HORSE-EVENTS
Sponsorship Opportunities

PROPOSAL

HORSE-EVENTS organises a huge selection of equestrian events throughout out the home counties each year.

Our events range from four Horse Trials with 800 riders attending, to Training Clinics with Professional Riders and Instructors, Olympic Medallists, Badminton Winners and British Team Trainers.

We would like to give your company the opportunity to reach out to a large aspirational and affluent audience in an interesting and exciting way. With 16 Olympic medals won in Equestrian sport at London 2012 this is surely a sport to be associated with.

We have a number of sponsorship and advertising packages available to you.

Horse Trials Demographic

The demographic profile of those in the sport is wide but tends towards the more affluent sections of society.

Competitors and Owners
AB 63%
CI 37%
This is the highest proportion of AB participation in any sport

Spectators
AB 52%
CI 28%
All are mostly:
Property Owners Land Owners Car Owners Animal Lovers
Professionals Equestrian Industry

Social Grades explained (NS-SEC)
A upper middle class- higher managerial, administrative or professional
B middle class - intermediate managerial, administrative or professional
C1 lower middle - class supervisory or clerical, junior managerial,

Some Facts

- 35% of the UK adult population have declared an interest in non-racing equestrian sport
- Over the last seven years the number of competitors has increased by 45%

- Over 4.5 million people ride regularly
- Over ½ million spectators of all ages attend events, many more follow through the media
- Equestrianism 4 billion pound industry

Statics from: British Equestrian Trade Association; National Equestrian Survey

Our Target Audience

On average people will travel up to 60 miles to come to one of our events, the map below shows the area in which people will travel and where our marketing will be targeted at.

WHAT EVENTS DO WE RUN?

Horse Trials / One Day Events

A Horse Trials also known as a One Day Event encompasses all three disciplines. It requires accuracy and grace for the dressage, agility for the show jumping and endurance and courage for the final element, the cross country.

Each phase therefore has its part to play and the standings can change dramatically throughout the day making it an exciting competition to watch right up until the last horse crosses the finishing line on the cross country course

Combined Training
Consists of two riding elements first the accuracy of the Dressage followed by the technicality of the Show Jumping phase. This is a popular style of event as it can be ridden at many levels and a great way to prepare for one day event competitions

Hunter Trails
An exciting event which just contains the cross country element, an optimum time is set where riders compete individually or in pairs completing a course of natural solid obstacles closet to the optimum time wins.

Training Clinics
Training clinics form a core part of the events we run. We team up with the top Professional Riders and Trainers to host some of the finest training clinics in the UK. By using prestigious venues we can offer our clients a unique experience giving them to opportunity to train with some of the best horsemen and women.

ADVERTISING & SPONSORSHIP OPPORTUNITIES

We have a number of different opportunities starting from as little as £25

All sponsorship packages can be tailored to suit your requirements. Our proposals have been designed to give you an overview of possible options. This is an unmissable opportunity to promote your company to a captive audience. The main packages are:

Title Event Sponsorship: Title Event Sponsorship provides an excellent opportunity for a high profile presence at all our events in 2013. This also gives you the naming rights to the four main Horse Trials we run, an E-shot marketing campaign to our clients and a huge amount of brand coverage throughout year. Including Programme and schedule advertising.

Associate Event Sponsorship: Associate Sponsorship gives you coverage at each one of our events through 2013. Including year round website coverage and Jump Sponsorship and Programme advertising at our Four main Horse Trials.

Cross Country Jump Sponsorship: This is an affordable way to reach a large audience, at each of our Four Horse Trials. This option also include programme advertising and your company banner displayed one or near the fence you sponsor.

Title Event Sponsorship.

The most prestigious level of sponsorship is available to our corporate partners at the Title Event Sponsorship. A Title Sponsor has the honour of naming rights to the four Horse Trials we run. Companies will benefit from all our advertising within industry magazines, the web, schedule hand-outs, tack shops and mail outs to our database which have a combined circulation of over 10 000 units.

