



PROVISIONAL SCHEDULE OF EVENTS

Cross-Country Course

Open to the Public
Wednesday, April 21, 1:00 p.m.

First Horse Inspection

Wednesday, April 21, 3:00 p.m.

Dressage Test

Thursday & Friday, April 22 & 23,
8:00 a.m. - 4:00 p.m.

Cross-Country Test

Saturday, April 24, 9:30 a.m. - 4:00 p.m.

Non-Denominational Worship Service

Sunday, April 25, 8:00 a.m.

Third Horse Inspection

Sunday, April 25, 8:30 a.m.

Jumping Test

Sunday, April 25, 10:00 a.m. - 3:30 p.m.

Awards Ceremony

Sunday, April 25, 3:30 p.m.



Photo by Bill Strauss



Your Frame of Mind Galleries
Marc Manning Photo



Photo by Michelle C. Dunn

GENERAL INFORMATION

Parking/On-Site Transportation: Parking is \$5 per car daily for General and Group Admission Ticket Holders and will be collected as you enter the Horse Park. Spectator shuttles available to and from parking lots and event entry gates and Saturday to selected areas of the Cross-Country Course for all spectators.

Services for the Disabled: Special parking and on-site transportation and facilities available. Golf carts may not be brought onto the Horse Park and are not available for rent.

Trade Fair/Horse Park Admissions: Three-Day Event subscriptions and tickets include admission to the Trade Fair and General Admission to the Kentucky Horse Park.

Shipping and Handling: \$5.00 per order.

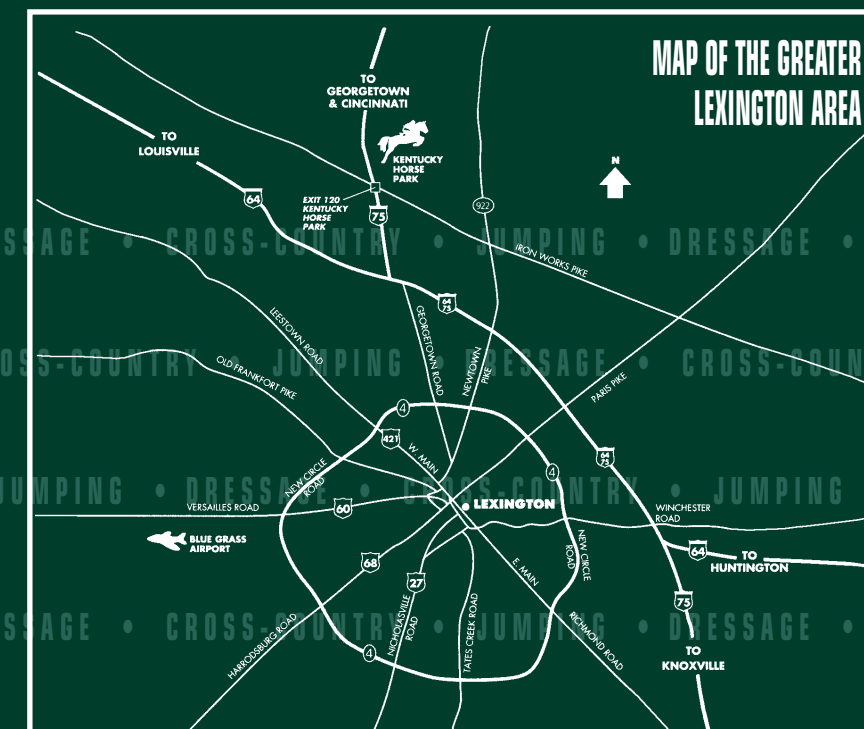
Mail Orders: Equestrian Events, Inc., P.O. Box 12110, Lexington, KY 40580-2110.

Telephone Orders: (859) 254-8123, 9:00 A.M. - 4:00 P.M. EST, M-F. Fax Orders: (859) 254-5116.

Email: rk3detickets@mindspring.com

Website: www.rk3de.org

Hotel/Motel Reservations: Due to Spring Thoroughbred racing and conventions, reservations should be made immediately. For assistance with airline fares and hotel reservations, contact AAA Blue Grass/Kentucky via telephone at 1-800-568-5222 or (859) 233-1111, via facsimile at (859) 281-1410, or via e-mail at aaabgk@aol.com. For information on the Lexington area, contact the Lexington Convention & Visitors Bureau at 1-800-848-1224 or on the Internet at www.visitlex.com. For information on additional sites and activities in the Bluegrass area and the rest of the state, call the Kentucky Department of Travel Development at 1-800-225-8747, identify calling in reference to the Rolex Kentucky Three-Day Event and ask for a Kentucky Travel Pack. Allow two (2) weeks for delivery.



