



# Horse Events Sponsorship & Advertising Opportunities

Increase your Brand Awareness  
with Horse-Events

**REPETITIVE BRAND EXPOSURE**

***ONLINE : AT EVENTS : ON SOCIAL MEDIA***

# HORSE EVENTS

Horse Events are the number 1 place to find an equestrian event online and are the largest single Unaffiliated Eventing event organiser in the country.

## A National website taking entries for any type of equestrian event.

- Number 1 on google for Horse Events
- Over 3 million website visitors a year
- Thousands of events nationwide
- Hundreds of Equestrian Venues
- 54k Registered users booking events online.
- 42k Email Database
- 1000's of event entries for all types of equestrian events.
- Preferred online booking agent for The Pony Club
- Online advert reach 32k per month on a scrolling banner.

"We love working with Horse Events the value for money and exposure it gives to our brand is exceptional"

C.Lyon

"You have given us great Social Media coverage, thank you. We are delighted with it.

Please approach us for next season"

V. Sears



### Instagram 11 000 followers

92k Instagram reach  
26k million post reaches last 90 days  
3.1k interactions in last 90 days



### Facebook 13,000 followers

2.1m post reaches last 90 days  
25.5k interactions last 90 days  
Most popular Post: 2m Views : 110k engagements  
1.5k comments



### Email Database

Email Database: 42k  
Open rate in Last 12 months 51%



TikTok



# HORSE EVENTS

Horse Events are the number 1 place to find an equestrian event online and are the largest single Unaffiliated Eventing event organiser in the country.

## Largest Unaffiliated Eventing competition organiser in the UK, Covering Central, South East & South West

Horse Events prides itself in well organised friendly events, which are open for all to attend, allowing all ages and levels, from beginners, pony club and riding club riders, who enjoy the sport, to professionals that often participate to train their young horses destined for the international stage.

- Over 20 days of eventing
- 5000 horses
- 7 locations
- **Horse Events organises the largest Unaffiliated & Schools Eventing Championships**, bringing unaffiliated events together to produce the prestigious championship at a national level.
- Pioneers of the Schools Equestrian Games

Digital Dressage  
test emailed to  
competitors

UK Wide  
Attendance at  
events

First Class venues  
using Olympic  
course builders

Over 300 schools  
registered and  
competing

Leader and  
innovators in  
Eventing

# HORSE EVENTS

## WHY SPONSOR

Exposure to a large target Equestrian market online and at events

Repetitive brand exposure through multiple channels

Active Social media channels increase awareness

Supporting the future talent of the Equestrian sport

Easy to set up and minimal effort needed from yourselves allowing you to concentrate on your business whilst we promote your brand

Coverage all year round!

Value for money

Partnering with one of the leading brands in amateur equestrian.

Thank you for organising the 2022 Horse-Events National Eventing Championships and the series of qualifiers. All of the events in the series I have attended have been professionally run with the venues expertly prepared.

H.Reader

Loved the easy online bookings

The photography

The organisation

The safety of the courses

The increased technicalities of the championships

The lovely volunteers.

Nothing much to dislike tbh!!!

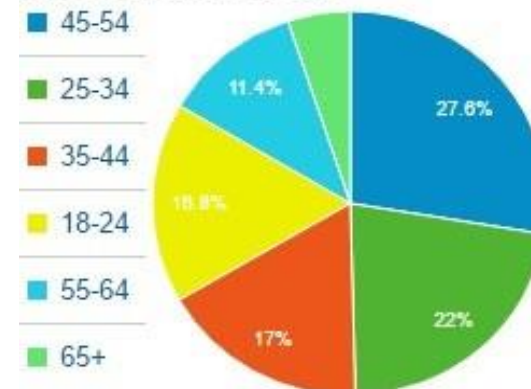
C.Rose

“Normally this show has struggled to even make a profit, this year it will clear about £700. I put that down very much to using Horse Events for the entries. Thank you so much.”

P. Cambell



## Age Demographic of Users on the Horse Events website



## Sponsorship is designed to achieve

**Brand exposure** – Reach a big aspirational and affluent audience with a healthy lifestyle image.

**Brand Image** – Align your organization with a successful exciting sport with attractive brand values and substantial medals won on the world stage.

**Sales opportunities:** Retail, showcase and launch products

**Community and social responsibility contributions:** Support community strategy through association with a sport where men and women compete on an equal level.

**High Value:** Gain exceptional value for money and return on investment



# Annual Sponsorship

## COVERAGE AT ALL HORSE-EVENT COMPETITIONS

Annual Sponsorship gives your Company coverage at every single event organized by Horse Events on a rolling 12 month bases. targeting our Unaffiliated and Schools Equestrian Games Market.

Included within this package is prominent exposure at events, and on the Horse Events website. Opportunities include a mail out to our 35 000 database, and Continuous Brand recognition through our national online events booking platform.

