2*S

14th, Morven Park Fall Int'l, CCI 3* S

4th, Tryon International HT, 3*L Young Rider

2021

2nd, Ocala Winter I Horse Trial, Training

1st, Rocking Horse Winter II, Prelim

2nd, Ocala Winter I Horse Trials, Prelim

2nd, Rocking Horse Spring Horse Trials, Prelim

12th, Ocala Int'l Festival of Eventing, CCI 2*L

4th, Millbrook Horse Trials, Preliminary

3rd, GMHA Festival of Eventing, CCI 2*S

10th, Plantation Field Int'l, CCI 2*S

1st, Morven Park Fall Int'l, Preliminary

8th, Virginia Int'l, CCI 2*S

6th Young Rider, Tryon Int'l, CCI 2*L

Area 1 Preliminary Young Rider of The Year

2020

1st, Three Lakes Horse Trials, Novice

2nd, Rocking Horse Winter I, Training

1st, Rocking Horse Winter II, Training

2nd, Ocala Winter II Horse Trials, Training

1st, Surf Fire Farm Horse Trials, Training

2nd, Maryland Int'l Horse Trials, Training

1st, GMHA Festival of Eventing, Prelim/Training

3rd, Five Points Horse Trials, Preliminary

USEA Training Young Adult Rider of the Year



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Coming Up

USEA Emerging Athletes Training Camp (Jan '23)

Carolina International, CCI3* S (Mar '23)

Bromont International, CCI 3*L (June '23)

Horse Park of New Jersey, Advanced (July '23)

GMHA Festival of Eventing, CCI 3*S (August '23)

Fair Hill International, CCI 3*L (October '23)

**COMPASSIONATE
COMPETITIVE
COMMITTED
EQUESTRIAN...**



...YOUR NEXT SPONSORED RIDER?



WHAT IS EVENTING?



A Classic, Olympic Equestrian Sport

Horse and rider compete across the three disciplines of dressage, cross-country, and show jumping. It has its historic roots in comprehensive cavalry tests that required mastery of several types of riding. Eventing arguably tests horses and riders more completely than any other equestrian discipline.

Like other equestrian sports, eventing is co-ed and the best competitors often span several generations.



Dressage

In the first, judged phase, the aim is to show the graceful partnership of horse and rider through a sequence of movements on the flat.

Cross Country

Next, the bravery, fitness and determination of the pair is challenged with solid obstacles, technical questions, and varied terrain across the open landscape.



Show Jumping

Finally, horse and rider prove their precision, agility, and finesse as they clear a course of fences within the confines of a stadium arena.

LEA
ADAMS BLACKMORE
EVENTING



THE VALUE OF EVENTING

The demographics of equestrians

- 85% are women
- 66% have a college degree
- 80% make or directly influence purchase decisions
- 40% own a farm, about two thirds 10 acres or larger
- Their average income is \$185,000
- 38% have a net worth of over \$500,000
- They own an average of three vehicles
- Equestrians spend an average 30 nights per year in a hotel
- They own an average of four horses
- These riders compete at least six times per year
- 22% own two or more homes

These are **smart, driven, affluent, attractive consumers** who know the value of quality and hard work. They appreciate what it takes to succeed as a competitive rider, and are inclined to **respect the opinion of a fellow equestrian** who is putting in the effort to make it in a tough, relentless, highly demanding sport.

90% of equestrian consumers trust **word-of-mouth advertising** from people they know or admire, and almost half of equestrians will purchase products based on the **recommendation of a peer** or influencer.

Working with Lea as a sponsored rider can help get your brand in front of this group of savvy equestrian consumers. Lea recently signed on as a World Equestrian Brand team rider and is looking for additional partnerships with quality names associated with the eventing world.

MARKETING THAT MAKES A DIFFERENCE

Well known and respected within the niche audience and unique market that is the equestrian world, Lea has the potential to be an effective brand ambassador.

She is well established and active on social media, committed to regular posts about her life as the tireless head working student at one of the country's most well-respected five star eventing barns.

Repeated media mentions over the past couple of years, as she's received grants, awards, and recognition for her consistent

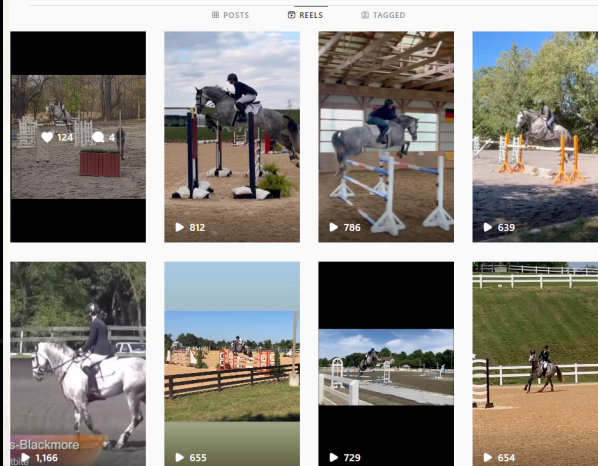
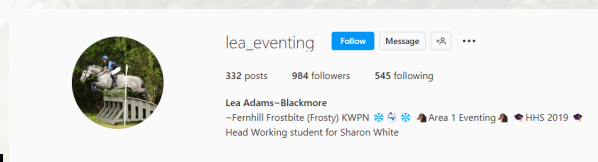
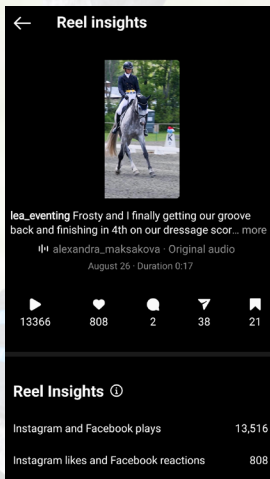
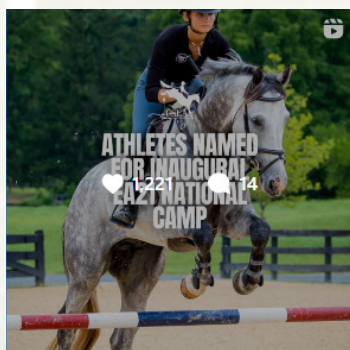
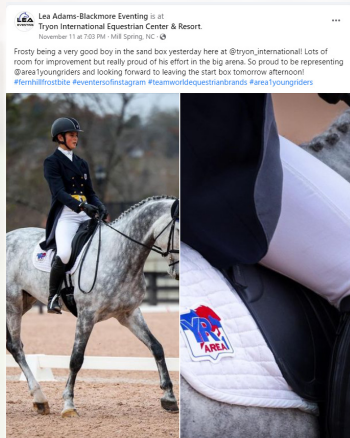
achievements as a young rider, has brought her to the forefront of prominent up-and-coming young riders on the North American eventing scene.

Lea walks the walk and talks the talk: if a product or brand helps her and her horse achieve their goals, she'll be sure to let her network of equestrians know about it. She keeps her friends and followers up to date on her preparations, training, achievements and occasional setbacks, and her efforts as a young, ambitious eventer looking to make her mark.



On- and Offline Publicity

- ✓ Rider Referrals
- ✓ Press Coverage
- ✓ Social Media Endorsements
- ✓ Brand Recognition at Events



LEA ADAMS-BLACKMORE

GET STARTED!



Get in touch to find out how a partnership with Lea could benefit your brand.

Nothing is stopping her from achieving her goals, and she'd love to have you along for the ride.

(c) 802.280.5486

LEAABEVENTING@GMAIL.COM

c/o Last Frontier Farm, Summit Point, WV



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