

A COMMERCIAL GUIDE TO PARTNERING WITH

SOUTH OF ENGLAND (2) HORSE TRIALS & AUTUMN SHOW

Saturday 21st & Sunday 22nd September 2024

SOUTH OF ENGLAND (1) HORSE TRIALS

Saturday 6th & Sunday 7th April 2024

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, William Fox Pitt 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.



THE EVENTS

SOUTH OF ENGLAND (2) HORSE TRIALS & AUTUMN SHOW

SHOW GROUND, ARDINGLY, HAYWARDS HEATH, WEST SUSSEX

The South of England (1) Horse Trials run in April is a British Eventing affiliated horse trials. Already a leading National Horse Trials, it has grown in size and popularity since it was established 48 years ago. This event attracts a lot of the top horses and riders who are heading to Badminton the following month. From Open Intermediate sections down to Novice this event accommodates over 500 competitors over the two days and attracts approximately 2000 - 2500 spectators.

The South of England (2) Horse Trials in 2024 in September will be running British Eventing national classes from BE 100 through to Open Intermediate sections over the weekend with over 500 horses competing and attracting some of the top riders in the country. 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

Back in 2022 The South of England Horse Trials and the well established Autumn Show combined events with fantastic success and making it the biggest of its kind in the South and South East. This new combined event last year saw over **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) Open Intermediate Section at The South of England and Autumn Show.
 - The (YOUR COMPANY NAME) Open Intermediate Section at The South of England (1) in April .
- **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 advertng British Eventing magazine on our schedule page which goes out to members.
 - Your name and logo on our large main road event 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 advertng 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

- 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*** (Sept) = £ POA
 South of England (1) Horse Trials (April) = £ POA

TITLE SPONSORSHIP FOR BOTH EVENTS

Discounted = £ POA

Please do not hesitate in emailing or calling to discuss further.
 timnolan06@yahoo.co.uk Mb: 07747 444684

COMMERCIAL OPPORTUNITIES AT OUR EVENTS

Sponsorship of an Intermediate Section at The South of England Horse Trials and Autumn Show.

- An intermediate section 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 if required.
- 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

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COMMERCIAL OPPORTUNITIES AT OUR EVENTS

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 if required.
- Lunch in our Hospitality in September on the Sunday for 2 guests (arrangements can be made to accommodate more).

£ POA + VAT



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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 if required.

£ POA + VAT

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COMMERCIAL OPPORTUNITIES AT OUR EVENTS

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



**SPLIT PAYMENT TERMS CAN BE ARRANGED
FOR ALL SPONSORSHIP OF MORE THAN ONE EVENT**

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 FOR APPLICATION FORM

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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For all commercial enquiries regarding The South of England (1) Horse Trials in April and The South of England (2) Horse Trials and Autumn Show in September

PLEASE CONTACT

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South of England Horse Trials