### Whats Included

- ❖ Exclusivity to your company sector
- ❖ Email Campaigns – 2 opportunities to email out to our database of over 21000
- ❖ Logo and Links on Horses Events Home Page (No 1 google search)
- ❖ Banners and Signs displayed on the marquee & prominent cross-country Fence.
- ❖ Logo printed on any event schedules sent out
- ❖ Cross Country Fence named after your company at all events
- ❖ Digital & printed program advert in all event programs and hand outs at all events
- ❖ Continues social media coverage for your business.
- ❖ PA Announcements highlighting your business throughout the day of the competition
- ❖ The opportunity to have a trade stand at each of our Horse Trials in the year
- ❖ Logo printed on merchandise for Volunteer & Championship clothing
- ❖ Company logo on all website automated emails for all events using our booking system.

**£3,500 per year**



# Eventing Class Sponsorship

Class Sponsorship allows you to really focus on your target audience through all aspects of the event. Our Class Sponsorship works slightly differently to other events. We offer a class sponsorship package that covers all our Horse Trials to ensure you target as many individuals as possible throughout an eventing season at many different locations. By Sponsoring two sections at each of our locations, branded rosettes, prizes and marketing coverage can be seen by over 10 000 people.

## What's Included

- ❖ Your Company Banner and sign to be displayed in a prominent location at the event
- ❖ Logo and Links on the Horse Events website on event page
- ❖ Logo and Company Name printed on any event Schedules
- ❖ Cross Country Fence named after your company
- ❖ Digital & Printed Programme advert (full page)
- ❖ Multiple post through our media Channels
- ❖ PA or Digital Radio Announcements throughout the day of the competition highlighting commentary notes about your business
- ❖ Competitor Numbers for that Class to be printed with Company Name
- ❖ Trade stand at all ODE's
- ❖ Luxury Branded Rosettes in your logo colours given up to 8th place in each section.

**£1200 with Prizes for 20 sections**



# Cross Country Fence Sponsorship

Cross Country Fence Sponsorship gives you a Cross country fence names after your company at each of the Cross-Country Competitions organised by us.

'YOUR COMPANY NAME water complex'

- Company Banner to be displayed at the event
- Logo and Links on the Horse Events website for 12 months
- Cross Country Fence named after your company
- Digital & Printed Programme advert (full page)
- Multiple Tweets and Facebook post through our media Channels
- PA Announcements highlighting your business throughout the day of the event.
- Presence at Winter Arena Eventing

**£1000 all our XC Events (Rolling 12 months) or £350 per event**

**Sponsor The Cross Country Start Box  
£1200 at all XC Events**



# Schools Equestrian Games

*"Showcasing tomorrows equestrian talent"*



The Schools Equestrian Games is a series of inter schools competitions allowing school children to compete for their school in a number of equestrian disciplines throughout the country.

We pride ourselves of well organised events with clear communication in a friendly and enjoyable atmosphere, providing a platform for all school children to compete in equestrian sport at all levels of competition, encompassing the sport for all ethos. With over 200 Schools signed up to the SEG this is set to be a competitive for 2021.

This is a great opportunity to target a schools' target market with 63% of children attending independent schools.







## Website Advertising Opportunities

Website Logo and links in prominent locations £400 per month (Minimum 6 months required)



# Contact Us

Please do get in touch to discuss your requirements. All packages can be tailored to suit your companies different requirements

Email: [Michaela@horse-events.co.uk](mailto:Michaela@horse-events.co.uk)

Tel: 07545485351 or 07962 251 696

## **Horse- Events National Unaffiliated SEG & Young Horse Eventing Championships 2023**

25th & 26th March Broadway

15th & 16th April Swalcliffe Park

30th April & 1st May Goring Heath \*NEW\*

13th & 14th May Calmsden

27th & 28th May TBC

9th & 10th June Elmwood Eq

24th & 25th June Bengrove

5th & 6th August Elmwood Eq

26th & 27th August Broadway

9th & 10th Sept Swalcliffe Park

23rd & 24th Sept Dauntsey Park UA SEG & Young Horse Eventing Championships

Fantastic day - ground perfect, weather perfect, courses amazing and just a lovely way to top off the season which has seen its challenges with heatwaves and no rain for what felt like months! Huge thanks Fran, HE and everyone involved to make Calmsden Champs just the best day out :) 😊 😊 Amanda

"Fantastic run on Saturday in the gentle October sunshine. Lovely well Run event and proper championship courses. Thank you so much Horse Events! We will Be back! X

A super championship, beautifully presented, organised and ran. Well done Horse-Events for all your efforts and to the volunteers who make it possible to compete Lucy

Fantastic run on Saturday in the gentle October sunshine. Lovely well Run event and proper championship courses. Thank you so much Horse Events! We will Be back! X  
Eliza 2022

