

A COMMERCIAL GUIDE TO PARTNERING WITH

SOUTH OF ENGLAND INTERNATIONAL CCI*** & CCI** HORSE TRIALS

25th & 26th September 2021

SOUTH OF ENGLAND (I) HORSE TRIALS

April 2022

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, Andrew Nicolson, Sir Mark Todd, Gemma Tattersall, William Fox Pitt and Francis Whittington to name but a few!, while walking up to two to three miles. The opportunity to shop at trade stands and with catering facilities available for the whole family.

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.



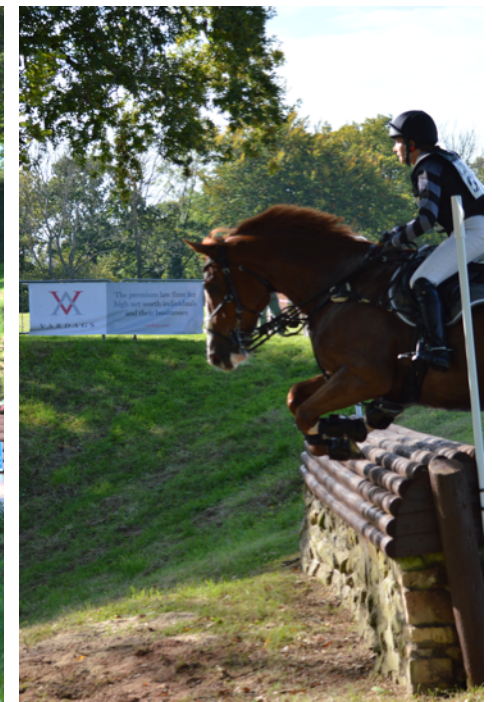
EVENT BACKGROUND

SOUTH OF ENGLAND HORSE TRIALS

SHOW GROUND, ARDINGLY, HAYWARDS HEATH, WEST SUSSEX

The South of England International CCI*** & CCI**, held in the Autumn, is now in its 12 year attracting the top event riders and its prestige continues to grow with over ten countries usually being represented. We also run national classes from BE 100 through to Open Intermediate sections over the weekend. This event utilize 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.

The South of England (1) is a British Eventing affiliated horse trials. Already a leading National Horse Trials. It has grown in size and popularity since it was established 47 years ago. This event attracts a lot of the top horses and riders who are heading to Badminton the following month. From Open sections down to Novice this event accommodates over 550 competitors over the two days and attracts approximately 2000 - 3000 spectators



SOME PASSED & PRESENT SPONSORS



NFU Mutual



VOLVO



PLEASE CONTACT

For all commercial enquiries regarding The South of England (1) and The South of England International Horse Trials

Name: Tim Nolan
Telephone: 07767 444684
Email: timnolan06@yahoo.co.uk

Website:
www.southofenglandhorsetrials.co.uk



South of England Horse Trials



COMMERCIAL OPPORTUNITIES AT OUR THREE EVENTS

TITLE SPONSORSHIP

- The Event would be called 'The (your Company name)(the event) Horse Trials'
- Sponsorship of the top section at the event
 - South of England International CCI*** Section
 - Eridge Horse Trials & Country Market - Open Intermediate Section
 - South of England (1) - Advanced Intermediate
- Your company branding throughout the event as well as before and after
 - Your company name in publications and advertising of the event that including event reviews in The Horse & Hound and other equestrian media.
 - Your name and advert in British Eventing magazine on our schedule page which goes out to all 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 company boards in the Pavilion or Secretary's Tent.
- 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 companies advertising banners strategically placed for most media exposure throughout the event to include:
 - The main entrance of the event
 - The driveway in for public and horse boxes
 - The main Showjumping and Dressage arenas

- Full colour page back cover advertisement in the programme
- Trade stand / Exhibition unit included
- Prominent Hospitality area can be provided if required overlooking the showjumping arena
- Lunch in our Hospitality on the Sunday for 8 guest (Arrangements can be made to accommodate more)
- Course walk can be arranged on Sunday for you and your guest with a top rider
- Social Media and Website links and promotions throughout the year