VISIT THE ROLEX KENTUCKY THREE-DAY EVENT WEBSITE AT WWW.RK3DE.ORG



ROLEX KENTUCKY THREE-DAY EVENT 2004



ROLEX KENTUCKY THREE-DAY EVENT TICKET ORDER 2004



THE 7TH U.S. EQUESTRIAN TEAM CCI*** CHAMPIONSHIP

The **Finest Horses and Riders** from around the world will soon come to the Kentucky Horse Park in Lexington to challenge U.S. riders in the 2004 Rolex Kentucky Three-Day Event.

Rolex Kentucky is the only Three-Day Event in the Americas to host a four star (***) CCI (concours complet internationale), which is held under the rules of the Fédération Equestre Internationale (FEI, International Equestrian Federation). The four star represents the highest level of the Three-Day Event and is in its seventh year. The Rolex Championship Trophy and \$190,000 in prize money highlight the four star, which includes the U.S. Equestrian Team CCI*** Championship.

U.S. Citizens and Riders residing in North America who with the entered horse have already completed the qualifying requirements for the Olympic Games in Athens, Greece, August 15-18, 2004, will be able to test the new Olympic Eventing format in a special Modified Three-Day Event included alongside the CCI***. Both classes will serve as Selection Trials for the Olympic Games.

The \$250,000 Rolex Grand Slam of Eventing, won for the first time in the 5-year history of the Grand Slam by England's Pippa Funnell in 2003, will begin anew with Rolex Kentucky 2004. Whether another rider can match Pippa's feat of winning Rolex Kentucky, Badminton and Burghley in succession is anyone's guess. It could be Pippa again!

This Competition Embodies a unique blend of strength, courage, stamina and refined beauty. The three successive tests illustrate the harmony and trust that can be developed between horse and rider and provide the consummate test of the speed, endurance and jumping ability of horses.

For The Twenty-Fourth year, Rolex Watch U.S.A., the official timepiece of the United States Equestrian Team, is pleased to support the prestigious Kentucky Three-Day Event. Take advantage of this singular opportunity to see world-class athletes in action in the acknowledged Horse Capital of the World at the only park in the world dedicated to the horse.

Rolex Watch U.S.A.
and Equestrian Events, Inc.
Cordially Invite You to Attend
The Rolex Kentucky Three-Day Event 2004
April 22, 23, 24 & 25
Kentucky Horse Park, Lexington



DEVELOPMENT FUNDS

Rolex Kentucky organizer Equestrian Events, Inc. (EEI) maintains two development funds to provide for special event needs.

Arena Grandstand Fund

With the completion of the renovation of the main arena where the two days of Dressage and the final Jumping Test are held for Rolex Kentucky, the need now is to improve and increase grandstand seating around the arena.

The first stage of grandstand construction has begun and a new, covered grandstand will be inaugurated at Rolex Kentucky 2004.

The long-range goal is to provide covered grandstand seating for 10,000+, with room for temporary rental grandstands for those events, like Rolex Kentucky, that need seating for more than 10,000. Almost \$2.5 million must be raised to complete the design. Both EEI and the Kentucky Horse Park Foundation are actively seeking donations for this purpose. Sections of new grandstands will be installed as funds become available, hopefully at least annually.

Prize Money Endowment Fund

To ensure that funds will be available to allow prize money awarded at the Rolex Kentucky Three-Day Event to keep pace with the costs of keeping a stable, training horses, and competing, EEI has established a Prize Money Endowment Fund. The purpose of the fund is to develop a support base that will ensure that prize money will be able to be maintained at its current level and increased as necessary regardless of the vagaries of the economy.

A portion of the price for Rolex Kentucky Sponsorships, Ticket Subscriptions and General Admission Tickets will be allotted to these funds, but additional donations to the Arena Grandstand Fund and the Prize Money Endowment Fund will be necessary from supporters of the Rolex Kentucky Three-Day Event to guarantee the viability of the funds. Donations to the Funds are tax deductible. Donations may be made using the Ticket Order Form.

PATRONS' CLUB

Provides admission with preferred parking; admittance to the Patrons' Club Tent; closed-circuit television in the Tent, complimentary beverages in the Tent and on the Cross-Country Course; Luncheon Buffet Thursday, Friday and Saturday; Brunch Sunday morning; reserved grandstand seating area (uncovered) for Dressage and Stadium Jumping; Official Event Program; admission to the Trade Fair; and general admission to the Kentucky Horse Park. Includes the 2004 Rolex Kentucky Three-Day Event Patron Pin as a keepsake.

