



From the Horse's Mouth

A Guide to BreyerFest® from the Planning Team



A Horse Of My Very Own™





Welcome to BreyerFest®!

We are so excited for you to join us at BreyerFest, which is unlike any festival or horse show you've ever been to – we promise! Because there are so many parts to BreyerFest, from the model horse shows to the real horse shows, we've put together this guide to make sure all guests are as informed as possible before arriving at the Kentucky Horse Park.

Whether this is your first BreyerFest or you're a veteran attendee, we highly recommend guests take the time to read through this guide in advance of your arrival. Our aim is to have all of your questions answered before you get to the horse park. If you're joining us virtually as an Online Ticket holder, check out [the Guide To Virtual BreyerFest](#), which is geared specifically towards your online experience.

No matter how you're attending, we suggest you follow along on the BreyerFest Blog and on Breyer Model Horses and BreyerFest social media for important updates throughout the year.

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A Horse Of My Very Own



What to Expect

BreyerFest is all about celebrating horses, and with over 250 real live horses and THOUSANDS of model horses, there is LOTS to celebrate!

Even if you're a seasoned BreyerFest attendee, a lot has changed about BreyerFest over the years, and it's always good to have this handy list of reminders so you can plan your weekend accordingly. If you're new to BreyerFest, here is a great list of tips to make sure you have the best weekend ever!

- It's Kentucky in July, so our #1 tip is always come prepared for the heat. Drink plenty of water throughout the day and wear plenty of sunscreen – you can get a burn even if it's overcast.
- Dress comfortably! Wear good walking shoes and comfortable clothes. Closed-toe shoes are recommended as you may be up close to live animals and walking over various types of terrain. BreyerFest is held mostly outdoors on grass, arena footing (sand mixture), or pavement. As well, BreyerFest spans across many parts of the Horse Park and events and activities are in various locations – expect to do a fair amount of walking on site.
- Need a break from the sun? Take advantage of our FREE seminars and EQUUS Films, located in the air-



www.BreyerHorses.com



conditioned Visitor Information Center, running all weekend long! Misting fans are also set up in many of the tents to help keep guests cool.

- Make your own schedule. There is a LOT to do at BreyerFest and some activities do overlap. Be sure you don't accidentally register for workshops that are happening at the same time (more on Workshops on page 2). Most free activities are offered several times over the course of the weekend so map out your scheduled activities FIRST.
- Expect a bit of a line near the Ticket Booth (main entrance into BreyerFest) in the early morning for those looking to make the BreyerFest Store their first stop. (More on where to find special models on page 6.) After 9:30 am there is generally no line for admission into BreyerFest, but the BreyerFest Store will be busy for the morning hours.
- Bags larger than a Traditional-sized model (approximately 10") are not permitted in the BreyerFest Store, the Special Run Tent, or the VIP tent. **This includes rolling bags of all sizes, wagons, duffel bags, large purses or tote bags, backpacks, and all shopping bags.** For your convenience, there is a bag check location right outside the Walnut Schooling Ring. You must check your bag before you shop. The bag check is only meant for short-term storage, so please do not leave your bags for more than 60 minutes.
- Avoid stress and take advantage of the free shuttle service offered by BreyerFest. See more about the shuttles on pages 5 and 15.
- Remember to take in the beautiful Kentucky Horse Park while you're there! The KHP boasts the International Museum of the Horse and the fantastic breeds barn, which are included with your tickets!
- **Relax! Don't forget to enjoy your vacation!**

Planning Your Trip

Plan ahead activities

(REGISTRATION OR PREP REQUIRED)

In addition to all the live horses hosted by BreyerFest, there are many other activities to participate in – some of these, however, require a bit of advanced planning or registration and you must be a VIP or All-Access ticket holder to participate in these on-site activities, unless otherwise noted.

Workshops

BreyerFest offers thirty workshops on-site throughout the weekend that are open to VIP and All-Access ticket holders only and DO require pre-registration online. A selection of these sessions is also exclusive to VIP ticket holders. Workshops are offered on a variety of topics, and most are only one session during the weekend. **Please be sure to look at the full schedule online before registering for workshops – workshop registrations are non-refundable and non-transferrable.** Topics include sculpting, repair, painting, tack making, and model horse showing. Workshops will be hosted in the South Exhibit Hall of the Alltech Arena, which is on the lower level of the Arena and on the opposite side of the building from where the Model Horse Shows take place. This location has a dedicated shuttle stop on the KHP Loop shuttle route and is easily identifiable by the Breyer-branded pop-up tent outside the doors, which is one of our Help Desks.

Model Horse Shows

BreyerFest is home to some of the largest model horse shows in the country – these shows are where you show your model horses as if they were real horses!

BreyerFest hosts an **Open Model Horse Show**, which is a fast-paced show geared towards experienced showmen. Guests with VIP or All-Access tickets over the age of 13 can participate in the show, which will take place on both Thursday and Friday in the North Exhibit Hall of the Alltech

Arena. This is on the upper level of the Arena and on the opposite side of the building from where Workshops are located. This location also has a dedicated shuttle stop on the KHP Loop shuttle route. Adult Novice showmen can participate in **Breyer Boot Camp** online in the spring to get them ready for the in-person Open Show.

