Dear Sir/ Madam,

**Man Versus Horse (MvH) – England, Quantock Hills.**

We invite you to play an important role in *Man Versus Horse (MvH) – ENGLAND*. This will be an epic 25mile race on and around the Quantock hills in Somerset where runners battle it out against horses and riders in aid of men’s mental health and suicide prevention in young people. This is the first time this type of event is being run in England and demand is already high. The event has and will continue to attract a considerable amount of media, business and community interest.

Like many great ideas, this race was born out of a discussion in a pub where Jon, Philip & Neil were talking about how we could really do something about the mental health crisis facing the UK.

*Why is this important?*

Suicide is the biggest single killer of men under 50 in this country - a statistic that doesn’t sit well with any of us. Suicide is particularly prevalent in the construction industry and farming, both of which are big employers in Somerset. Through the event, we aim to support the development of a specific Somerset charity called *‘Steve’*, the Somerset Boys and Men’s Health Network. The objective of ‘Steve’ is to raise awareness of men’s mental health and establish a network of proactive help groups called *MenWise*, which will become an enduring and ultimately, self-supporting, organisation. The event will also provide proactive support and education to young people through direct funding to *Papyrus*, who are focussed on suicide prevention in young people.

*When and where is the event taking place?*

MvH will take place on 7th October 2023, the nearest weekend to the worldwide Men’s Mental Health day on 10th October. At this time of year it is generally a bit cooler and the ground is a bit softer which is better for the welfare of the horses. The event will start and finish in the village of Over Stowey.

*Who is running the event?*

A volunteer planning team made up of a range of relevant professions from the local community has been brought together by the founders of this event with the backing of *Equi-librium Coaching*. The team is currently hard at work coordinating every aspect of the race. Landowners, public bodies, running groups, equestrians and the local community are all involved. The level of interest and outpouring of personal experience has been overwhelming. This is truly an issue that impacts us all and the event has captured the imagination of many. With very little advertising, we have received over 700 expressions of interest from competitors, however, to ensure safety, we have already decided to limit the event to 40 horses and 200 runners.

Permission for the event has been granted by the Forestry Commission/ Quantock Hills AONB. This permission requires a full risk assessment and event insurance which is all in place.

*The opportunity to get involved as an event Sponsor*

The event lends itself to a range of sponsorship opportunities. These include: the sponsoring of prizes, the start/ finish lines, individual water stations and check points, and; the provision of medals, competitors t-shirts and goodie bags. The different tiers of sponsorship are shown in the table below and at this time we are inviting expressions of interest from potential Sponsors.

As well as the personal satisfaction of supporting such a worthy cause, this event provides an opportunity to: show your corporate social responsibility, and; demonstrate your commitment to mental health & wellbeing amongst not only your own organisation, but the communities that you are part of in Somerset.

**Table 1** Sponsorship Opportunities

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| --- | --- | --- | --- |
| **Sponsor Band** | **Value** | **Advertising Items**  | **Other** |
| Platinum | £25,000 | * Start & Finish line
* Competitor numbers
* Medal
* Winner’s cup
* Present runner’s £500 cheque (if they win!)
 | The best location for getting your association known and name out there. |
| Diamond | £10,000 | * Half Way Vetting Point (Crowcombe Park Gate)
 | After the start/ finish, this is likely to be the most accessible spectator spot on route. |
| Gold | £5,000 | * Check Point 1 (Lydeard Hill)
 | The first check point, water station and first aid point.  |
| £5,000 | * Check Point 2 (Staple Plantation)
 | The final check point, water station and first aid point on route. They’ll be getting tired at this point! |
| Silver | £2,000 | * Trophy – Fastest Horse
 | The Sponsor’s name engraved on a main category trophy and recognised in the media. |
| £2,000 | * Trophy – Fastest Runner
 |
| £1,000 | * Trophy – Veteran Horse
 |
| £1,000 | * Trophy – Veteran Runner
 |
| £1,000 | * Trophy – Youngest Rider
 |
| £1,000 | * Trophy – Youngest Runner
 |
| £1,000 | * Others TBC
 |
| Bronze | £500 | * Prize – First Mare
 | The Sponsor’s name called out during prize giving  |
| £500 | * Prize – Best turned out
 |
| £500 | * Others TBC
 |
| Donations Wall | Any | * Name listed amongst supporters in media
 |  |
| Gift items | Any | * Product placement at key locations
* Included in goodie bags
* Associated with trophies/ prizes
 |  |

*Potential Sponsors’ Evening*

If you are already on board, welcome! This is going to be an amazing event with a legacy to be proud of.

If you’d like to learn more about the event before committing, then feel free to join us at a special Sponsors’ Evening in late June where you will hear about the event and meet our guest speakers.

*How to get in contact*

Email: admin@manvhorse.com Website: [www.manvhorse.com](http://www.manvhorse.com)

Yours faithfully,

Neil, Phillip, Jon.

On behalf of ‘Steve’ and the Man Vs Horse volunteer planning team.