INDIVIDUAL TITLE SPONSORSHIP PROPOSAL

South of England International CCI*** (Sept) = £6000 + VAT

Eridge Horse Trials & Country Market (July) = £5000 + VAT

South of England (1) Horse Trials (April) = £5000 + VAT

TITLE SPONSORSHIP PROPOSAL FOR ALL THREE EVENTS

Discounted = £15000 + VAT

(Split payment can be arranged)

SPONSORSHIP OPPORTUNITIES

Sponsorship of a International CCI** Section at The South Of England International in September

- CCI** Section will be Company named with headings in the programme and on the electronic scoreboards and internet
- Includes Advertising in the Programme (Full Page Colour)
- Designed Rosettes for your section
- Company named fence complex on the Cross Country Course
- Banners in Show Jumping Ring and on Cross Country fence
- Exhibition Unit or Trade Stand (if required)
- Car Passes
- Lunch in Hospitality on Saturday or Sunday for 6 Guests (Arrangements can be made to accommodate .
- Your Logo with Link from our website to yours for a year.

£2500 + VAT

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



COMMERCIAL OPPORTUNITIES AT OUR THREE EVENTS

Sponsorship of a Intermediate Section

- Intermediate Section will be Company named with headings in the programme and on the scoreboards
- Includes Advertising in the Programme (Full Page Colour)
- Company named fence complex on the Cross Country Course
- Banners in Show Jumping Ring and on Cross Country fence
- Trade Stand (if required)
- Car Passes
- Lunch in Hospitality on Saturday or Sunday for 6 Guests (Arrangements can be made to accommodate more.)

Individual Event: £1200 + VAT
Discounted Package for 2 Events: £2300 + VAT (Saving of £100)
Discounted Package for all 3 Events: £3400 + VAT (Saving of £200)

Sponsorship of a Novice Section

- Intermediate Section will be Company named with headings in the programme and on the scoreboards
- Includes Advertising in the Programme (Full page Colour)
- Company named fence on Cross Country Course
- Banners in Show Jumping Ring and on Cross Country fence
- Trade Stand (if required)
- Car Passes
- Lunch in Hospitality on Saturday or Sunday for 4 Guests (Arrangements can be made to accommodate more.)

Individual Event: £750 + VAT
Discounted Package for 2 Events: £1400 + VAT (Saving of £100)
Discounted Package for all 3 Events: £1750 + VAT (Saving of £200)



COMMERCIAL OPPORTUNITIES AT OUR THREE EVENTS

Sponsorship of a BE 90/100 Saturday Section

- Includes Advertising in the Programme (Full page Colour)
- Company named fence on Cross Country Course
- Commentary notes
- Trade Stand (if required)
- Car Passes
- Lunch in Hospitality on Saturday or Sunday for 2 Guests

Individual Event: £550 + VAT
Discounted Package for 2 Events: £1000 + VAT (Saving of £100)
Discounted Package for all 3 Events: £1500 + VAT (Saving of £150)

Sponsorship of a Feature Cross Country Fence

- Company named fence on Cross Country Course
- Commentary notes
- Trade Stand (if required)
- Car Passes
- Lunch in Hospitality on Saturday or Sunday for 2 Guests

Individual Event: £450 + VAT
Discounted Package for 2 Events: £850 + VAT (Saving of £50)
Discounted Package for all 3 Events: £1250 + VAT (Saving of £150)

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



COMMERCIAL OPPORTUNITIES AT OUR THREE EVENTS

Advertising in Event Programme

Full Page A5 colour
1/2 Page

£120 + VAT
£70 + VAT

Trade Stand & Exhibitors Space

- For both days of the event only
- Electricity connection available
- Exhibitor Passes

Individual Event: (Please contact Tim Nolan)

Bespoke Sponsorship

- For example Start /Finish Box, Displays, Tractor Rides Etc.
- Providing Corporate Hospitality

Individual Event: (Please contact Tim Nolan)

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





APPENDIX

COMMERCIAL DATA

PROVIDED BY



WHAT IS EVENTING?

