

Sponsorship Proposal for May and August Events 2019

Sponsorship Level	What's Included	Associated Cost
<u>Title Sponsor</u>	<p>The Title Sponsor package includes:</p> <ul style="list-style-type: none"> • 8 complimentary tickets, including lunch in the hospitality marquee. • Naming rights to 2 sections on each day. • The Show Jumping arena named after your company, with 2 banners on inner fence. • Your company promoted as the major title sponsor of the event over the PA system throughout the event. • Your company banner displayed throughout Borde Hill estate for the duration of the event. • Full page, inside front cover, advert in the event program. • Your company's branding will appear on the front of the event program which is given to all competitors, is available online and is on sale to spectators each day. • Your company's branding included in press releases and all other publicity. • Trade stand in prominent position. • Photo opportunity for company representative at prize giving's. • Company name on all competitor number bibs in sponsored sections. • Your company's involvement promoted via Borde Hill's social media – Twitter and Facebook. • Your company promoted as the title sponsor on Borde Hill Horse Trials website, including a link to your company website. 	<p>£3000 plus VAT – May <u>OR</u> August event</p> <p>£5000 plus VAT– May <u>AND</u> August event.</p>
<u>Combined Sponsor</u> Section and Fence	<p>The Combined Sponsor Package includes:</p> <ul style="list-style-type: none"> • Naming rights to one section per day of the event. • Naming rights to one jump on the cross country course for the duration of the event. • 2 complimentary tickets for each day, including lunch in the hospitality marquee. • Company name on number bibs of all competitors of your sponsored section. • Your company mentioned throughout the event over the PA system. • Company information available and on display in owner's marquee. • Full page advert in the event program. • Web link to your website from the Borde Hill site. • Your company banner displayed by the main arena or on cross country course. • Your company promoted on Borde Hill's social media – 	<p>Sponsorship of BE90 sections- £500 plus VAT for May <u>OR</u> August event. £750 for May <u>AND</u> August events.</p> <p>Sponsorship of BE100 or BE Novice section - £1000 plus VAT for May <u>OR</u> August event. £1500 plus VAT for May <u>AND</u> August events.</p>

BORDE HILL HORSE TRIALS

	Twitter and Facebook.	
<u>Fence Sponsor</u>	<p>The fence sponsorship package includes:</p> <ul style="list-style-type: none"> • Naming rights to one cross country fence for the duration of the event. • Half page advert in the event program. • A company banner displayed on the show ground. 	<p>Sponsorship of BE80 or BE90 fence - £100 plus VAT for May OR August event. £150 plus VAT for May AND August event.</p> <p>Sponsorship of BE100 or BE Novice fence - £150 plus VAT for May OR August event. £225 for May AND August events.</p>
<u>Trade Stands</u>	<p>Trade stands are located around the main showjumping arena which lead to the secretary's and sponsor's marquee's, giving a high level of footfall through this area. This location also attracts the highest number of spectators, adding to the number of potential customers.</p> <ul style="list-style-type: none"> • All trade stands are listed in the event program, on Facebook and the Borde Hill website, including a link to your company website. 	£50 -£100 (depending on size and location of pitch) per day or three days for the price of two.
<u>Program Advertising</u>	Adverts are per event.	Full page - £100 Half Page - £50

Bespoke sponsorship packages can be discussed, please contact us directly to discuss this further.

Benefits.

Association with a high-profile event in the south east of England and one of the most popular equestrian events in Sussex. Borde Hill attracts some of the best riders in the world with Olympic medallists Pippa Funnell, Tina Cook and Andrew Nicholson all competing here regularly.

Equally, Borde Hill is an extremely popular event with a high number of riders, of all ages and abilities, traveling from many areas of the country to compete at the event.

With many of the horses competing at Borde Hill owned by affluent families, this is a prime opportunity to get your brand in front of high net worth business people. By having promotional material available and on display in our owner's marquee, and key spokes people attending the event, you will be reaching potential new business, which would otherwise be missed.

As the title sponsor, you will have the opportunity to bring some of your existing clients along to experience the excitement of eventing first hand. With the hospitality marquee in front of the Show Jumping arena, this will provide a relaxed environment to strengthen existing relationships.

Lucy Cunliffe

lucycunliffe@btinternet.com