



by Helen Abrams
photos courtesy of Premier Jumping League



A New Era Takes Flight

The Premier Jumping League Arrives

The landscape of international showjumping is set for a dramatic transformation with the announcement of the Premier Jumping League (PJP), a bold new global circuit that promises to redefine the sport at its highest level. Backed by entrepreneur Frank McCourt, whose influence in elite sport includes involvement in major global tour structures such as the Global Champions Tour, the PJP enters the arena with both ambition and serious financial firepower.

At the heart of the league's debut is a staggering \$300 million guaranteed prize pot, the largest in the history of the discipline, signaling a decisive shift toward a more sustainable and professional future for riders. This unprecedented investment aims to address one of showjumping's long standing challenges: enabling top athletes to pursue the sport as full time professionals without compromising financial stability.

Set to launch its inaugural season in March 2027, the PJP will feature sixteen teams competing across fourteen iconic venues spanning Europe, North America, and the Middle East. The format

introduces a fresh, team based dynamic, alongside an innovative rider selection process drawing from a pool of 250 of the world's leading athletes, an approach designed to elevate both competition and accessibility.

But the PJP is more than just prize money and prestige. It reflects a broader evolution in how equestrian sport is presented and consumed. With immersive, fan focused events, a free-to-view broadcast model, and collaboration with Emmy Award winning production company Box to Box Films, the league positions itself at the intersection of sport and entertainment. The goal is clear: bring new audiences into the world of showjumping while honoring its traditions.

Equally central to the league's philosophy is its commitment to horse welfare and long term sustainability. From competition design to travel logistics and veterinary oversight, the PJP emphasizes responsible horsemanship as a non-negotiable pillar of its identity.

For many within the sport, the PJP represents a long awaited evolution. Olympic champion Laura Kraut has

already voiced support for a model that better aligns elite performance with meaningful commercial opportunity, while world number one Scott Brash highlights the potential for riders to prioritize both their careers and their horses under this new structure.

With McCourt's backing and a leadership team steeped in both sport and entertainment, the Premier Jumping League arrives not just as another circuit, but as a statement. One that suggests the future of showjumping will be bigger, more global, and more professionally structured than ever before.

For a sport rooted in heritage yet hungry for innovation, the PJP may well be the leap forward it has been waiting for. As anticipation builds toward the inaugural 2027 season, riders, fans, and industry leaders alike are invited to follow the journey, engage with the league, and witness firsthand the next chapter of showjumping unfold on a truly global stage.

Visit www.pjl.com to learn more and stay connected.