

HORSE EVENTS

Horse Events Sponsorship Opportunities

Horse Events is the largest Unaffiliated Eventing competition organiser in the UK. Covering Oxfordshire, Gloucestershire, Wiltshire, Worcestershire & Berkshire. With a huge database of competitors, venues and marketing power it has become the nationally recognised website for people to find and book their next event on.

We pride ourselves in well organised friendly events, which are open for all to attend, allowing all ages and levels, from beginners, pony club and riding club riders, who enjoy the sport, to professionals that often participate to train their young horses destined for the international stage.

The venues we select are first class, we use professionals in their field to ensure we provide beautifully presented and well-built cross-country courses across the country, which allows our competitors to compete at a variety of courses each giving something different to offer.

By partnering with Horse-Events we believe we can offer your company continuous brand exposure through out a year not only at our events but through our national database of competitors who enter events on our website.

- ❖ **½ million website users a year**
- ❖ **Over 100 People book an event everyday online**
- ❖ **Number 1 Google Search for Horse Events**
- ❖ **Showcasing over 150 Equestrian Venues**
- ❖ **500 Events online a year**
- ❖ **27k Email Database**
- ❖ **18k Social Media Followers**
- ❖ **In 2020 Horse Events was the 1st organiser to run a COVID-19 compliant Horse Trials in the UK**
- ❖ **In 2020 we launched the very 1st Digital Dressage Scoring system.**



HORSE EVENTS



WHY SPONSOR

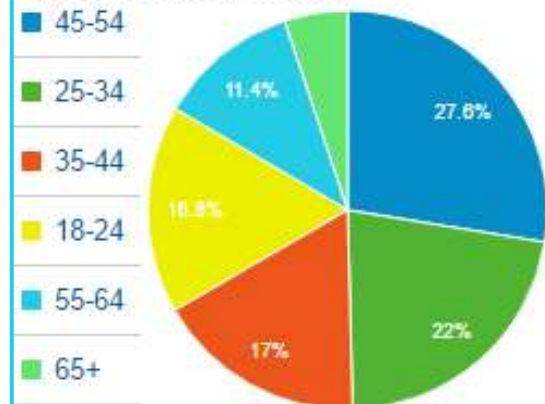
Exposure to a target Equestrian market

Active Social media channels increase awareness

Supporting the future talent of the Equestrian sport

We do your marketing for you all year round!

Age Demographic of Users on the Horse Events website



Sponsorship is designed to achieve

- **Brand exposure** – Reach a big 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 medals won on the world stage.
- **Sales opportunities:** Retail, showcase and launch products
- **Community and social responsibility contributions:** Support community strategy through association with a sport where men and women compete on an equal level.
- **High Value:** Gain exceptional value for money and return on investment

Target Audience

On average individuals travel up to 60 miles to either participate or spectate in one or all of our events. The maps below depict the area in which people travel and consequently where our marketing is targeted.

In addition, our website provides exposure on a national level through our online booking site.

A few of Venues Hosting an event or Showcasing a Class on our behalf include:

Broadway, Worcestershire

Calmsden, Gloucestershire

Dallas Burton, Warwickshire

Dauntsey, Wiltshire

Elmwood Equestrian, Oxfordshire

Newbold Verdon, Leicestershire

Onley, Warwickshire

Rectory Farm, Gloucestershire

Swalcliffe Park Equestrian, Oxfordshire

Wellington Riding, Berkshire

Wickstead HorsePlay, Wiltshire



Annual Sponsorship

COVERAGE AT ALL HORSE-EVENT COMPETITIONS

Annual Sponsorship gives your Company coverage at every single event organized by Horse Events on a rolling 12 month bases. targeting our Unaffiliated and Schools Equestrian Games Market.

Included within this package is prominent exposure at events, and on the Horse Events website. Opportunities include a mail out to our 27 000 database, and Continuous Brand recognition through our national online events booking platform.

What does Annual Sponsorship Include:

- Exclusivity to your company sector
- Email Campaigns – 2 opportunities to email out to our database of over 21000
- Logo and Links on Horses Events Home Page (No 1 google search)
- Banners and Signs displayed on the marque & prominent cross-country Fence.
- Logo printed on any event schedules sent out
- Cross Country Fence named after your company at all One Day Events & Cross-country competitions
- Digital & printed program advert in all event programs
- Multiple post through our Social Media Channels Facebook, Instagram & Twitter
- **NEW*** PA Announcements highlighting your business throughout the day of the competition (In the event of non-PA system this is done through a live radio channel)
- The opportunity to have a trade stand at each of our Horse Trials in the year
- Logo printed on merchandise for Volunteer & Championship clothing
- **NEW*** Company logo on all website automated emails for all events using our booking system.

