

INVITATION TO SPONSOR

SKIPTON



HORSE TRIALS

2019



BACKGROUND

With the kind permission of the Howard family, Skipton Horse Trials have been running at Funkirk Farm, Carleton for over 25 years. Situated just off the A59 a couple of miles west of Skipton, the event with its stunning backdrop of the Yorkshire Dales attracts thousands of people including competitors and their supporters, volunteers, officials, sponsors, local media and the general public.

WHY SPONSOR EVENTING

Associating your business with Skipton Horse Trials will give you a unique opportunity to get high value brand exposure amongst an affluent, largely AB1 audience of riders and spectators.

Our aim is to offer local businesses who share our passion and interest in this sport a sponsorship package which is both value for money and rewarding.

We hope to work closely with you so that your sponsorship assists in building positive brand awareness for your business and helps us to build Skipton Horse Trials into one of the best, if not THE best, British Eventing grassroots venues in the country

Useful Information

- One of the few sports in which amateurs compete against professionals and win.
- One of the very few sports in which men and women compete on equal terms.
- An estimated 0.75 million spectators of all ages attend events, many more follow through the media.
- 35% of the UK adult population has declared an interest in non-racing equestrian sport.
- Over 17 million are interested in equestrian sport.
- Many top riders compete all year round at one day events.
- British Eventing has over 15,000 members, of which over 9,000 compete regularly.
- Over 30,000 officials and volunteers get involved each year.
- Over the last seven years the number of competitors has increased by 45%
- Equestrian Sector has a gross output in excess of £4 billion.

Source: British Eventing

DIAMOND HEADLINE SPONSOR 2019

The event itself will be called 'The [your name] Skipton Horse Trials', and yours will be the only name directly associated in all PR and marketing activities

- **Advertising/Media/PR:**

- Large branded advertising board to be placed at the end of the road to Carleton, which is sited on the A59, one of the main roads to Skipton and a thoroughfare between North Yorkshire and Lancashire. It will be seen by thousands passing all year round.
- A second large branded advertising board will be located at the entrance to Funkirk Farm on Heslaker Lane, the Carleton Road.
- Your advertising boards/banners displayed in key locations around the event
- Consistent and regular name checks and logo postings on Facebook (over 3300 likes) and Twitter (over 1200 followers)
- A bio of the company will be added on our website, along with a photo of your choice on the sponsorship with a link to your own website
- A full page colour advert in our programme
- Promotional commentary throughout the competition
- Opportunity to place your publications/marketing material in our Sponsors' and Secretary's Marquee

- **Cross Country Fence:**

- Up to three purpose-built fences (one per course) themed to support the corporate brand and located in a prime position

- **Section Sponsorship:**

- One Section each day named after the company with the opportunity to present prizes and awards.
- Your name/branding on rosettes in these sections

- **Trade Stand**

- Central location for your trade stand; whatever the size.

- **Hospitality**

- Free entry and access for up to 10 people to the Officials' and Sponsors' Marquee for lunch and light refreshments throughout the event
- VIP parking

Demographics

- Competitors and owners are 63% **AB** profile (the same demographic as tennis)
- Eventing has the highest **AB** audience of any sport in the UK

Source: British Eventing

COST £2500* + VAT

This package can be altered and developed to suit your individual needs, please contact us to discuss.

PLATINUM SPONSOR

Why not sponsor the Show Jumping phase of the Competition, offering particularly good value for the Corporate Sponsor, with the arena sited directly in front of our Officials' and Sponsors' Marquee

Benefits include:-

- Advertising boards displayed around the show jumping arena
- Arena to carry the company name in the title
- Custom Show Jump
- Trade Stand up to 12m wide (if required)
- Promotional commentary throughout the event
- Half page black and white advert in our programme
- Company link and logo to be featured on the Skipton Horse Trials website
- Promotional postings on our Facebook page and Twitter feed
- Free entry and access for up to 4 people to the Officials' and Sponsors' Marquee for lunch and light refreshments throughout the event
- VIP parking

Cost £600** + VAT

GOLD SPONSOR

How about sponsoring a section of riders

Benefits include:-

- Section named after your company and the scoreboard header of your Section will take on the company's name
- Trade Stand up to 9m wide (if required)
- Your company name on rider bibs in your Section, visible to all competitors and spectators. There are also permanent reminders of the sponsorship in the form of professional photos taken over the weekend which many riders buy as mementoes
- Your advertising boards/banners displayed around the show jumping arena
- Your name/branding on rosettes in your Section
- The opportunity to present prizes

Eventing Facts

- Eventing is Britain's number 1 equestrian sport
- The GB eventing team has collected an unrivalled number of individual & team medals
- BBC coverage of major events & a general increase media interest
- Source: British Eventing

- Promotional commentary during your sponsored section during the show jumping and cross country phases
- Half page black and white advert in our programme
- Company link and logo on our Facebook page and Twitter feed
- Free entry and access for up to 4 people to the Officials' and Sponsors' Marquee for lunch and light refreshments per section sponsored

£500** + VAT (first section) £200** + VAT (additional sections)

CROSS COUNTRY FENCE SPONSORSHIP

For many local, small to medium size businesses, fence sponsorship is a great way to raise the profile of your company/product/brand amongst a predominantly local and often affluent market.