On Saturday, BreyerFest hosts the **Youth and Children's Model Horse Shows** in the North Exhibit Hall of the Alltech Arena, open to VIP and All-Access ticket holders 16 and under. These shows are slower-paced and geared towards younger and newer showmen with a focus on the educational experience. The Youth Show and Children's Show are separated by age: the Children's Show for kids 12 and under and Youth 13-16. These shows run concurrently and have the same class list.

Collectors with porcelain or china models are welcome to show in **Breakables**, which will be hosted in-person at the Clarion this year, on the Thursday of BreyerFest weekend. This show is open to VIP and All-Access ticket holders.

If resin models and medallions are more your speed, **Resin Renaissance** will be hosted in person at the Clarion on the Thursday of BreyerFest weekend. This show is open to VIP and All-Access ticket holders.

For rules and information, especially if you are a first-time showman or are coming back after a hiatus, please visit the BreyerFest Model Horse Shows page on www.breyerhorses.com. Class lists and other important documents can be found here. You may also reach out to the Events Team at BreyerFest@reevesintl.com for specific questions.

Diorama Contest

BreyerFest VIP, All-Access, and Online Traditional Access ticket holders are invited to participate in the themed diorama contest being hosted online this year! Judging will take place in advance of BreyerFest, but winners will still be announced at the event and participants are invited to bring their creations to BreyerFest to display! See complete rules and information on www.BreyerHorses.com.



Getting to BreyerFest

BreyerFest does not currently offer ground transportation to the event from local hotels during the day. Rideshare options are available, but are limited. We recommend renting a car for traveling during your visit if you arrive by plane.

A shuttle is available from the Kentucky Horse Park and local partner hotels to the Clarion Hotel for evening activities. The hotels with an asterisk (*) in the "Where to Stay" section on this page are serviced by the Hotel Loop Shuttle. There is also a Clarion to KHP shuttle option for those wishing to leave their car at the Horse Park. Both shuttles run from 5:00 pm to 11:00 pm Thursday, Friday, and Saturday.

Please note that parking at the Clarion can be difficult. Parking is limited to hotel guests (those with reservations at the hotel) only. Those wishing to visit the Swap Meet or Artisans' Gallery are highly encouraged to take advantage of the shuttle service from the KHP or the local hotels (see list for hotels with shuttle service).

No more ticket books!*

*No more parking passes needed**!*

BreyerFest Tickets

In 2025, all tickets to BreyerFest will be digital. Buyers will be emailed scannable QR-coded tickets for the following components, based on your ticket type. You are welcome to print paper copies of these tickets or screen shot them for quick reference onsite at the event.

Each **VIP Access ticket** purchase will receive a master QR code for the following:

- Celebration Horse Model redemption ticket, which can be redeemed at the VIP Tent
- Event Stablemates 4-pack redemption ticket, which can be redeemed at the VIP Tent
- Special Run Model redemption tickets for the models you have pre-selected and pre-purchased, which can be redeemed at the VIP Tent
- Limited Edition Model redemption tickets for the models you have pre-selected and pre-purchased, which can be redeemed at the VIP Tent
- VIP Swagger pack redemption ticket, which can be redeemed at the VIP Tent
- Evening Show ticket for the Celebration of Horses performance at the Alltech Arena, valid on the night you selected.

Each **All-Access ticket** purchase will receive a master QR code for the following:

- Celebration Horse Model redemption ticket, which can be redeemed at any time at the Event Model Handout tent
- Evening Show ticket for the Celebration of Horses performance at the Alltech Arena, valid on the night you selected
- Special Run Model Reservation tickets for the models selected for you – you must pay for these models at BreyerFest at the Special Run Line Tent.

If you purchased your tickets after the preference form deadline, you'll receive WILD CARD Special Run tickets, which can be redeemed at the Special Run Line Tent. Models must be paid for at BreyerFest.

Each **General Admission ticket** purchase will receive a master QR code for the following:

- Event Stablemate model redemption ticket (Gambler's Choice), which can be redeemed at any time at the Event Model Handout tent
- Evening Show ticket for the Celebration of Horses performance at the Alltech Arena, valid on the night you selected.

Workshops, Breyer Lounge, and Model Horse Show registrations do not have electronic tickets and are not included in your ticket email. Names will be checked at each of these individual locations when you arrive to participate. If you have any questions about what you registered for, please refer to your BreyerHorses.com order history.

Where to stay

BreyerFest partners with a number of hotels in the Lexington area, many of which offer event rates for guests. Current hotel partners include:

- **The Candlewood Inn & Suites**
603 Ad Color Drive, Lexington, KY 40511
(859) 967-1940
- **The Embassy Suites***
Lexington Coldstream
1801 Newtown Pike, Lexington, KY 40511
(859) 455-5000
- **The Residence Inn by Marriott**
1080 Newtown Pike, Lexington, KY 40511
(859) 231-6191
- **Mainstay Suites & Quality Inn***
1938 Stanton Way, Lexington, KY 40511
(859) 413-2775 or (859) 413-2765
- **LaQuinta by Wyndham***
1920 Stanton Way, Lexington, KY 40511
(859) 231-7551
- **The Clarion***
1950 Newtown Pike, Lexington, KY 40511
(859) 233-0512
- **Courtyard by Marriott***
Lexington North
775 Newtown Ct, Lexington, KY 40511
(859) 253-4646

* Properties with an asterisk are on the BreyerFest Hotels Loop Shuttle Route, Thursday to Saturday of BreyerFest weekend. The shuttle stop for the LaQuinta is located at the Mainstay Suites & Quality Inn.



