



BRITISH EVENTING

MASTERCLASSES

Sponsorship proposal

BRITISH EVENTING MASTERCLASSES

THE SPONSORSHIP OPPORTUNITY

A partnership with British Eventing to support the UK wide winter Masterclass series.

- The Masterclass series gives BE Members access to a selection of the best BE Coaches in the country for an evening, as they demonstrate a range of techniques, exercises and skills via practical demonstrations, with tips and advice to take away and put in to practice at home.
- The Masterclasses welcome an audience of approx. 1500-2000 annually and are run as a part of the British Eventing Charitable Foundation (BECF).



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UK EVENTING AUDIENCES ARE DISTINCTIVE

Their behaviour unlocks significant value potential for brands and businesses.



Affluent and Female

BE purchasers are predominantly female (75%) and affluent, with 53% from the most upmarket household classifications.



Brand Disposed

53% of fans have a more favourable opinion of brands partnering the sport with 36% more likely to buy sponsors' brands and services.



+62 Net Promoter Score

Eventing attenders are highly likely to recommend eventing to others.



Clear on Brand Choices

Beyond equestrian goods and services, eventing audiences choose brands that offer 'affordable luxury' and 'functional quality'.

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

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DATES 2018/19

6 November 2018	Aintree Arena, Liverpool	Chris Bartle
6 November 2018	Keysoe EC, Bedfordshire	Caroline Moore
28 November 2018	Merrist Wood, Surrey	Tina Cook
14 December 2018	Kingston Maurward, Dorset	Lucinda Green
16 February 2019	SNEC, West Lothian	Andrew Nicholson
Date TBC	Northallerton EC, North Yorkshire	Nicola Wilson



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COMMERCIAL RATIONALE

A unique opportunity to 'own' a well-established British Eventing product, with a highly engaged audience.

NATIONWIDE REACH



Visiting venues across the UK, giving brands a national touchpoint, with facilities that lend themselves to offering the best opportunity to showcase the Masterclasses and give attendees a great experience.

TOP CLASS COACHES



The Masterclasses offer attendees the opportunity to access a selection of BE'S most highly regarded coaches, with Chris Bartle, Tina Cook and Nicola Wilson already in the mix for the 2018/19 season.

TARGETED AUDIENCE



BE's commercial research shows that brands associated with the organisation are well respected. The Training and Education (T&E) audience are very receptive to the targeted communications they receive, giving an opportunity to build brand presence and kudos as a part of the Masterclasses.

BIG SOCIAL ENGAGEMENT



BE offers the chance for a brand to enjoy exposure via its use of the digital channels, including FB, Twitter, Instagram and BE Life. Giving the opportunity to not only become synonymous with the support offered to BE but also produce engaging content specifically around a brand involved, including the new BE Life Online website.

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SPONSORSHIP ASSETS

<p>BE Account Management</p>  <p>BE account manager to ensure contracted rights and benefits are delivered on time by all parties.</p>	<p>Event Management</p>  <p>BE representative in house and on hand at Masterclasses to manage commercial programme.</p>	<p>On Event Branding</p>  <p>Opportunity for brand on event at key locations, including in the arena, rider and coach clothing.</p>
<p>Promotional Space</p>  <p>Access to an area on event for a tradestand or promotional presence, giving a touchpoint with the audience.</p>	<p>PR and Promotional Plan</p>  <p>BE will create and distribute regular online promotional and news items about the Masterclasses via its digital channels.</p>	<p>Content Opportunity</p>  <p>BE will give opportunity for Masterclass led content, sponsor brand and some sponsor specific content across its print and digital channels - including, Facebook, Twitter, Instagram and BE Life Online website.</p>

Note: Example of full asset breakdown available on request and subject to agreed fee.

WHO TO CONTACT: clare.walkeden@britisheventing.com

www.britisheventing.com



**BRITISH
EVENTING**

Providing the ultimate equestrian challenge