Eventing is the ultimate equestrian challenge combining the three Olympic disciplines of dressage, show jumping and cross country into one thrilling sport.

Did you know?



48,591
event volunteers pa



144

domestic
fixtures staged UK wide

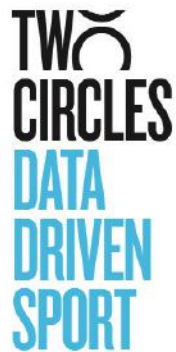
1.082m

people annually attend UK
events as fans, riders, owners,
volunteers etc

73,000+

entries annually received
for National domestic
events

SPONSORING THE SOUTH OF ENGLAND AND/OR ERIDGE HORSE TRIALS IS A PERFECT WAY TO CONNECT WITH AFFLUENT RURAL AND SUBURBAN AUDIENCES



Our event is affiliated to British Eventing (BE), the governing body for the sport in the UK. On our behalf, BE worked last year with the leading sports research group, Two Circles to conduct the most comprehensive fan and member survey ever undertaken in the sport.



In addition to the Two Circles work, BE ran an event survey in 2017, analysing data from 84 (70%) of the 119 outdoor venues, affiliated to BE.



Sponsorship raises opinion

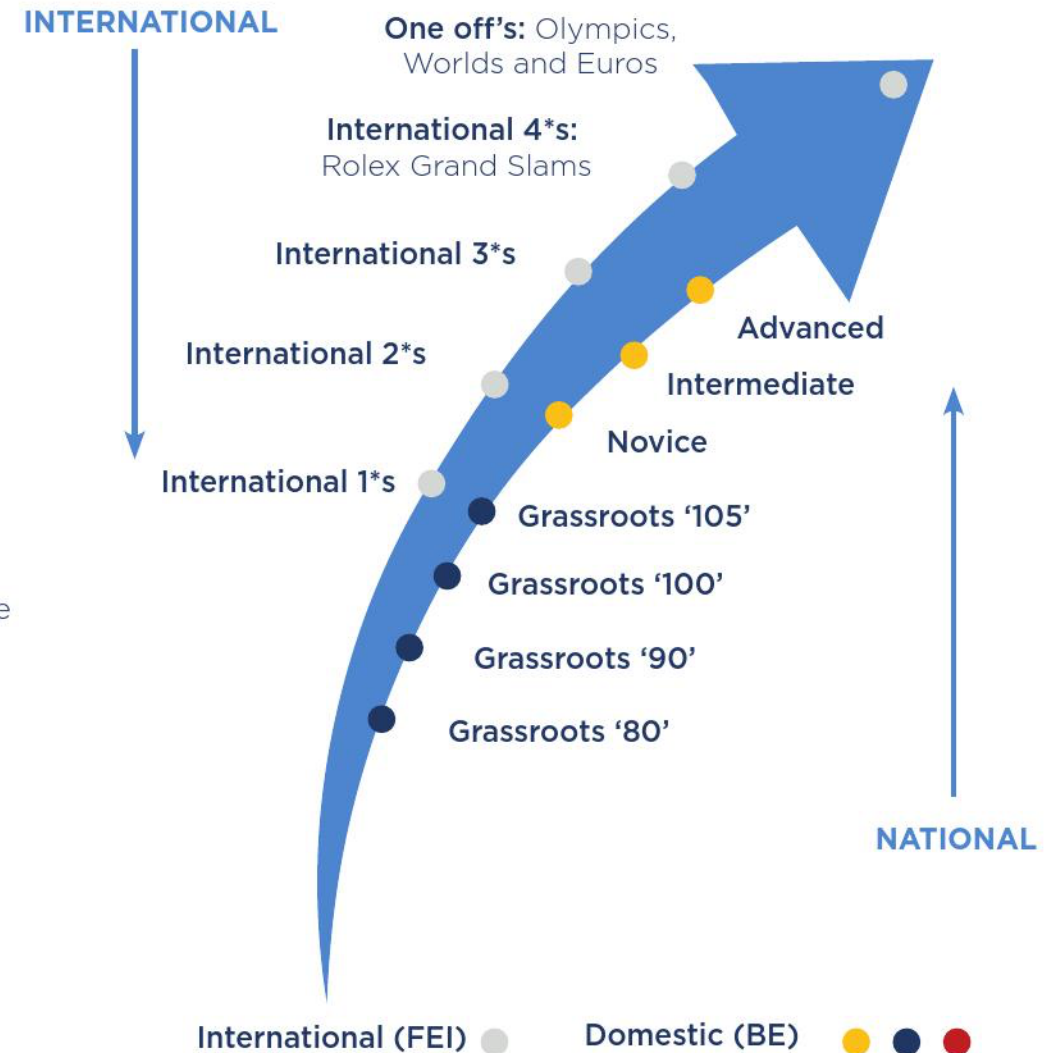
60% of respondents state that if a sponsor supports British Eventing, it raises their opinion of the sponsor.*