- Four Horse Trials named after the company i.e.: '**The Your Company Name Swalcliffe One Day Event'**
- Your Company Logo printed on horse trials schedules
- Sponsorship of a Cross Country fence at each of the four horse trials
- Sponsorship of the Cross Country Start Box and Commentator Box at each of the four horse trials.
- Back Page advert of each Horse Trails Event Programme. Four programmes in total, these are distributed to every competitor at each event and available to all spectators.
- A trade stand at no extra charge, if you wish
- Numerous announcements on the PA system that the event has been sponsored by your company.
- Website Logo Exposure and link to you website.
- At each one of our four Horse Trails the competitor's numbers will have your Company name on; this means that all professional photos taken will show your company name on each rider.
- An E-shot Marketing Campaign to our database
- Your Company banner displayed at every one of our events in 2013 Coverage from February 2013 – October 2013.
- A hospitality Package is available to your company on request at Swalcliffe Horse trials on the 29th September.

Associate Event Sponsorship.

Associate Sponsorship provides an excellent opportunity for a high profile presence at each event we organise in 2013. There are numerous marketing benefits including

- Your Company banner displayed at every one of our events in 2013 Coverage from February 2013 – October 2013.
- Sponsorship of a Cross Country fence at each of the four horse trials
- Full Page advert in each Horse Trails Event Programme. Four programmes in total, these are distributed to every competitor at each event and available to all spectators.
- A trade stand at no extra charge, if you wish.
- Website Logo Exposure and link to you website.

Total cost £1000

Sponsor a Cross Country Fence

Your banners/merchandise will be displayed on the fence which will be photographed by a professional photographer who attends the event and sells numerous photographs on the day and online, decoration of your choice for example cars, flowers, and statues can be used.

The fence will be named after your company for example; 'Your company name Castle complex', this is not only titled in the event programme it is also announced on the cross country PA system throughout the event. This option includes a free half page advert in the event programme which will be distributed to competitors and spectators.

Total Cost- £100 per fence at 1 horse trails.
AND £75 per fence if all 4 horse trials booked which run from April to September.

(In some cases the fence will be named after your company but the banner may be displayed in a different area giving your company added exposure)

BENEFITS INCLUDE:

Brand exposure: Reach a large, aspirational and affluent audience with a healthy lifestyle image

Brand image: Align your organisation with a successful, exciting sport with attractive brand values and substantial medal wins on the world stage

Community and social responsibility: Support community strategy through association with a sport where men and women compete on an equal level

Employee engagement: Build pride, reward and profile throughout your organisation by involving your colleagues

High value: Gain exceptional value for money and return on investment with this campaign running for the whole of 2013.

Regional targeting: Focus or 'up-weight' activity in local event catchment areas

Past Sponsors

abbeyproperties
independent estate agents

FindersKeepers

Waitrose

'By sponsoring a Professional Equine Training event in August 2012 we managed to hit a perfectly suited demographic target audience for our company, we therefore managed to tap into a new location and have been further rewarded through word of mouth'. *Alpine Guru*

HORSE-EVENTS 2013 Dates Confirmed

3rd February - Indoor Dressage - *Lyneham Heath Farm, Lyneham, Oxfordshire*

10th March - Eventers Combined Training & Clear Round - *Crown Farm, Ascott under Wychwood, Oxfordshire*

24th March - Indoor Dressage - *Lyneham Heath Farm, Lyneham, Oxfordshire*

6th April - Combined Training & Clear Round - *Elmwood Equestrian, Bampton, Oxfordshire*

20 & 21st April - Open and Mini One Day Event- *Elmwood Equestrian, Bampton, Oxfordshire*

26th May - Combined Training & Clear Round - *Elmwood Equestrian, Bampton, Oxfordshire*

7th July - Crown Farm One Day Event- *Crown Farm, Ascott under Wychwood, Oxfordshire*

21st July - Combined Training & Clear Round - *Elmwood Equestrian, Bampton, Oxfordshire*

10th August - Combined Training & Clear Round - *Crown Farm, Ascott under Wychwood, Oxfordshire*

24th & 25th August - Open and Mini One Day Event *Elmwood Equestrian, Bampton, Oxfordshire*

15th September- Combined Training & Clear Round - *Crown Farm, Ascott under Wychwood, Oxfordshire*

29th September- One Day Event –*Swacliffe Park Equestrian, Banbury, Oxfordshire.*

6th October- Combined Training & Clear Round - *Elmwood Equestrian, Bampton, Oxfordshire*

26th October - Hunter Trial - *Elmwood Equestrian, Bampton, Oxfordshire*