*All tickets to in-person BreyerFest will be emailed! **Parking is included with all in-person tickets!

Getting Around the Park

Arriving at the KHP

Guests arriving at BreyerFest will be parked in either the Main Parking Lot or the Alltech Arena Parking lot. You will be directed where to park. If you are participating in a model horse show or have a morning workshop session and want to park up at the Alltech Arena, stay in the traffic circle until the 2nd exit for Cigar Lane. See the map on page 10 to see lot locations.

Thanks to our long-standing partnership with the Kentucky Horse Park, BreyerFest guests will not need parking passes for the 2025 event. Parking is included with all ticket types.

From the Main Parking Lot, head towards the BreyerFest Main Entrance/Ticket Booth (between the American Saddlebred Museum and the KHP Visitor Information Center entrance) for event entry, or to purchase tickets.

From the Alltech Arena Lot, board a TICKET BOOTH shuttle to the Main BreyerFest Entrance. Look for shuttles with blue signage. See page 15 for shuttle information.

There are TWO lines to get into BreyerFest, so don't just hop onto the first one you see. As you are walking towards the entrance to BreyerFest through the parking lot, the line that goes to the LEFT of the entry is for the

BreyerFest Store. The line that goes to the RIGHT of the entry is for people who either need to purchase tickets, or general Event Entry (guests who have tickets and just want to enter the event without going to the BreyerFest store first thing).

If you want to be one of the first to shop in the BreyerFest Store for Limited Editions, current Breyer product, warehouse finds, and event merchandise, head to the BREYERFEST STORE line – look for signs along the roadway in front of the KHP entrance to the Visitor Information Center that say BREYERFEST STORE. This line is the **red** line on the map to the right. Limited Edition items, warehouse finds, and swag in the BreyerFest Store is made available each day to ensure availability throughout the weekend, but generally do sell out by early afternoon. Visit early if these items are on your list!

Those in line for the BreyerFest Store will receive a number before gates open each morning. Only people in your group who want to shop need a number, but you must have a number if you want to shop. For example, if you and a friend both want to purchase models, you both need a number to shop. If you are accompanying a minor and only intend to purchase one of each item, you only need one number.

All Limited Edition items in the store are limited to one of each available option per customer. When the numbers are distributed, everyone in your group who wants to shop must be present. **Breyer staff are not permitted to distribute multiple numbers to people – no exceptions.**

The line for the BreyerFest Store located in the Covered Arena is in the Walnut Schooling Ring. Look for signage as you enter the BreyerFest area of the KHP. These numbers ensure that guests will be able to shop in the order in which they lined up outside the gate. Please be sure to head to the store line FIRST as numbers will be taken in order. If you miss your number, you will have to go to the end of the line (which can be very long).

If you need to purchase tickets, head towards the EVENT ENTRY line - this line is to the RIGHT of the entry, along the sidewalk in front of the American Saddlebred Museum. This line is the **green** line on the map to the right. Ticket windows will open at 9am each morning.

If you have your tickets already, and getting into the store first thing is not your priority, you may head towards the EVENT ENTRY line, the **green** line on the map, to enter BreyerFest.





Shuttles

KHP LOOP Shuttles (**Red Route**) run in a continuous loop around the perimeter of BreyerFest – you can see the route on the map on page 15. Volunteers stationed at each shuttle stop can assist with finding event locations and with general questions. Shuttle stop locations within the KHP are marked with tall blue SHUTTLE feather flags. See the map on page 10-11 for locations. Buses will pick up at each location approximately every 15 minutes. Some of these locations are gazebos and some are Breyer-branded popup tents. The North Expo Hall of the Alltech Arena (model horse shows) is the only stop marked by only a blue and yellow SHUTTLE feather flag.

There is a direct shuttle route between the Alltech Arena main entrance and the Ticket Booth at the main entrance that runs continually back and forth between these two locations. This route is the **Blue Route**.

Shuttles are also available in the evening hours for travel to the Clarion Hotel, the home of the Artisans' Gallery, Swap Meet, Best Customs Contest, and endless shopping! Parking at the Clarion is restricted to hotel guests only so we encourage visitors to take advantage of the shuttles. Two shuttle loops will run continuously from **5:00 pm to 11:00 pm Thursday through Saturday evenings** – the Kentucky Horse Park-Clarion Loop (**Green Route**) and the Hotels Loop (**Yellow Route**), which services some of our partner hotels in Lexington. The KHP-Clarion Loop will stop at both the Main Parking Lot and Alltech Arena Parking lot. The Hotel Loop will service the hotels listed in the Travel Guide on page 3 noted with an asterisk*. Shuttles on these loops will pick up approximately every half hour, so please allow yourself plenty of time to get to various locations around BreyerFest.

