



BORDE HILL HORSE TRIALS

www.bordehillhorsetrials.com

Sponsorship Proposal

**Saturday 26th, Sunday 27th & Monday 28th May 2018
(Bank Holiday Weekend)**



and

**Saturday 11th and Sunday 12th August 2018
(Unaffiliated Event)**

Sponsorship Proposal – Borde Hill Horse Trials 2018

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 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 is 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 2500. Regular twitter and facebook updates.



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

Sponsorship Proposal – Borde Hill Horse Trials 2018

THE DETAILS

TITLE SPONSOR	<p>The Title Sponsorship 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"> • Your company promoted as the major sponsor of the event • Your company mentioned over the PA throughout the day • Your banners displayed throughout the Estate • Full page advert in the programme in a prominent location • Your brand will appear in the programme handed to all attendees and available online • Your logo/company name on press releases & publicity posters • Complementary Trade Stand to promote your business • Photo opportunities at prizegivings & company name on number bibs • Press and social media coverage pre and post the event. • Web link to your website from the Borde Hill website • Facebook links shared with our followers (over 2500) 	£5000 plus VAT				
COMBINED SPONSOR SECTION/FENCE	<p>As an individual Combined Sponsor, you will have the naming rights to the section and receive 2 complimentary tickets.</p> <ul style="list-style-type: none"> • Section naming after your company, product or service • Over printing on Competitor Number Inserts - visible in photography • PA Reference & Scoreboard Header • Promotional hand-out opportunity • Full Page Advert in programme to promote your service & give contact details • Web link to your website from the Borde Hill website • Photo opportunities: Presentation to prize winners • Your banner displayed by the main arena or on the XC Course 	£500- £1500 plus VAT (dependent on section)				
FENCE SPONSOR	<p>As an individual Fence Sponsor, you will have the naming rights to an XC fence.</p> <ul style="list-style-type: none"> • The fence can be named after your company, product or service. • Half Page Advert in our programme • Banner displayed next to your fence on the course or by lorry park 	£100 -£300 plus VAT (dependent on class & fence)				
TRADE STANDS	<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"> • Tradestands listed on website and facebook 	From £50 a day.				
PROGRAMME ADVERTISING	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Half Page</td> <td>£ 50 + VAT</td> </tr> <tr> <td>Full Page</td> <td>£100 +VAT</td> </tr> </table>	Half Page	£ 50 + VAT	Full Page	£100 +VAT	
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Full Page	£100 +VAT					

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**