

BRITISH EVENTING

A COMMERCIAL GUIDE TO EVENTING AT THE NATIONAL AND LOCAL LEVEL





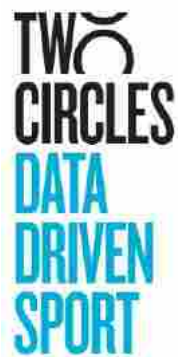
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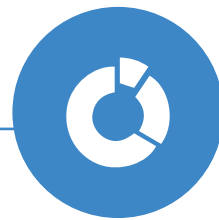
EVENTING IN THE UK IS A PERFECT WAY TO CONNECT WITH AFFLUENT RURAL AND SUBURBAN AUDIENCES

British Eventing (BE) looks after the sport in the UK on behalf of all affiliated events, both large and small.

Sponsorship at both the International and National level offers a really cost effective way for businesses of all sizes to connect directly with these audiences. Here, in this guide, we focus on the commercial value of Eventing at national and local level and how it can directly connect brands to affluent 'Town and Country' equestrian communities all over the UK.



In developing this new National commercial guide, BE used Two Circles, the leading sports research group, to conduct the most comprehensive fan and member surveys ever undertaken in the sport.



In addition to the Two Circles work, BE ran an event survey in 2017, analysing data from 84 (70%) of the 119 outdoor venues, affiliated to BE.



Sponsorship raises opinion

60% of respondents state that if a sponsor supports British Eventing, it raises their opinion of the sponsor.*

If you require a copy of our commercial guide to larger international events, please click [HERE](#)

THE FINDINGS

“Eventing is a unique fish in a big pond”

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



* Source : November 2015 Two Circles Membership Survey

WHAT MAKES EVENTING'S NATIONAL CALENDAR OF EVENTS SO SPECIAL?

A UNIQUE COMMUNITY MARKETING PLATFORM

Each year eventing in the UK features 170+ outdoor fixtures, both large and small, of which more than **75% are domestic, grassroots** fixtures.

Whilst the bigger international fixtures deliver the bulk of the paying audiences, **the domestic calendar provides unique access to the heart of the sport.**

These are the **riders, their families and friends, their owners, volunteers, officials** and the **local equestrian community.**

The National, domestic calendar provides **low-cost direct exposure** to and **connection** with **affluent, rural and suburban** audiences in **high concentrations** at **local, regional and national** level.

Whether it's **one-off support** of a local Horse Trials or **multi- event partnerships**, the National calendar provides a **unique community marketing platform**, offering choice and value.



WHAT IS EVENTING?

Eventing is the ultimate equestrian challenge combining the three Olympic disciplines of dressage, show jumping and cross country into one thrilling sport.

Did you know?