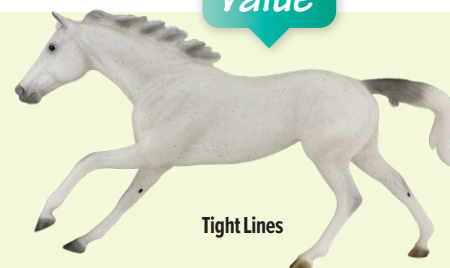
Special Models

Each year a number of models are produced exclusively for BreyerFest. These models include the Celebration Horse, Event Stablemates, Limited Edition models, and Special Run models.

**\$50
Value**

Celebration Horse

The Celebration Horse is a Traditional scale (1:9) portrait model of our celebrity horse for the year. VIP and All-Access ticket buyers will receive a digital model redemption ticket for this model, which can be redeemed at either the VIP Tent or Event Model Handout, depending on your ticket type, noted on page 3. See page 10-11 for tent locations. Tickets can be redeemed at any point over the weekend so there is no need to stand in any long lines! Your models are reserved for you.



Event Stablemates

An Event Stablemates model (1:32 scale) is included with each General Admission ticket. These models range from beautifully designed realistic patterns, to fantasy colors, to portrait models of real horses, depending on the theme of each year's event – the total number of variations changes from year to year. The models are available as "Gambler's Choice" to General Admission ticket holders, meaning each ticket holder will receive one randomly-selected model from the line-up. General Admission Ticket holders will be emailed a digital redemption ticket to redeem for their model at the Event Model Handout Tent. See Map for location. Tickets can be redeemed at any point over the weekend so there is no need to stand in any long lines. The purchase of multiple General Admission tickets will not guarantee you will receive a complete set at the redemption tent. Models are selected at random.

**\$90
Value**



A complete set of Event Stablemates models is included with each VIP ticket, the digital ticket for which must be redeemed at the VIP Tent at any time over the weekend, not at Event Model Handout.

Limited Editions

Limited Edition models are open to all guests (virtual and in-person) and are sold in the BreyerFest Store and online. An allotment of models is made available each day of BreyerFest to ensure models are available for sale throughout the weekend. These models generally sell through each day so be sure to visit the store early in the day. **VIP ticket holders, who have pre-selected and pre-paid for their Limited Edition models, will be emailed digital redemption tickets for their selected models, which can be redeemed at any time during the weekend at the VIP Tent.**

In addition to Traditional (1:9) scale portrait horses selected exclusively for each year's BreyerFest, the Limited Edition selection also includes other models and souvenirs themed to each year's event. These offerings typically include a 1:12 scale Freedom Series model, a 5" crystal model, a 6" huggable plush, 1:32 scale Stablemates models, and any other fun surprises we might think of! An allotment of these offerings is made available each day of BreyerFest (in-person only – the online store is not replenished daily.) to ensure availability throughout the weekend. These models generally sell through each day so be sure to visit the store early in the day if these items are on your list!



Special Run Models

Special Run models are available to VIP and All-Access in-person ticket holders. The total number of models offered varies from year to year, but typically there are at least 8 different options, including a non-horse animal option. Within each option we may or may not have included some surprises - like ½ the run is glossy or the entire model is a Surprise! With the “Surprise” model option you won’t know anything about the model you are getting until you open it after you pick up or purchase the model on site. Special Run models are not included with the cost of your ticket; they must be purchased at an additional cost.

VIP ticket holders will be the first to select and pay for their Special Run models from this year’s lineup and will receive Special Run model Redemption e-tickets for their models in their ticket email. This selection is guaranteed and models must be picked up at BreyerFest using the scannable tickets emailed to you.

All-Access ticket holders who have purchased their tickets prior to the Preference Form deadline in the spring (see ticket page on BreyerHorses.com for details) will have the opportunity to submit preference forms for their Special Run model choices and models will be selected and reserved for them based on these preferences and model availability. All-Access ticket holders will receive Special Run model Reservation tickets via email, which can be scanned on site for the corresponding models. **These models must be paid for at BreyerFest.**

All-Access ticket holders who do not purchase their tickets prior to the reservation deadline, will still have the opportunity to purchase Special Run models at BreyerFest. These ticket buyers will be emailed Wild Card Special Run tickets, which can be scanned on site at BreyerFest. Attendees with Wild Card Special Run tickets will be able to select their Special Run models from the remaining available options. Please note that not all options may be available BreyerFest weekend.

VIP and All-Access ticket holders can pick up their Special Run models anytime that is convenient for them during BreyerFest weekend at the VIP Tent or the Special Run Line Tent, as applicable to your ticket type. No need to wait in long lines. Models are reserved for you!

Models are announced on the BreyerFest Blog prior to tickets going on sale so VIP ticket buyers can select and purchase their models in advance. Prices and quantities will be listed on the Exclusive Models page on BreyerHorses.com, and generally range from \$60 to \$85 each.

So, to sum up:

- **VIP ticket holders** will be able to select and purchase two (2) Special Run models and two (2) Limited Edition models at the time of their ticket purchase.

This selection is guaranteed and Redemption tickets will be emailed as a part of your ticket purchase for these models. VIP ticket holders can visit the VIP Tent anytime during BreyerFest weekend to pick up their models.

- **All-Access ticket holders** who purchase their tickets prior to the Preference Form deadline will receive Special Run preference forms. Models will be assigned to these All-Access ticket holders based on submitted preferences and a model’s availability and Special Run Reservation tickets will be emailed to these ticketholders.
- **All-Access ticket holders** who purchase their tickets **after** the reservation deadline, will still have the opportunity to purchase Special Run models at BreyerFest, but they will not have models reserved for them and may not have all model options available to them. These buyers will have Wild Card Special Run tickets emailed to them.



