News

Fair Hill Announces Initial Sponsors

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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 Sponsor

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.

Event website(open in new tab)

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