ADVANCE SALE
(Order must be postmarked, fax dated or received via telephone by March 19, 2004)
\$425 per Adult
\$215 per Young Adult 13-20

CHILDREN 12 AND UNDER

Children 12 and under accompanied by a Patron may enter the Patrons' Club Tent with the appropriate General Admission Ticket if applicable (7-12). Parents who wish these children to have access to meals in the Patrons' Club Tent may purchase meals at \$8.00 per day in the Patrons' Club Tent.

EVENT SALE
After March 19, 2004, and if available, Patrons' Club Subscriptions will be sold at the following prices and must be purchased at the Event:
\$500 per Adult
\$250 per Young Adult 13-20

PATRON PLUS

Includes all the benefits of the Patrons' Club Subscription and the following additional benefits: parking at the front of the Patron preferred parking area; special badge identifying the Patron as a participant in this special category; covered seating in a private tent overlooking the Dressage/Jumping Arena, with a private bar and closed-circuit television; special gifts.

ADVANCE SALE ONLY
(LIMITED NUMBER AVAILABLE)

(Order must be postmarked, fax dated or received via telephone by March 19, 2004)
\$750 per Adult
\$375 per Young Adult 13-20

SUBSCRIPTIONS AND TICKETS

MEMBERS' CLUB

Provides admission with preferred parking; admittance to the Members' Club Tent; closed-circuit television in the Tent and on the Cross-Country Course; Cash Luncheon Buffet available in Tent Thursday, Friday and Saturday; Brunch provided Sunday morning; reserved grandstand seating area (uncovered) for Dressage and Stadium Jumping; Official Event Program; admission to the Trade Fair; and general admission to the Kentucky Horse Park. Includes the 2004 Rolex Kentucky Three-Day Event Member Pin as a keepsake.

ADVANCE SALE
(Order must be postmarked, fax dated or received via telephone by March 19, 2004)
\$225 per Adult
\$110 per Young Adult 13-20

CHILDREN 12 AND UNDER

Children 12 and under accompanied by a Member may enter the Members' Club Tent with the appropriate General Admission Ticket if applicable (7-12). Parents who wish these children to have access to the Sunday Brunch in the Members' Club Tent may purchase meal tickets at \$6.00 per ticket in the Members' Club Tent.

EVENT SALE
After March 19, 2004, and if available, Members' Club Subscriptions will be sold at the following prices and must be purchased at the Event:
\$300 per Adult
\$150 per Young Adult 13-20

GENERAL ADMISSION

Children 6 and under are free.
ADVANCE SALE
(Order must be postmarked, fax dated or received via telephone by March 19, 2004)

INDIVIDUAL ADMISSION
Four-Day Pass (valid each day)
Adults \$45 Children 7-15 \$25
Three-Day Pass (valid Fri-Sun)
Adults \$38 Children 7-15 \$20
Thursday, April 22
Adults \$ 9 Children 7-15 \$ 5

Friday, April 23
Adults \$ 9 Children 7-15 \$ 5
Saturday, April 24
Adults \$18 Children 7-15 \$10
Sunday, April 25
Adults \$15 Children 7-15 \$ 8

GROUP ADMISSION
(6 or more passes or tickets for any one day)
Four-Day Pass (valid each day)
Adults \$40 Children 7-15 \$20
Three-Day Pass (valid Fri-Sun)
Adults \$35 Children 7-15 \$15
Thursday, April 22
Adults \$ 8 Children 7-15 \$ 4
Friday, April 23
Adults \$ 8 Children 7-15 \$ 4
Saturday, April 24
Adults \$17 Children 7-15 \$ 9
Sunday, April 25
Adults \$14 Children 7-15 \$ 7

EVENT SALE
(Multiple day passes and/or group admission are not available.)

After March 19, 2004, Individual General Admission Tickets will be sold at the following prices and must be purchased at the Event:

Thursday, April 22
Adults \$10 Children 7-15 \$ 5
Friday, April 23
Adults \$10 Children 7-15 \$ 5
Saturday, April 24
Adults \$20 Children 7-15 \$12
Sunday, April 25
Adults \$20 Children 7-15 \$12

GENERAL ADMISSION RESERVED GRANDSTAND SEATING

These prices do not include general admission. Prices are the same for adults and any child who will occupy a seat.