Special Run FAQ

Who can buy Special Run Models?

Special Run Models are only available to VIP or All-Access ticket holders on-site at BreyerFest. Online Traditional Access ticket holders will have access to a selection of this year's Special Run models, as well. More information on this can be found in the [Guide to Virtual BreyerFest](#).

How do I select my models?

VIP ticket holders will be able to select and pay for their Special Run models and a selection of Limited Edition models at the time of their ticket purchase. This selection is guaranteed.

All-Access ticket holders who purchase their tickets prior to the reservation deadline will complete an online preference form in June. Models will be assigned to these All-Access ticket holders based on preference forms and model availability. Once models have been assigned, these All-Access ticket holders will receive model Reservation tickets emailed to them as a part of their e-ticket package and models can be picked up and paid for on site at BreyerFest. You can pick up your models anytime during BreyerFest weekend. These models are reserved for you.

All-Access ticket holders who purchase their tickets after the Preference Form deadline in June, will still have the opportunity to purchase Special Run models, but will not have their models reserved for them. These ticket holders will receive Wild Card Special Run tickets that allow them to purchase Special Run models at the Special Run Line tent from the remaining available options. This may not include all model options, as some models may sell completely through to satisfy reservations.

How many models can I buy?

Each VIP or All-Access ticket allows the ticket holder to purchase up to two (2) Special Run models per ticket.

VIP ticket holders will have the first opportunity to select and purchase their two (2) different Special Run models. This selection is guaranteed. From the remaining models, each All-Access ticket holder will be able to purchase up to two (2) different Special Run models from either the models that have been assigned to them based on their submitted preference forms or what is available following the reservation deadline in the spring.

What if I don't like the models selected for me?

With so many beautiful models each year, there is something for everyone to get excited about. However, we understand that the models selected for an All-Access ticket holder might not be their top picks. Not to worry! Trades at BreyerFest are common, so after you make your model purchase, feel free to trade with another guest on site.

We do not recommend trading QR coded tickets with other guests, since they can only be scanned one time and there is no way of knowing whether a code has been scanned or not.

Can I buy more than one ticket to have access

to more Special Run Models?

Guests are welcome to purchase multiple All-Access tickets on an account to increase their chances of collecting the complete line of Special Run Models. However, Breyer reserves the right to limit ticket purchases at our discretion and issue refunds if necessary.

How does model redemption work?

VIP ticketholders can stop by the VIP Tent at any time during BreyerFest weekend to redeem their tickets for their pre-selected and pre-paid Special Run models.

All-Access ticket holders will be emailed model Reservation tickets, but **these models must be paid for on site at BreyerFest**. Simply head to the All-Access Reservations Lines at the Special Run Line Tent anytime during the weekend and present the scannable QR-coded reservation tickets you were emailed to a BreyerFest staff member to receive your models.

If you're an **All-Access** ticket holder with **Wild Card** Special Run tickets, head over to the Wild Card line at the Special Run Line Tent to select and pay for your models from the remaining selection.

Shopping locations at a glance

BreyerFest Store – Shop the Breyer product line, BreyerFest Limited Edition models, unique warehouse finds from headquarters, and event swag! Located in the Covered Arena. There are no special tickets required to shop at the BreyerFest Store; however, there will be a bit of a long line first thing in the mornings. Stop by after 10:30 am to avoid the line. If Limited Edition Models are at the top of your shopping list, be sure to be at the Main BreyerFest Entrance EARLY on Friday morning. Numbers will be handed out to the first 300 people in line each day. See page 4 for more information about lining up.

VIP Tent - VIP ticket holders can pick up their Celebration Horses, Stablemates 4-packs, reserved Limited Edition models, reserved Special Run models, and VIP swag here.

Special Run Line Tent - All-Access ticket holders (Reservations and Wild Card tickets) can purchase their Special Run models here.

The **Event Model Handout** Tent is where All-Access ticket holders can pick up their Celebration Horses and where General Admission ticket holders can pick up their Event Stablemates.

Please Note! Bags larger than a Traditional scale box must be checked before entering the BreyerFest Store. A Bag Check tent is located just outside the Store entrance ramp by the Walnut Schooling Ring. See Map for locations.

Activities at BreyerFest

There is always something exciting happening at BreyerFest!

In the Covered Arena

BreyerFest Equine Extravaganza Arena Show

See this year's BreyerFest Guest Horses perform alongside dozens of all-breed acts all day long! This show is free and open to everyone all weekend.

Breyer Booth

(On the Concourse in the Covered Arena)

BreyerFest Silent Auction

Concludes Sunday, 12:30 pm

With donations from BreyerFest vendors, Guest Horse owners, and amazing artists, Breyer is pleased to offer



these amazing items to guests as a part of our Silent Auction. Auction lots will be on display at the Breyer Booth throughout the weekend and include some fun and unique items!

Bids must be placed by noon on Sunday; the auction will transition to live bidding at noon. You must be present at the Breyer Booth Sunday to win.