£3,500 per year



Eventing Class Sponsorship

Class Sponsorship allows you to really focus on your target audience through all aspects of the event. Our Class Sponsorship works slightly differently to other events. We offer a class sponsorship package that covers all our Horse Trials to ensure you target as many individuals as possible throughout an eventing season at many different locations. By Sponsoring two sections at each of our locations, branded rosettes, prizes and marketing coverage can be seen by over 10 000 people.

- Your Company Banner and sign to be displayed in a prominent location at the event
- Logo and Links on the Horse Events website on event page
- Logo and Company Name printed on any event Schedules
- Cross Country Fence named after your company
- Digital & Printed Programme advert (full page)
- Multiple post through our media Channels
- PA or Digital Radio Announcements throughout the day of the competition highlighting commentary notes about your business
- Competitor Numbers for that Class to be printed with Company Name
- Trade stand at all ODE's
- Luxury Branded Rosettes in your logo colours given up to 8th place in each section.

£1000 with Prizes for 20 sections allowing coverage at all Horse Trials (Prizes for 1st, 2nd & 3rd)



Cross Country Fence Sponsorship

Cross Country Fence Sponsorship gives you a Cross country fence names after your company at each of the Cross Country Competitions organised by us.

'YOUR COMPANY NAME water complex'

- Company Banner to be displayed at the event
- Logo and Links on the Horse Events website for 12 months
- Cross Country Fence named after your company
- Digital & Printed Programme advert (full page)
- Multiple Tweets and Facebook post through our media Channels
- PA Announcements highlighting your business throughout the day of the event.
- Presence at Winter Arena Eventing
- **£800 all our XC Events (Rolling 12 months)**

Sponsor
The Cross Country Start Box
£1200 at all XC Events





Schools Equestrian Games

"Showcasing tomorrows equestrian talent"



The Schools Equestrian Games is a series of inter schools competitions allowing school children to compete for their school in a number of equestrian disciplines throughout the country.

We pride ourselves of well organised events with clear communication in a friendly and enjoyable atmosphere, providing a platform for all school children to compete in equestrian sport at all levels of competition, encompassing the sport for all ethos. With over 200 Schools signed up to the SEG this is set to be a competitive for 2021.

This is a great opportunity to target a schools' target market with 63% of children attending independent schools.

SEG Arena Eventing Title Sponsorship

The **SEG Arena Eventing Series** consists of a number of qualifying events throughout the UK with the finals taking place at 3 prestigious locations, 100cm Barbury Horse Trials, 80cm Chatsworth International Horse Trials & 90cm Gatcombe Festival of Eventing

- Company Banner to be Displayed at event location
- Online Links and presence in the No 1 equestrian booking site in the UK – giving you access to an National Equestrian audience
- Regular Social media Posts throughout the series
- Branded Championship rosettes in your company colour
- Prizes can be given in kind if you wish
- Competitor Numbers printed with your company logo
- Winners Trophy to be named after your company





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Contact Us

Please do get in touch to discuss your requirements. All packages can be tailored to suit your companies different requirements

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Website: www.horse-events.co.uk



"Thank you, Horse-Events, as always professionally and super safely run. Gold medals 🏆 all round for the most efficient event ever!! I actually hope some of the changes remain forever" Competitor 2020

"Thank you so much for a really fab day. So good to be back out Eventing...and having never been to Elmwood I will definitely be back! SJ and XC courses were great, educational but fair...volunteers so friendly and helpful...and everything ran like clockwork." Competitor 2020

"It was the most amazing day, so well organised, the atmosphere was calm and chilled" Competitor Elmwood 2020

"I just wanted to email to say a massive thank you for the event at Dauntsey this weekend! It was so wonderful to be back out competing! All precautions taken for Covid was perfectly executed with little impact to our day!" Competitor 2020

"Nothing ever ran late, the online scoring was brilliant, the volunteers were friendly and smiley, the courses were well built and the venues were lovely. As someone who spent much of their youth riding at BE events,. They really are comparable to the best of the BE events. And all having to be done under Covid regulations too - you really did save the summer" SEG Parent 2020