THE FINDINGS



HOW EVENTING IS COMPETITIVELY ORGANISED

- BE is responsible for all UK aspects of eventing on behalf of horse and rider, from those just starting out to Olympic medal hopefuls.
- In terms of competitions, it starts with the International Events, ranging from 4* (Badminton and Burghley) to 1*.
- Then at domestic level, BE has an annual roster of 140 + domestic, grassroots events, featuring a mix of individual and team competitions for all ages and levels of expertise.
- These National events feature a mix of classes, from Advanced (at the top level) down to BE80(T) (this relates to the height of the jumps i.e. 80cm).
- Some of these events also host finals and qualifying rounds for prestigious, higher profile national and regional series, run by BE.



WHAT MAKES EVENTING STAND OUT?

EXCITEMENT



Over 80% of fans rate the excitement and the nature of the competition as the most important values of the sport.

ACCESSIBILITY



With competition built around horses of different standards, beginners can regularly compete against Olympic champions.

DIVERSITY



Equestrian is the most notable equal opportunity sport, with men and women always in direct competition with each other. Around 50% of the world's top 30 event riders are female*.

GLOBAL TALENT



Nearly 45%* of the world's top 50 riders are UK based, many of them current or former Olympic, World and European medallists.

OUR DOMESTIC UNIVERSE IS BIG

Combining three of the most popular equestrian disciplines, Eventing appeals to a UK audience of 5.8m with an affinity for horses (excluding horse racing).

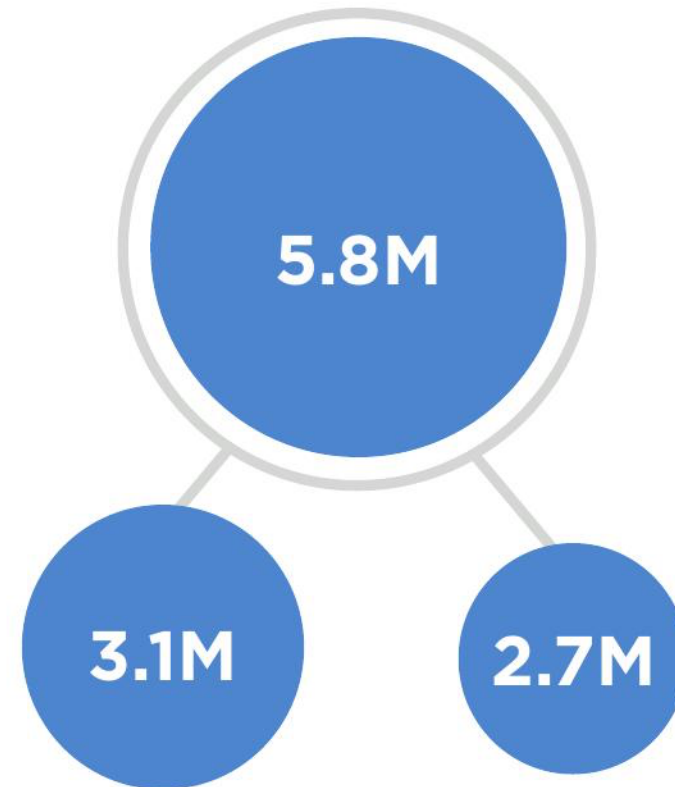


Eventing is for people who enjoy the outdoors, the countryside and horses.