Vendor Marketplace

In and around the Covered Arena, the Vendor Marketplace offers everything from jewelry to fine art to vintage and rare model horses. Each of our vendors has something unique to offer.

Breyer Lounge

Club Lounge Level

Guests with Breyer Lounge tickets can relax in the air conditioning while watching the performers in the covered arena from the best seats in the house. Light refreshments will be provided daily. The Breyer Lounge is located upstairs in the Covered Arena – follow the signs for the Club Lounge on the first level to get to the elevator, or take the stairs up one level. Tickets are required and space is limited.

www.BreyerHorses.com

Follow along on our BreyerFest Blog for schedule updates and more detailed information!



Alltech
Arena

COVERED ARENA

- Breyer Booth
- BreyerFest Store
- Live Arena Show
- Vendor Marketplace
- Breyer Lounge (ticketed)

CELEBRATION PARK

- Big Fun Circus
- The Big Dig
- Kids Jump Off
- Petting Zoo & Pony Rides
- Dock Dogs
- Kids Games
- Beer Garden
with live music daily

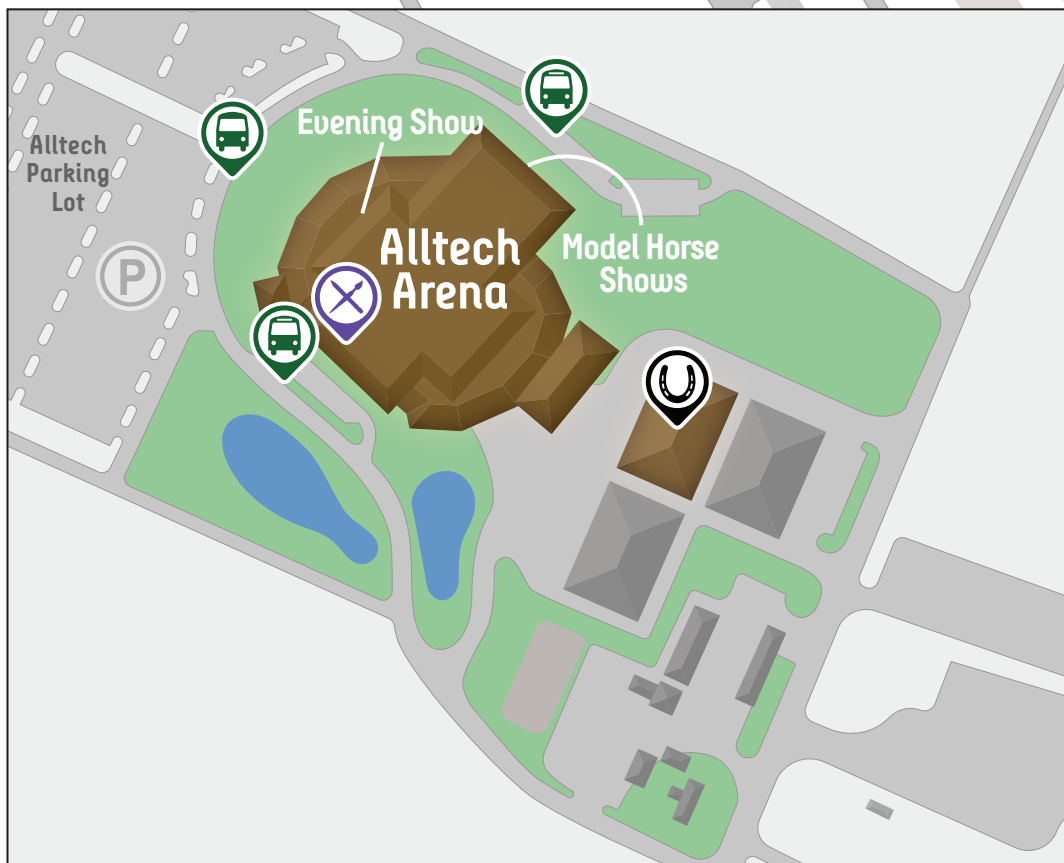
Big Barn

ALLTECH ARENA

- Celebration of Horses
(ticketed evening show)
- Model Horse Shows
- 5K
- Workshops

VISITOR CENTER (VIC)

- Free Seminars
- Preview of Live Auction
Models (FRI & SAT)



VIC



Alltech Arena

Nina Bonnie Blvd

Model Handout

Special Run Line Tent

VIP Tent

Covered Arena

BreyerFest Store

Craft Tent & Hobby Center

International Museum of the Horse

KHP Police Barn

Celebration Park

Dog Agility

Free Seminars
Equus Film Festival

Main Parking Lot

USET

- | | | | |
|--|-----------------------|--|--------------------|
| | Autographs | | Help & Information |
| | Craft & Activity Tent | | Food Vendors |
| | Collector Club | | Live Auction |
| | Event Stables | | Shuttle Stops |
| | First Aid / EMT | | Ticket Booth |
| | Beer Garden | | Workshops |

Around the Covered Arena

Hobby Center

Next to the Craft Tent in the Walnut Schooling Ring, be sure to stop into the Hobby Center tent for an introduction to the vast world of the model horse hobby. Model Horse Hobby experts are on-hand to demonstrate and answer questions on everything from tack making to customization to restoration.

