



BRITISH EVENTING

YOUNG RIDER PROGRAMME

Sponsorship proposal

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THE SPONSORSHIP OPPORTUNITY

A commercial partnership with British Eventing (BE) to support the Young Rider Programme, consisting of a series of training and competitive opportunities for participants alongside the opportunity for riders to qualify for a British Championship, and be selected for the Young Rider European Championship to compete for Great Britain.

This Programme will give sponsors a nationwide opportunity to showcase their support for one of British Eventing's key teams, following them on their journey from training early in the year right through to selection for the European Championship.

The Young Rider Team has experienced remarkable success in recent years, with the 2018 Team securing an individual Bronze.

For full details of the Young Rider Programme structure, please see page 4.



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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

Young Rider Programme: The Young Rider Programme is for riders in their 19th to 21st year, and its purpose is to identify talented individuals for the future, helping and encouraging them through to the top level in order to widen the choice of candidates available for selection for the Senior Team. Although the Programme has the purpose of producing medal winners, it is also about education and having fun!

Training: Participants take part in several training events delivered by world-class coaches during the season at venues across the country, allowing the Young Rider Selectors to spot some of the best young talent in the eventing world.

Young Rider Trials and British Championship: During spring, Young Rider Programme participants take part in five Trials held across the country alongside open competitions, giving them the chance to demonstrate their potential to the Selectors. The best in the country then go forward to compete at the British Young Rider Championships, taking place at Houghton International Horse Trials in the summer of 2019, for the title of British Young Rider Champion.

Team Selection: Based on their performance across the Young Rider Trials and at the British Young Rider Championships, the most promising Young Riders in the country will be long-listed for the British Young Rider Team. Following further training sessions, the six riders who will compete for their country at the Young Rider European Championship will be chosen by the Selectors.

Young Rider European Championship: The Young Rider European Championship is the pinnacle of the year for all Young Riders, taking place at Maarsbergen Horse Trials, Netherlands in the summer of 2019, and is one of the major features of British Eventing's annual calendar.



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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 Young Rider Programme provides sponsors with a nationwide, year-round opportunity to engage with the Programme participants, their families, and our 15,000 strong member base that closely follows the progress of the Young Rider Team.

VISIBILITY



Sitting in the elite youth area of the sport, the Young Rider Programme is one of British Eventing's most high profile aspects, giving the opportunity for brands to become synonymous with the success of the Young Riders, who are regularly in the medals both individually and as a team at the European Championships.

HIGH PROFILE VENUES



In 2019 the Young Rider Championship will be staged at Houghton International Horse Trials, with the fitting backdrop of Houghton Hall. The European Championships will take place at the hugely popular Maarsbergen Horse Trials in The Netherlands.

BIG ENGAGEMENT



As well as the physical touchpoints the opportunity offers, the Young Rider Team sees a substantial PR & Marketing plan behind it that encompasses all of BE's channels including Facebook, Twitter, Instagram and BE Life Online.

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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 Series & Championship to manage the commercial programme.</p>	<p>On Event Branding</p>  <p>The opportunity for brand at key locations on event in the Young Rider Trials and British Young Rider Championship.</p>
<p>Promotional Space</p>  <p>Access to an area on event for a trade stand or promotional presence, giving a touchpoint with our engaged audience.</p>	<p>PR and Promotional Plan</p>  <p>BE will create and distribute regular online promotional and news items about the relevant Young Rider Programme events via its digital channels, including training opportunities, team announcements, Championship results and more.</p>	<p>Content Opportunity</p>  <p>BE will give opportunity for relevant Young Rider Programme led content, sponsor brand and some sponsor specific content across its print and digital channels - including, Facebook, Twitter, Instagram, the BE Life Magazine and the BE Life Online website.</p>

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

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