PREMIUM FENCE PACKAGE

Benefits include:-

- Sponsorship naming rights on one fully branded cross country fence complex/feature fence (eg first/last, steps and bank, water complex, farmyard etc) and named after your company in our programme
- Opportunity to site up to four advertising boards/banners
- Trade Stand up to 6m wide (if required)
- Promotional commentary throughout the cross country
- A half page black and white advert in our programme
- Promotional posting on our Facebook page and Twitter feed
- Free entry and access for up to 2 people to the Officials' and Sponsors' Marquee for lunch and light refreshments on either Saturday or Sunday

From £275** + VAT

STANDARD FENCE PACKAGE

Benefits include:-

- A single cross country fence named after your company in our programme
- Opportunity to site up to two advertising boards/banners
- Trade Stand up to 3m wide (if required)
- Promotional commentary throughout the cross country
- A half page black and white advert in our programme

Dates for 2019:

29-30 June

3-4 August



- Promotional posting on our Facebook page and Twitter Feed
- Free entry and access for up to 2 people to the Officials' and Sponsors' Marquee for lunch and light refreshments on either Saturday or Sunday

£125** + VAT

BESPOKE FENCE SPONSORSHIP FOR 2019

We will be replacing a number of our portable fences for 2019, giving us the opportunity to work in partnership with you to design and build a very special and unique company-branded fence that can be incorporated into the course for a number of years to come. For an initial one-off fee of £500+VAT you will receive all the benefits of a standard fence sponsor for 3 years (6 events) offering particularly good value for money. Please ask for a quote if you wish to have subsequent fences or a bespoke fence complex designed.

To discuss this further, please contact our Course Designer/Builder Tim Bennett directly on 07710 067379 before the end of March.

VOLUNTEER THANK YOU GIFTS

We need over 120 people per day to run Skipton Horse Trials, with the vast majority giving their time for free. We treat our volunteers extremely well, providing hot and cold drinks, a packed lunch or plated meal and afternoon tea. It is vital to us that they feel appreciated for the time and effort they put in, in all kinds of weather!

We always offer each and every single volunteer a thank you gift. This is a great way for you to advertise your company, increase brand awareness and/or product placement, and we are more than happy to discuss these options with you. In previous years this has been a Skipton Horse Trials jute bag or a baseball cap (which always go down well) but other items we would suggest include, mugs, polo shirts, Hi-Viz waistcoats, umbrellas etc. We can organise this for you or you can supply yourself, and we estimate the cost in the region of £750 but this is obviously dependent upon the goods provided.

BESPOKE PACKAGES

These are just some of the ways businesses can get involved with sponsoring. If you think Skipton Horse Trials is a great opportunity for your company but you can't find just what you are looking for in the packages outlined, please call us and we will be happy to discuss your requirements.

Do you have any other Sponsorship ideas? Why not ask us about sponsoring the Hospitality Marquee and our 'Cantering Caterers', or any other aspect of the event.

PROGRAMME ADVERTISING

There are a variety of options for advertising in our programme (600 distributed per event), just let us know what you need.

Full page colour	£120 + VAT
Full page black and white	£100+ VAT
Half page black and white	£50 + VAT

Prices are for print-ready artwork supplied by you. Quotes are available from our printer if you are unable to supply your own.

**** Diamond Headline Sponsorship is a single annual payment***

***** All other sponsorship package costs are per event – businesses wishing to sponsor both June and August will be given 15% prompt payment discount off the total cost (excludes programme advertising and bespoke fence-building)***

SPONSORSHIP AT A GLANCE (COST + VAT PER EVENT)	Diamond Headline Sponsor	Platinum Sponsor	Gold Sponsor	Premium Fence	Standard Fence
	£2500 (annual payment)	£600	£500 first section £200 subsequent sections	From £275	£125
Your company being the only name directly associated with SHT	✓				
Two Large branded advertising boards provided	✓				
Full page colour advert in our A5 programme	✓				
Half page mono advert in our A5 programme		✓	✓	✓	✓
Primary siting for company branded boards/banners	✓	✓			
Some advertising boarding/banners on site			✓	✓	✓
Show Jumping Arena to be named after your company		✓			
Custom Show Jump		✓			
Naming rights on cross country fence complex / feature fence	✓			✓	
Naming rights on single cross country fence					✓
Promotional commentary on the PA system throughout	✓	✓	✓	✓	✓
Your company name printed on rider bibs in your Section	✓		✓		
Free entry and hospitality (number of guests and days)*	up to 10 both days	4 both days	4 per section, one day	2 one day	2 one day
VIP parking	✓	✓			
Sponsor list (programme and website)	✓	✓	✓	✓	✓
Name/branding on rosettes	✓		✓		
Support prize giving	✓		✓		
Tradestand/Display (if required)	Unlimited	12m	9m	6m	3m
Company link and logo prominent on our website	✓	✓	✓		
Promotional posting on Facebook and Twitter	✓	✓	✓	✓	✓

SKIPTON



HORSE TRIALS

**On behalf of British Eventing, the
organisers, competitors and volunteers -
thank you for your support!**

Contacts:

Robin Bower

Organiser

Dressage & Show Jumping

Mobile: 07976 272272

Email:

robin.bower@forbessolicitors.
co.uk

Tim Bennett

Organiser

Course Builder/Cross Country

Sponsorship

Mobile: 07710 067379

Email: tim@tbevents.co.uk

Sarah Nield

Organiser

Event Co-ordination

Mobile : 07775 586455

Email: Sarah@tejuvi.co.uk