It's Triathlon for horse and rider - the ultimate equestrian challenge.

It's a 'cross over' sport, featuring three Olympic tests; dressage, show jumping and cross country.

Total UK audience*
Engage in equestrianism



Who used to ride*
Still have an affinity
and want to return
at some point.

Who ride each year*
0.29m weekly
1m regularly
1.4m occasionally.

EVENTING AUDIENCES ARE AFFLUENT AND LIVING IN RURAL AND SUBURBAN COMMUNITIES

Below, we show the four main socio economic profile groups for eventing fans and members.

UPPER CRUST



Wealthy mixed households living in rural communities. They travel more, own more cars per household and spend more on high quality electronics than the UK average.

ENTERPRISING HOUSEHOLDS



Young and mature couples in large rural dwellings. They live in large houses, with gardens, travel abroad and have a bigger proportion of directors than the UK average.

FAST TRACK SOPHISTICATES



Wealthy older families in spacious suburban and rural detached and semis. They live in very large houses, travel abroad and have a bigger proportion of directors than the UK average.

RURAL RETREATS*



Affluent mature families and couples in large exclusive detached homes. They buy twice as much from luxury brands and fly three times more than the UK average.

14%
BE
Customers

Vs

0.7%
of UK
households

12%
of BE
customers

Vs

1.3%
of UK
households

9%
of BE
customers

Vs

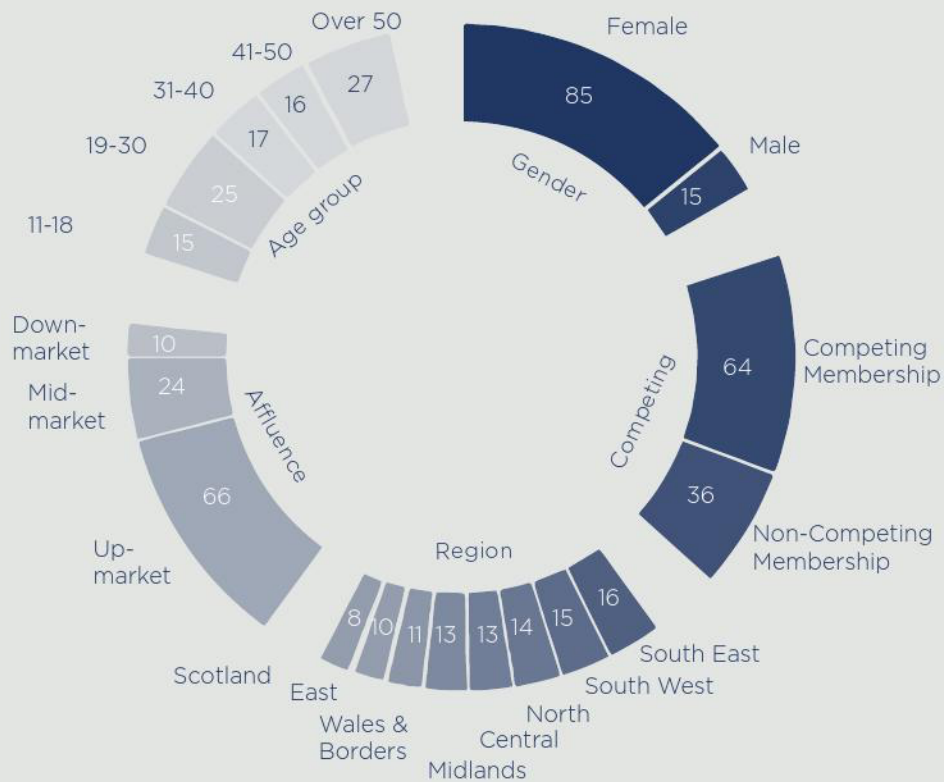
1.7%
of UK
households

10%
of BE
customers

Vs

1.6%
of UK
households

British Eventing as 100 members*



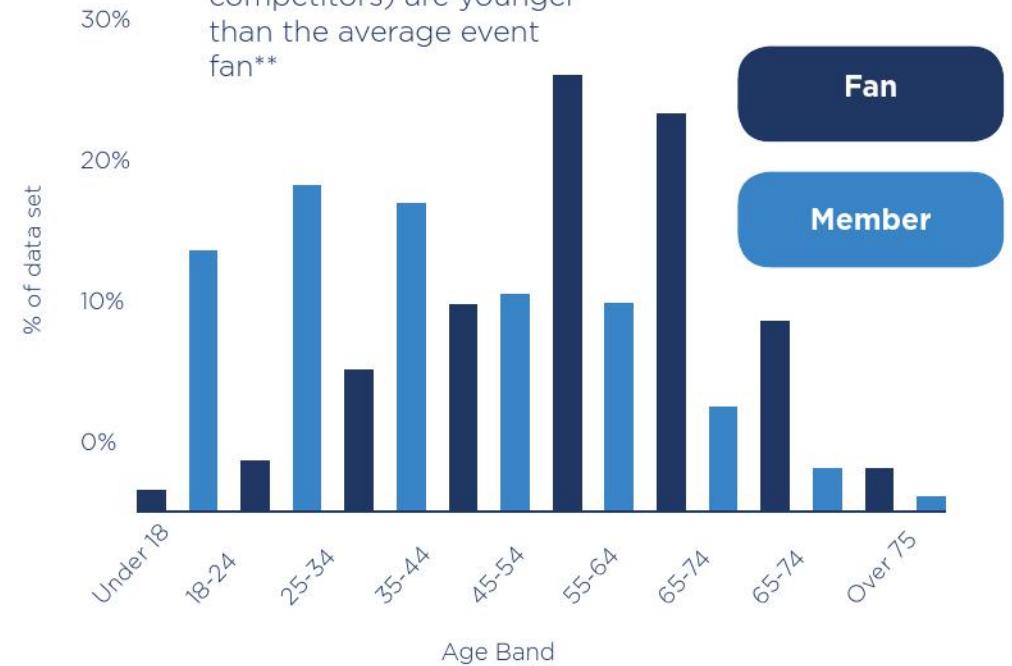
25%
Male vs 49%
UK average