VIP Tent

Our BreyerFest **VIP ticket holders** can pick up their Celebration Horses, Stablemates 4-packs, Special Run models, Limited Edition models, and VIP Swag packs here with their Master QR codes included in their digital ticket package, which will be emailed to them.

Special Run Line Tent

All-Access ticket holders with either **Reservation or Wild Card** Special Run tickets can pick-up and purchase their Special Run models here, using the corresponding digital tickets included in their ticket package, which will be emailed to them. See map for tent location.

Event Model Handout Tent

All-Access ticket holders can pick up their Celebration Horses in this tent using their Master QR codes included in their digital ticket email. General Admission ticket holders can pick up their Event Stablemates here as well!

Collector Club Tent

Located in the parking lot next to the Covered Arena, the Collector Club tent is open to Club members only and offers a shady place to sit down, have some water, and preview some of Breyer's newest releases. Everyone is welcome to stop by to chat with staff and learn about Breyer's Collector Club, Vintage Club, Stablemates Club, and Premier Club. Collector Club Tent interior is open to members only. Visit www.BreyerHorses.com to join the Collector Club.

Autographs with Portrait Horses!

Each year, BreyerFest hosts the real horses that inspired that year's regular run portrait horses and Limited Edition Traditional models, as well as our Celebration Horse! See the map on pages 10-11 for the location of the Autographs tent. Each guest horse and their owner/trainer will be available for autographs each day of the weekend – the full schedule is published online closer to the event and is in the event program on-site. Horses will either be near the autograph tent for posed photos or at their stall ready to meet their adoring fans! Each horse is different and some may prefer their stall to the more crowded autograph area. Breyer Staff is onsite to direct guests and answer all questions.

Signings are limited to 200 people and numbers are distributed to guests 15 minutes before each horse's session. We ask that guests do not line up any earlier than 15 minutes before to keep crowding to a minimum. The area is very busy with horses grazing and standing for photos. The safety of horses and guests is our primary concern. The scheduled time frame and limit of 200 autographs is also in effort to keep horses, owners, and guests from standing out in the sun for long periods of time. Guests are encouraged to visit all of the horses at the stables throughout the weekend. Autographs are not guaranteed; however, most owners are more than happy to sign autographs at the stables should you miss them during their scheduled appearance.



Alltech Arena

BreyerFest Open Model Horse Show

A horse show for model horses!

Thursday & Friday, 7 am to 5 pm

Show your best Breyer models against participants from around the globe. Pre-registration for this show is required, but guests are welcome to come observe and ask questions. Hosted in the North Exhibit Hall. See pages 16-17 for more details.

BreyerFest Youth & Children's Model Horse Shows

A horse show for model horses! Saturday, 7 am – 4 pm

Just for kids and teens! Join us for a day of fun and lots of learning! Pre-registration for this show is required, but guests are welcome to come observe and ask questions. Hosted in the North Exhibit Hall. See pages 16-17 for more details and an introduction to model horse showing.

Celebration of Horses Evening Show

Friday and Saturday, 5 pm- 8 pm

Join us for our annual
Celebration of Horses evening show.

This show is included with
all tickets! Doors open at 5pm
and the show starts
at 6:30 pm.



BreyerFest Workshops

Thursday, Friday, Saturday, and Sunday

BreyerFest workshops, a staple of the event and a great hands-on introduction to the Model Horse Hobby, will be hosted in the South Exhibit Hall of the Alltech Arena. Workshops are only open to VIP and All-Access ticket holders and require advanced registration.



Annual BreyerFest 5K

Sunday - Registration opens at 6:30 am; Race starts at 8 am; awards will be distributed at the conclusion of the race.

Online registration opens after BreyerFest tickets go on sale. All runners receive a BreyerFest 5K Finisher's Medal and commemorative t-shirt, and top winners receive fun Breyer prizes. Packet pick-up and on-site registration will take place at BreyerFest on Saturday in the Race Rise tent outside of BreyerFest near the BreyerFest ticket booth.

Other activities around the Kentucky Horse Park!

Free Stablemates® Painting!

Kids and their parents can create their very own Breyer Stablemates model in our Craft and Activity tent in the Walnut Schooling Ring. Limit of one per person, per day. See map for location.



Celebration Park

Celebration Park offers a wide variety of FREE activities for kids of all ages!

- Pony Rides
- Petting Zoo
- Kids Jumping Contest
- Circus Performers and Face Painting
- The Big Dig
- Kids Games
- Dog Agility

Circus Entertainers!

Our friends from Big Fun Circus will wow you with juggling, dancing, stilt walking and face painting!

Plus, our Beer Garden tent and food trucks are here so you can take a break in the shade with some refreshments while listening to live, local music!

Visitor Information Center (VIC)

Preview of Live Auction Models

Preview this year's stunning live auction models all day on Friday and on Saturday from 9 am to 3:30 pm.

Free Seminars!

BreyerFest offers approximately ten to twelve FREE Seminars over the course of the weekend. Topics range from model horse collecting and how to get involved in showing, to real horse topics presented by some of our guest horse owners. Sessions are 60 minutes long and take place in the VIC theater.

Hall of Champions

Breyer Benefit Live Auction

Saturday, 5:30 pm

Breyer Test Models are on the auction block in this exciting live auction. Stop by the display in the Visitors Information Center on Friday and Saturday for a preview!

