

A COMMERCIAL GUIDE TO PARTNERING WITH

SOUTH OF ENGLAND INTERNATIONAL HORSE TRIALS & AUTUMN SHOW

Saturday 26th & Sunday 27th September 2026

Organised by:

SOUTH EASTERN EQUESTRIAN
SERVICES LIMITED



A UNIQUE SPONSORING OPPORTUNITY

In this Guide, we set out the many ways in which you can commercially engage with our events, whether through sponsorship, taking a trade stand or simply advertising with us.

What our events can do best for you is provide access to an audience of affluent, rural (and suburban) fans who represent the heart of the sport.

These are the riders, their families and friends, owners, our volunteers and local fans of the sport, in other words the entire equestrian community.

We've also provided a detailed commercial background found in the appendix on the sport in terms of our audiences, their commercial behaviour, how the sport is organised and what differentiates our sport.

We hope you find the information helpful and we thank you in advance for the interest you have shown in our events.



Tim Nolan
Joint Organiser



A SPORT FOR ALL

What is eventing?

Eventing or Horse Trials is an all round equestrian sport in which Britain excels and recent medal success has brought it to the forefront once again. It is also one of a handful of events where men and women compete on equal terms and the amateur can compete against a world or Olympic champion.

It is the ultimate test of horse and rider comprising of three disciplines, the elegance of dressage, the bravery of cross-country and pressure of show jumping. The scores from each test combine to produce an overall total. It involves hours of intensive training, careful preparation, enormous skill and great courage but is a sport that is both elegant and exciting.

Historically, the interest in Eventing came almost entirely from the rural population. However, today the growth in spectator appeal also comes as much from those living in or around towns and cities. This is common to many sports as leisure plays a greater role in society.

However, Eventing offers the spectator exceptional benefits with the opportunities to take the whole family to the countryside. An exciting competition viewed from close quarters seeing top names in the sport such as Zara Phillips, Pippa Funnell, Tim and Jonelle Price (NZ), Gemma Tattersall and Tom McEwen to name but a few!

South Eastern Equestrian Services offers potential sponsors the opportunity to raise their profile both locally and nationally with participants and spectators coming from all over the country or simply to host corporate entertainment for clients, friends and family.





SOUTH OF ENGLAND INTERNATIONAL (FEI) HORSE TRIALS

SHOW GROUND, ARDINGLY, HAYWARDS HEATH, WEST SUSSEX

The South of England International FEI CCI*** & CCI**, held on the last weekend of September, attracting some of the top event riders and its prestige continues to grow with over ten countries usually being represented. We also run British Eventing national classes from BE 90 through to Open Intermediate sections over the weekend with over 550 horses competing. This event utilises some of the best facilities for any horse trials within the United Kingdom with the permanent pavilion purposely designed for corporate hospitality overlooking the main ring.

In 2022 The South of England International Horse Trials and the well established Autumn Show combined events over the weekend with fantastic success. This newly combined event now attracts some 18,500 visitors over the two days with its celebration of the countryside, harvest and country sports alongside the equestrian sport of Eventing. This now offers a huge marketing opportunity for many companies through sponsorship at one of the largest events of its kind in the South.



SOME PAST & PRESENT SPONSORS



COMMERCIAL OPPORTUNITIES AT OUR EVENTS

TITLE SPONSORSHIP

- The event would be called 'The (YOUR COMPANY NAME) South of England Horse Trials'.
- **Sponsorship of the top section at the event**
 - The (YOUR COMPANY NAME) CCI 3* Section at The South of England International and Autumn Show.
- **Your company branding throughout the event as well as before and after.**
 - Your company name in publications and advertisements of the event that includes event reviews in The Horse And Hound and the equestrian media.
 - Your name and adverting British Eventing magazine on our Schedule page which goes out to members.
 - Your name and logo on our large main road event entrance banners .
- **Sponsorship of competitors bib numbers for your section**
- **Presentation of prizes by a nominated representative of your company in front of your advertising boards in or outside The Pavilion.**
- **The winners trophy with your company name engraved on it.**
- **Designed Rosettes for your section.**
- **Sponsorship of a cross country complex or prominent fence on all the courses over the weekend.**
- **Your company's adverting banners strategically placed for most media exposure throughout the event to include.**
 - The main entrance to the event.
 - The main public pay gates and Horse box entrance
 - The main Showjumping and Dressage arenas
- **Your company name and logo on the front cover of the online**

- Full colour opening advertisement in the online e-programme.
- Your company Logo and link on our internet live scoring site.
- Commentators regularly plugging your company throughout the two days over the public address system.
- Trade stand / Exhibition pitch included
- Prominent Hospitality area can be provided if required overlooking the showjumping arena.
- Lunch in our Hospitality on the Sunday for 6 guests (arrangements can be made to accommodate more).
- Course walks with a top rider can be arranged for you and your guests..
- Social Media, Website links and promotions throughout the year.