BE Members and eventing fans are predominantly female. Amongst BE Members the split is 85:15 versus 75:25 for fans.**

75%
Female vs 51%
UK average

BE Members (mainly competitors) are younger than the average event fan**

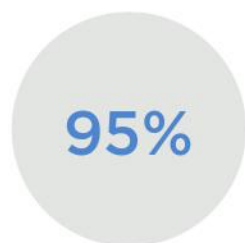


* Source: 2015 Two Circles Nov 2015 Membership Survey

** Two Circles; The BE Universe - Fans, Fields and the Future July 2017

OUR AUDIENCES ARE EXTREMELY LOYAL AND MORE ENGAGED

Both our fans and members love the sport, are satisfied and highly engaged with it.



Membership satisfaction



8.4 in 2015



Likelihood to renew



91% in 2015*

ENTRY
LEVEL

NOVICE
LEVEL

ADVANCED
LEVEL

76%

80%

84%

agree that British Eventing caters for their competitive needs.

78%

of respondents cited 'quality of events' as a main reason for becoming a member.*



53% put their likelihood of recommending attendance at 10, the scale being 1 none, 10 very likely.



95%

95% of fans, both young and old say they're sure to keep coming to events in the future.

OUR AUDIENCES TRAVEL AND SPEND AT EVENTS, BOTH LARGE AND SMALL



140 miles

is the average return distance travelled by our fans going to an event.**



50%

of attendees place huge importance on trade stands as part of their event day experience.**



52%

of fans go to 2-3 events pa while a further 22% go to 4 or more.**



4,550+*

shops to visit at BE events with an average of 7.5 trade stands at grass roots events.*



52% of respondents state that if a sponsor supports British Eventing, it makes them more likely to purchase their product.***



Enquiries : Tim Nolan

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Websites: www.southofenglandhorsetrials.co.uk



South of England Horse Trials