ADVANCE SALE
(Order must be postmarked, fax dated or received via telephone by March 19, 2004)

Stand A (covered) Thu or Fri... \$7 Sun... \$12
S.W.E Stands (uncovered) Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$7 Sun... \$12
Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$5 Sun... \$10

Stand A (covered) Thu or Fri... \$7 Sun... \$12
S.W.E Stands (uncovered) Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$7 Sun... \$12
Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$5 Sun... \$10

Stand A (covered) Thu or Fri... \$7 Sun... \$12
S.W.E Stands (uncovered) Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$7 Sun... \$12
Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$5 Sun... \$10

EVENT SALE
After March 19, 2004, Reserved Grandstand Seats will be sold at the following prices and must be purchased at the Event:

Stand A (covered) Thu or Fri... \$7 Sun... \$12
S.W.E Stands (uncovered) Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$7 Sun... \$12
Thu or Fri... \$5 Sun... \$10
Thu or Fri... \$5 Sun... \$10



ROLEX KENTUCKY THREE-DAY EVENT TICKET ORDER 2004

ORDER MUST BE POSTMARKED, FAX DATED OR RECEIVED VIA TELEPHONE BY MARCH 19, 2004

				TOTAL		
PATRONS' CLUB						
No. of Adults	_____ @ \$425	Young Adults (13-20)	_____ @ \$215	\$ _____ .00		
No. of Cars	_____					
PATRON PLUS						
No. of Adults	_____ @ \$750	Young Adults (13-20)	_____ @ \$375	\$ _____ .00		
No. of Cars	_____					
MEMBERS' CLUB						
No. of Adults	_____ @ \$225	Young Adults (13-20)	_____ @ \$110	\$ _____ .00		
No. of Cars	_____					
INDIVIDUAL GENERAL ADMISSION (Child = 7-15)						
No. of Adult Four-Day Passes	_____ @ \$45	Child Passes	_____ @ \$25	\$ _____ .00		
No. of Adult Three-Day Passes	_____ @ \$38	Child Passes	_____ @ \$20	\$ _____ .00		
No. of Adult Thursday	_____ @ \$ 9	Child	_____ @ \$ 5	\$ _____ .00		
No. of Adult Friday	_____ @ \$ 9	Child	_____ @ \$ 5	\$ _____ .00		
No. of Adult Saturday	_____ @ \$18	Child	_____ @ \$10	\$ _____ .00		
No. of Adult Sunday	_____ @ \$15	Child	_____ @ \$ 8	\$ _____ .00		
GROUP GENERAL ADMISSION (6 or more passes or tickets for any one day) (Child = 7-15)						
No. of Adult Four-Day Passes	_____ @ \$40	Child Passes	_____ @ \$20	\$ _____ .00		
No. of Adult Three-Day Passes	_____ @ \$35	Child Passes	_____ @ \$15	\$ _____ .00		
No. of Adult Thursday	_____ @ \$ 8	Child	_____ @ \$ 4	\$ _____ .00		
No. of Adult Friday	_____ @ \$ 8	Child	_____ @ \$ 4	\$ _____ .00		
No. of Adult Saturday	_____ @ \$17	Child	_____ @ \$ 9	\$ _____ .00		
No. of Adult Sunday	_____ @ \$14	Child	_____ @ \$ 7	\$ _____ .00		
GENERAL ADMISSION RESERVED GRANDSTAND SEATING (these prices DO NOT include general admission) Prices are the same for adults and any child who will occupy a seat.						
Stand A (covered) Thu	_____ @ \$7	Fri	_____ @ \$7	Sun	_____ @ \$12	\$ _____ .00
South (uncovered) Thu	_____ @ \$5	Fri	_____ @ \$5	Sun	_____ @ \$10	\$ _____ .00
West (uncovered) Thu	_____ @ \$5	Fri	_____ @ \$5	Sun	_____ @ \$10	\$ _____ .00
East (uncovered) Thu	_____ @ \$5	Fri	_____ @ \$5	Sun	_____ @ \$10	\$ _____ .00
I would like to make a tax deductible contribution to the following:						
\$ _____ Arena Grandstand Fund	\$ _____ Prize Money Endowment Fund			\$ _____ .00		
<input type="checkbox"/> Please send Sponsorship information	<input type="checkbox"/> Disabled Parking	Shipping and Handling	\$	5.00		
				GRAND TOTAL	\$ _____ .00	

Name (Please use peel-off label from envelope) _____
Address _____
City/State/Zip _____ Telephone (Daytime) _____
Credit Card Information Visa MasterCard Exp. Date _____
Credit Card Number _____
Signature _____

Make checks payable to Equestrian Events, Inc. and mail to: P. O. Box 12110, Lexington, KY 40500-2110.
Telephone Orders: 859-254-8123 (9-4 EST M-F) Fax Orders: 859-254-5116
SUBSCRIPTIONS AND TICKETS ARE NOT REFUNDABLE.