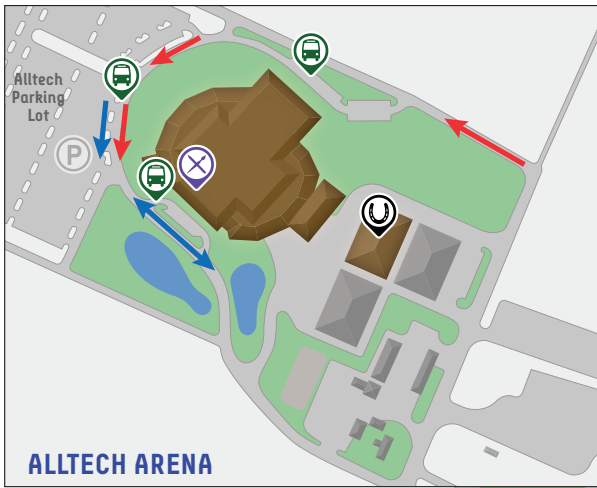


Other Sights to See at the KHP

All ticket holders also have access to many of the sights at the Kentucky Horse Park, including:

- Admission to The International Museum of the Horse
- The Breeds Barn
- The Kids Barn
- The Historic Big Barn

We hope that guests take advantage of seeing these wonderful sights at the Park while they attend BreyerFest!



KHP LOOP Shuttles (**red route**) run in a continuous loop around the perimeter of BreyerFest. Alltech Arena-Ticket Booth Shuttles (**blue route**) run express service between those two locations only. Shuttle Stop volunteers can assist with finding event locations and with general questions. Shuttle stop locations within the KHP are marked with tall blue SHUTTLE feather flags. See the map below for stop locations. Buses will pick up at each location approximately every 15 minutes.



Shuttle Lines

Get Ready For Your FIRST MODEL HORSE SHOW

By Kristen Cermele



“Original Finish” means a Breyer horse straight out of the box, with no alterations. Models can’t be repainted or changed in any way.



What will the judge look for? If it’s an Arabian class, the judge will look for the ideal conformation and characteristics of the breed, as well as colors allowed. For similar models in the class, the judge will look for great condition relative to its age or rarity, and since each Breyer model is hand-painted, nice shading and highlights. The best models in the class win the top ribbons and awards!



Once you’ve got a show and date, it’s time to prepare. Bring what you love, but also bring the nicest horses in your collection. “Nice” does not mean “most expensive,” but rather, your horses with the least flaws (like rubs in the paint – check eartips and hooves! - or warped legs), and nice shading.

Check out the Event Calendar on BreyerHorses.com for a show in your area! Always make sure to read the show packet, but don’t hesitate to contact the show holder with questions and let them know that you are new to showing.

When you’ve selected your horses, it’s time to clean! Take a damp soft rag or towel and run it over each horse. Make sure to get between the ears and through manes and tails!



Next, you need to give your horses a breed and a name. Most model horse shows require hang tags attached to the back hoof of your horse. On one side of the tag, you'll put your horse's name, and your initials or identifying credentials. Name your horse whatever you'd like! It does not have to be the Breyer manufactured name. On the other side, you'll write down the breed. Be sure to look up the breed characteristics to make sure it's a good match for your horse.



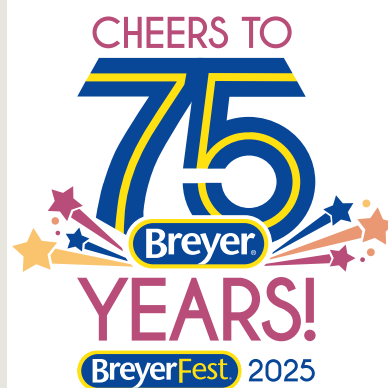
Jennifer Buxton



SPECIAL OFFER!

Now that you're all ready, come out and show at **BreyerFest® Cheers to 75 Years!**

July 11-13 at the Kentucky Horse Park in Lexington, KY.



Take \$10 off your Youth and Children's show registration (normally \$35) by using code **FTGSHOW25**

Head to www.BreyerHorses.com for details!



With your horses cleaned and tagged, it's time to pack! Sewn cushioned pouches, such as Breyer's Pony Pouches offer protection and less bulk and time needing to wrap and unwrap. Alternatively, you can use bubble wrap or old t-shirts. Carefully place your models in a sturdy tote for transport.

When you get to the show, you will want to lay down a blanket on your table and line up your horses. Follow along with the show announcer and listen for your class to be called. Place the model in the show ring and get ready to have some FUN!



2025 COLLECTOR CLUB



MADDOX

2025 Collector Club Special Run!

Members will have the opportunity to purchase in early 2025.

Your gateway to exclusive perks for Breyer fans of all ages!

- Access to exclusive models
- Monthly newsletter
- Insider info
- Annual *Just About Horses* magazine
- Exclusive virtual workshops
- Giveaways
- Special members-only offers
- VIP Collector Events
- Year-round 10% savings
- BreyerFest perks
- Specialty Clubs

BECOME A
MEMBER TODAY!

Learn More! >>



DARIUS

Set of two Deluxe Collector Club exclusive Stablemates models! Boxed set with glossy bay appaloosa and one of four vintage "decorator" colors. Ships Fall 2025

