



BRITISH EVENTING

# UNDER 18 PROGRAMME & CHAMPIONSHIPS

Sponsorship proposal

## BRITISH EVENTING UNDER 18 PROGRAMME AND CHAMPIONSHIPS

### THE SPONSORSHIP OPPORTUNITY

A commercial partnership with British Eventing (BE) to support the BE Under 18 Programme, comprising a series of training and competitive opportunities alongside the opportunity to qualify for a national Championship.

The BE U18 Series & Championship gives sponsors a nationwide opportunity to show their support for up and coming talent as well as a Championship venue to showcase their relationship with the sport.

Two UK wide series are currently featured, offering both a training and competitive aspect at BE100 U18 and NU18 (100cm is the height of the fences for BE100 and at NU18 the height is 110cm or 'Novice' level)

- BE100 U18: Run at BE100 Open level and designed to provide experience for riders competing against their own age group, whilst being both fun and educational. It also provides a stepping stone up to Pony Trials/Pony Squad or the ONu18 Regional Programme (see below).
- Novice Under 18: Run at BE Open Novice level and designed to offer a training and competition schedule providing riders with competitive experience alongside riders within their age group. It also provides a stepping stone between the Pony Club, Pony Programme, BE100Ou18 Programme and those ready to take part in the Junior Programme.



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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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### PROGRAMME OVERVIEW

**BEU18 Programme:** The BEU18 programme divides the country into 8 regions, each with its own U18 Coordinator. Riders are required to register for the U18 Programme at BE100 and NU18 level. Each region holds a minimum of four qualifying competitions, with riders required to compete in at least two to be eligible for the chance to be selected to go forward to the Championships.

**Championship Final:** Currently held at Frickley Park, Yorkshire, in late July. The BE100 U18 competition is held over one day, and the NU18 is run as a 1\* level event (CCIJ1\*) over three days; giving young riders the experience of a three day event and atmosphere. The Frickley Estate offers a fitting venue with several cross-country courses, featuring design input from Capt Mark Phillips, and a house that provides a stunning backdrop for the show jumping and prize giving; as well as opportunity for sponsors hospitality.

**Qualifying Events:** For 2019 a series of TBC events will be selected from those that act as a base for qualification across the country, providing a touchpoint with the audience and an opportunity to maximise the sponsorship across a range of benefits.

**Training:** Regional U18 Training is available to anyone eligible and is designed to be fun, supportive and help riders achieve their future goals; additionally, riders registered for the U18 Programme will benefit from free coaching support and course walks. Coaching is delivered by 2-3 experienced BE Accredited Coaches in each of the Region.



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### COMMERCIAL RATIONALE

A unique opportunity to support the up and coming youth talent in British Eventing via a targeted and engaged audience.

#### REACH & ENGAGEMENT



The BEU18 series & Championship provides sponsors with a nationwide opportunity throughout the Eventing calendar to directly engage with over 1500 young riders, as well as their supports and family members.

#### DEVELOPMENT



The U18 Programme has seen significant growth and uptake in recent years and will soon be gaining another level of competition in BE90 to help guide more youth talent to realise their potential.

#### ACCESSIBILITY



Anyone aged U18, who fits the eligibility criteria, can register to be a part of the U18 programme allowing them to access high level coaching and the opportunity to be selected to represent their region at the Championships, both individually and as a team.

#### CHAMPIONSHIP VENUE



The U18 Championships are currently held at Frickley Park in Yorkshire. The venue offers a fitting backdrop for a Championship, with multiple cross country courses that have design input from Capt Mark Phillips. The house acts as the focal point for both the show jumping and spectating areas, as well as the opportunity for sponsors to capitalise on hospitality and promotional activities.

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**SPONSORSHIP ASSETS**

<p><b>BE Account Management</b></p>  <p>BE account manager to ensure contracted rights and benefits are delivered on time by all parties.</p>	<p><b>Event Management</b></p>  <p>BE representative in house and on hand at Series &amp; Championship to manage commercial programme.</p>	<p><b>On Event Branding</b></p>  <p>Opportunity for brand on event at key locations, including in the arena and coach clothing.</p>
<p><b>Promotional Space</b></p>  <p>Access to an area on event for a tradestand or promotional presence, giving a touchpoint with the audience.</p>	<p><b>PR and Promotional Plan</b></p>  <p>BE will create and distribute regular online promotional and news items about the relevant U18 Programme events via its digital channels.</p>	<p><b>Content Opportunity</b></p>  <p>BE will give opportunity for relevant U18 Programme 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.*

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Providing the ultimate equestrian challenge