



# BORDE HILL HORSE TRIALS

[www.bordehillhorsetrials.com](http://www.bordehillhorsetrials.com)

## Sponsorship Proposal

**Saturday 27th, Sunday 28th & Monday 29th May 2017  
(Bank Holiday Weekend)**



and

**Saturday 12<sup>th</sup> and Sunday 13<sup>th</sup> August 2017  
(Unaffiliated Event)**

## Sponsorship Proposal – Borde Hill Horse Trials May 2017

### THE EVENT

The Borde Hill Estate has a long history of equestrian events. The Horse Trials has grown substantially, attracting many of the eventing elite at the higher levels, with the newer BE80(T) appealing to a wider base of grassroots riders

May last year saw over 800 competitors, as well as hundreds of spectators and supporters of British Eventing, attending the event.

The August Event will be unaffiliated and aimed at more local competitors with 500 competitors and their supporters.

### THE LAYOUT

The landscaped parkland of the Borde Hill Estate, which also boasts beautiful gardens, is the perfect backdrop for the Horse Trials.

The Show Ground layout provides a compact site, perfect for trade stands and spectators alike, whilst offering the open space for the cross-country course with new features added every year.

The Marquee is the perfect place to entertain your guests, with views across the fishing lakes to the cross-country course.

### SPONSORSHIP

Sponsors of this renowned event receive excellent advertising exposure to high net worth individuals: competitors, owners, sponsors and the general public.

The typical visitor is likely to own a 4WD; spend £500 a month on equestrian products & services; own their own home and have considerable spending power.

Sponsors have links from our facebook page, with a post reach of over 2000. Regular twitter and facebook updates renew .



**There is a range of sponsorship opportunities available offering many benefits and tailor-made packages also available to suit your business. (See page 3 for more details)**

**Through sponsorship of the Horse Trials you are supporting a fantastic event whilst providing a great day out for your guests and gaining exposure to a range of potential clients.**

**This is one not to miss; we do hope you will join us.**

**If you are interested in sponsoring any aspect of this event please don't hesitate to contact us.**

**Lucy Cunliffe on 07881 581124 / [lucycunliffe@btinternet.com](mailto:lucycunliffe@btinternet.com)**

## Sponsorship Proposal – Borde Hill Horse Trials May 2017

### THE DETAILS

<b>TITLE SPONSOR</b>	<p>The <b>Title Sponsorship</b> Package includes naming rights to 2 sections each day, 2 fences in each class as well as 8 complimentary tickets for each day which include lunch in the hospitality marquee.</p> <ul style="list-style-type: none"> <li>• <b>Your company name</b> promoted as the major sponsor of the event</li> <li>• <b>Your company</b> will be mentioned over the PA throughout the day</li> <li>• <b>Your banners</b> can be displayed throughout Borde Hill</li> <li>• <b>Full page advert</b> in the programme in a prominent location</li> <li>• <b>Your brand</b> will appear in the programme handed to all attendees</li> <li>• <b>Your logo or company name</b> on press releases &amp; publicity posters</li> <li>• <b>Complementary Trade Stand</b> to promote your business at the venue</li> <li>• <b>Photo opportunities</b> at prize givings &amp; company name on number bibs</li> <li>• <b>Press and social media</b> coverage pre and post the event.</li> <li>• <b>Web link</b> to your website from the Borde Hill website</li> <li>• <b>Facebook</b> links shared with our followers (over 2000)</li> </ul>	<b>£5000</b>						
<b>SECTION SPONSOR</b>	<p>As an individual <b>Section Sponsor</b>, you will have the <b>naming rights to the section</b> and receive 2 complimentary tickets.</p> <ul style="list-style-type: none"> <li>• <b>Section naming</b> after your company, product or service.</li> <li>• <b>Over printing</b> on Competitor Number Inserts - visible in photography</li> <li>• <b>PA Reference &amp; Scoreboard Header</b></li> <li>• <b>Promotional hand-out</b> opportunity</li> <li>• <b>Advert in programme</b> to promote your service &amp; give contact details</li> <li>• <b>Web link</b> to your website from the Borde Hill website &amp; facebook</li> <li>• <b>Photo opportunities</b> presentation of prizes to winning rider/owner</li> <li>• <b>Your banner</b> can be displayed by the main arena or on the course</li> </ul>	<b>£350- 1500 (dependent on section)</b>						
<b>FENCE SPONSOR</b>	<p>As an individual <b>Fence Sponsor</b>, you will have the naming rights to an XC fence.</p> <ul style="list-style-type: none"> <li>• <b>The fence</b> can be named after your company, product or service.</li> <li>• <b>Advert</b> in our programme</li> <li>• <b>Banner</b> displayed next to your fence on the course or by lorry park</li> </ul>	<b>£50 -£150 (dependent on class &amp; fence)</b>						
<b>COMBINED PACKAGE</b>	<p>This Combines <b>Fence and Section Sponsorship</b> and is a popular and effective way to get coverage of all aspects of the event.</p> <ul style="list-style-type: none"> <li>• <b>Web link</b> to your website from the Borde Hill website</li> <li>• <b>Facebook</b> links shared with our followers (over 2000)</li> </ul>	<b>£500- £900 (dependent on the section)</b>						
<b>TRADE STANDS</b>	<p>The area around the show jumping arena leads to the secretary's and sponsors' marquee giving high level of footfall past the stands.</p> <ul style="list-style-type: none"> <li>• <b>Tradestands</b> listed on website and facebook</li> </ul>	<b>From £50 a day.</b>						
<b>PROGRAMME ADVERTISING</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Quarter page</td> <td style="width: 50%; text-align: right;">£ 40 + VAT</td> </tr> <tr> <td>Half Page</td> <td style="text-align: right;">£ 64 + VAT</td> </tr> <tr> <td>Full Page</td> <td style="text-align: right;">£100 +VAT</td> </tr> </table>	Quarter page	£ 40 + VAT	Half Page	£ 64 + VAT	Full Page	£100 +VAT	
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#### Benefits

- **Association with a high profile event in the South East & one of the most popular equestrian events in Sussex**
- **Exposure to potential new customers**
- **Relationship building opportunity with current clients**
- **Bespoke packages**