INDIVIDUAL TITLE SPONSORSHIP

South of England International CCI***

= £ POA (plus Vat)

COMMERCIAL OPPORTUNITIES AT OUR EVENTS

Sponsorship of The International FEI CCI 2* at The South of England International Horse Trials and Autumn Show.

- FEI CCI 2* will be company named with headings in the online programme and on the electronic scoreboards and internet.
- Your company name on competitor's bibs for your section.
- Presentation of prizes by a nominated representative of your company in front of your advertising boards in or outside The Pavilion.
- The winners trophy with your company name engraved on it.
- Designed Rosettes for your section.
- Sponsorship of a cross country complex or prominent fence on all the courses over the weekend.
- Your company's advert banners strategically placed for most media exposure throughout the event.
- Banners in Main Ardingly Ring and on your Cross country fence/complex.
- Full page colour advertisement in the online e-programme.
- Trade stand / Exhibition pitch Included.
- Social Media, Website links and promotions throughout the year.
- Lunch in our Hospitality on the Sunday for 4 guests (arrangements can be made to accommodate more).

= £ POA



COMMERCIAL OPPORTUNITIES AT OUR EVENTS

Sponsorship of an Intermediate Section at South of England International Horse Trials and Autumn Show in September

- Intermediate Section will be company named with headings in the online programs and on internet live scoring page
- Your company name on competitor's bibs for your section.
- Presentation of prizes by a nominated representative of your company in front of your advertising boards in or outside The Pavilion.
- Sponsorship of a prominent fence on all the courses over the weekend.
- Banners in Main Ardingly Ring and on your Cross country fence/ complex.
- Full page colour advertisement in the online e-programme.
- Trade stand / Exhibition pitch included.
- Social Media, Website links and promotions throughout the year.
- Lunch in our Hospitality in September on the Sunday for 6 guests (arrangements can be made to accommodate more).



Individual Event:

£2000 + VAT



Sponsorship of a Novice Section

- Novice Section will be company named with headings in the online programs and on internet live scoring page
- Sponsorship of a fence on all the cross -country courses over the weekend.
- Banners in Main Ardingly Ring and on your Cross country fence/ complex.
- Full page colour advertisement in the online e-programme.
- Trade stand / Exhibition pitch at a discount if required (TBC).
- Lunch in our Hospitality in September on the Sunday for \$4 guests (arrangements can be made to accommodate more).

Individual Event:

£ 800 + VAT

COMMERCIAL OPPORTUNITIES AT OUR EVENTS

Sponsorship of a BE 90/100 Section

- Includes advertising in the online e-programme (full colour page)
- Presentation of prizes by a nominated representative of your company in front of your advertising boards in or outside The Pavilion.
- Company named fence on the cross country course.
- Banners in Show Jumping arena and on your Cross country fence/complex.
- Commentators regularly plugging your company throughout the day over the public address system.
- Trade stand / Exhibition pitch at a discount if required (TBC).

£550 + VAT



Sponsorship of a Feature Cross Country Fence

- Company named fence on the cross-country course.
- Commentary notes
- Full page colour advertisement in the online e-programme.

£450 + VAT

COMMERCIAL OPPORTUNITIES AT OUR EVENTS

Advertising in the event online E-Programme

| | |
|-------------------|-----------|
| Full Page Colour: | £60 + VAT |
| 1/2 Page Colour : | £30 + VAT |



Trade Stand / Exhibitors Space

- For both days of the event only
- Electricity connection available
- Exhibitors passes

PLEASE CONTACT TIM NOLAN

timnolan06@yahoo.co.uk
Mb: 07767 444684



Bespoke Sponsorship

- For example Start / Finish Box, Displays, Tractor rides etc.
- Providing Corporate Hospitality

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timnolan06@yahoo.co.uk
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For all commercial enquiries regarding The South of England International Horse Trials and Autumn Show in September

PLEASE CONTACT

Name : Tim Nolan

Telephone: 07767 444684

Email: timnolan06@yahoo.co.uk

Website: www.southofenglandhorsetrials.co.uk



South of England Horse Trials

