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Maryland 5 Star at Fair Hill Announces Initial Sponsors Including MARS Equestrian™

***Cecil County Serving as Host Sponsor; Diageo, Breakthru Beverage,
Brown Advisory, and Quarry View Building Group On-Board as
Additional Lead Sponsors***

Baltimore, Maryland -- The Fair Hill Organizing Committee (FHOC), an affiliate of the Sport and Entertainment Corporation of Maryland (The Sport Corp.), today announced the Maryland 5 Star at Fair Hill's initial line-up of sponsors for the inaugural event taking place October 14-17 at the new Fair Hill Special Event Zone in Cecil County, Maryland. MARS EQUESTRIAN™, the link between the iconic Mars, Incorporated brands and services with the equestrian community, has joined the event as a "5 Star" level sponsor. Cecil County is serving as the event's Host Sponsor, and additional lead sponsors in the "4 Star" category include Brown Advisory, Quarry View Building Group, Diageo and Breakthru Beverage.

The Maryland 5 Star's partnership with MARS EQUESTRIAN™ will involve activations with several of Mars, Incorporated's featured brands and services including the BUCKEYE™ Nutrition brand, the NUTRO™ and PEDIGREE® brands, ANTECH™ and SOUND® Equine, and the ETHEL M® Chocolates and AMERICAN HERITAGE® Chocolate brands. Mars, Incorporated brings a rich equestrian heritage, and a tradition of purposeful partnerships with world-class competitions across all equestrian disciplines to create a better world for horses, pets and the people who love them.

"MARS EQUESTRIAN™ has been a supporter of equestrian sports for many years and is thrilled to partner with the Maryland 5 Star at Fair Hill in its inaugural year," said Dr. Bridgett McIntosh – Director at MARS Equestrian. "We know that horses have a remarkable effect on people, and our goal is to push beyond just sponsoring elite-level competitions. We want to spread that joy through direct interactions with fans, consumers, and competitors."

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Mike Hankin, President and CEO of Brown Advisory, commented, “Our company, headquartered in Maryland has a history of supporting equestrian sport and we’re now very proud to add the Maryland 5 Star at Fair Hill and the sport of Eventing to our portfolio. During these challenging times we believe it’s important to reaffirm our support for an industry upon which many livelihoods and communities depend. We see no better place to do this than right here in our own backyard.”

Ben King, President of Quarry View Building Group, stated, “As a premier Equestrian and timber frame custom builder, Quarry View Building Group immediately recognized the importance of hosting a 5 Star FEI event in the Mid-Atlantic region, and Fair Hill is the perfect location. From the start with designing and constructing the Judge’s booths, Quarry View Building Group has been pleased to be an active 4 Star sponsor of the MD 5 Star event. We can’t wait to see everyone October 14-17, 2021!”

The Maryland 5 Star at Fair Hill is also announcing the following line-up of sponsorships across the event’s different category levels:

“3 Star”

- Attwood Equestrian Surfaces
- Boehringer Ingelheim
- Fair Hill Saddlery
- Morris & Ritchie Associates, Inc. (MTA) and Geo-Technology Associates, Inc. (GTA)
- Select Event Group
- Taylor Harris Insurance Services (THIS)

“2 Star”

- Brook Ledge Horse Transportation
- Dubarry of Ireland
- Guardian Horse Bedding
- Hippo Data
- Hound & Hare
- Kong Equine
- Mane N’ Tail / Straight Arrow Products
- Maryland Department of Agriculture / Maryland Seafood Marketing
- NEOGEN
- Stanley Black & Decker
- The Dutta Corp.
- United States Eventing Association (USEA)
- J. Vineyards & Winery
- Sterling Vineyards
- Cincoro Tequila
- Reyka Vodka
- Blade and Bow Kentucky Straight Bourbon Whiskey
- Bulleit Bourbon
- Johnnie Walker Scotch Whisky
- Tanqueray Gin
- Guinness Beer
- Smirnoff Seltzer

“1 Star”

- Bates Saddles
- FEI Stabling
- Flair LLC / Achieve Equine
- Maryland Horse Industry Board
- McCormick & Company
- Shapley’s Superior Equine Grooming Products
- Stubben North America

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“Ribbon”

- Choptank Electric Cooperative
- Deer Valley Danes
- Emerald Valley Nutrition
- Green Horse Enterprises
- MidAtlantic Farm Credit
- Stable Feed
- Sweet Piggy Baking Co.
- The Sacks Group
- WL Gore

“Community Partners”

- Old Dominion Electric Cooperative (ODEC)
- Upper Shore Regional Council (USRC)

“Associations and Hospitality”

- Delaware Sports Commission
- Embassy Suites Newark Wilmington South

The event is receiving additional support from equestrian sport’s national and international governing bodies including the Fédération Équestre Internationale (FEI), the United States Equestrian Federation (USEF), and United States Eventing Association (USEA). Fair Hill International is the Maryland 5 Star at Fair Hill’s Competition Management Partner.

“On behalf of The Fair Hill Organizing Committee, we are truly grateful to be able to announce an initial line-up of sponsors like this for the Maryland 5 Star at Fair Hill,” said Jeff Newman, the event’s President & CEO. “To have this type of support in our first year, during a time when new events like ours need it the most, is a testament to the positive impact this event can have on the community, the sport, the Maryland Food Bank and the horse industry in Maryland.”

The Maryland 5 Star at Fair Hill is one of only two CCI5*-L events in the United States, and seventh worldwide. It will showcase the sport of Eventing at its highest-level and feature additional entertainment options for spectators to experience. Businesses and organizations seeking to partner with the event can visit Maryland5Star.us/sponsors for more information.

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About the Maryland 5 Star at Fair Hill:

One of only two 5 Star events in the United States, and seventh worldwide, the Maryland 5 Star at Fair Hill will continue the storied legacy of Eventing at the new Fair Hill Special Event Zone in Elkton, Maryland, located in Cecil County. The prestigious 5 Star (CCI5*-L) designation is the pinnacle of the sport of Eventing also known as the equestrian triathlon. The Maryland 5 Star at Fair Hill is produced by The Fair Hill Organizing Committee, an affiliate of the Sport and Entertainment Corporation of Maryland, and in partnership with Fair Hill International. The Maryland Food Bank serves as an event beneficiary.