48,591
event volunteers pa



144

domestic
fixtures staged UK wide

1.082m

people annually attend UK
events as fans, riders, owners,
volunteers etc

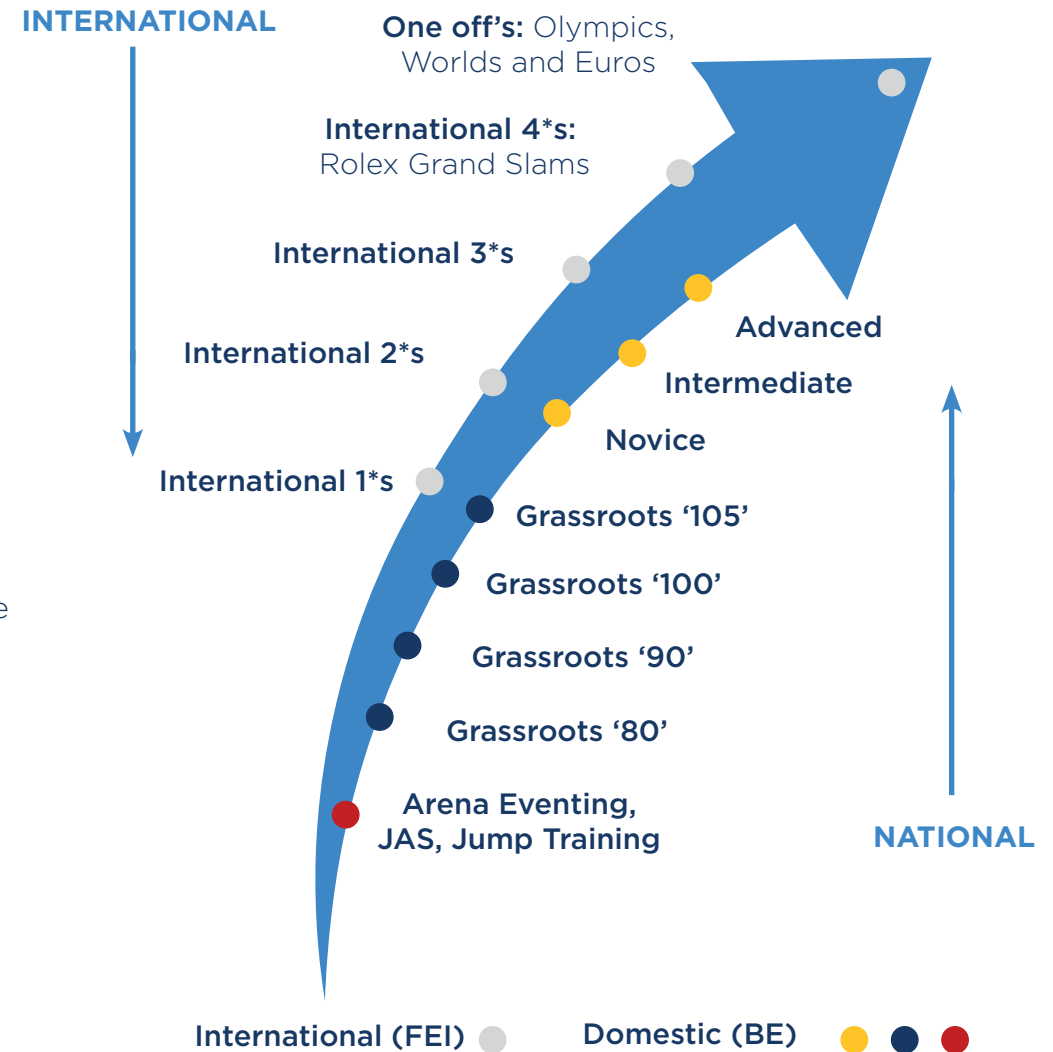
73,000+

entries annually received
for National domestic
events



HOW EVENTING IS COMPETITIVELY ORGANISED

- BE is responsible for all UK aspects of eventing on behalf of horse and rider, from those just starting out to Olympic medal hopefuls.
- In terms of competitions, it starts with the International Events, ranging from 4* (Badminton and Burghley) to 1*.
- Then at domestic level, BE has an annual roster of 140 + domestic, grassroots events, featuring a mix of individual and team competitions for all ages and levels of expertise.
- These National events feature a mix of classes, from Advanced (at the top level) down to BE80(T) (this relates to the height of the jumps i.e. 80cm).
- Some of these events also host finals and qualifying rounds for prestigious, higher profile national and regional series, run by BE.



HOW THE SPORT IS COMMERCIALY STRUCTURED

- BE's National and domestic commercial structure enables sponsors to connect directly with affluent 'town and country' audiences at an affordable cost.
- This structure provides partnership opportunities that can be tailored to meet most objectives and budget needs.
- These include support for multi-event series, individual events and classes as well as custom built solutions.
- In addition to the above, there are also National and Regional team competitions staged.
- Whether it's local community businesses, national companies with local offices or just national brands wanting direct customer connections, eventing at the domestic level can be a cost effective marketing platform.

Event levels



WHAT MAKES EVENTING STAND OUT?

EXCITEMENT



Over 80% of fans rate the excitement and the nature of the competition as the most important values of the sport.

ACCESSIBILITY



With competition built around horses of different standards, beginners can regularly compete against Olympic champions.

DIVERSITY



Equestrian is the most notable equal opportunity sport, with men and women always in direct competition with each other. Around 50% of the world's top 30 event riders are female*.

BEAUTIFUL VENUES



From National Trust, UNESCO World and English Heritage sites to Castles, Palaces and Country Houses and Estates.

HUGE CHOICE



171 outdoor fixtures to choose from

If you're looking to get involved commercially with eventing, there's huge UK wide event choice at all budget levels.

GLOBAL TALENT



Nearly 45%* of the world's top 50 riders are UK based, many of them current or former Olympic, World and European medallists.

Did you know?

In 2009 when it first began, BE80(T) classes attracted just 741 starters. In 2016 there were 6,241 starters**

*Correct as of August 1st 2017

**Source: BE 2016 Competitor Analysis



**MITSUBISHI
MOTORS**

CUP



MITSUBISHI MOTORS



**MITSUBISHI
MOTORS**

OUR DOMESTIC UNIVERSE IS **BIG**

Combining three of the most popular equestrian disciplines, Eventing appeals to a UK audience of 5.8m with an affinity for horses (excluding horse racing).



Eventing is for people who enjoy the outdoors, the countryside and horses.

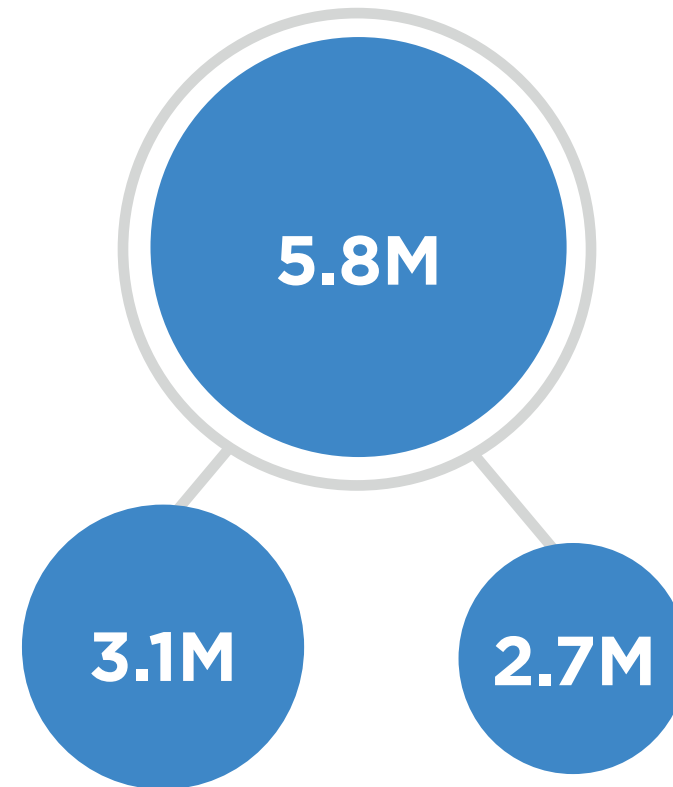


It's Triathlon for horse and rider - the ultimate equestrian challenge.



It's a 'cross over' sport, featuring three Olympic tests; dressage, show jumping and cross country.

Total UK audience*
Engage in equestrianism



Who used to ride*
Still have an affinity and want to return at some point.

Who ride each year*
0.29m weekly
1m regularly
1.4m occasionally.

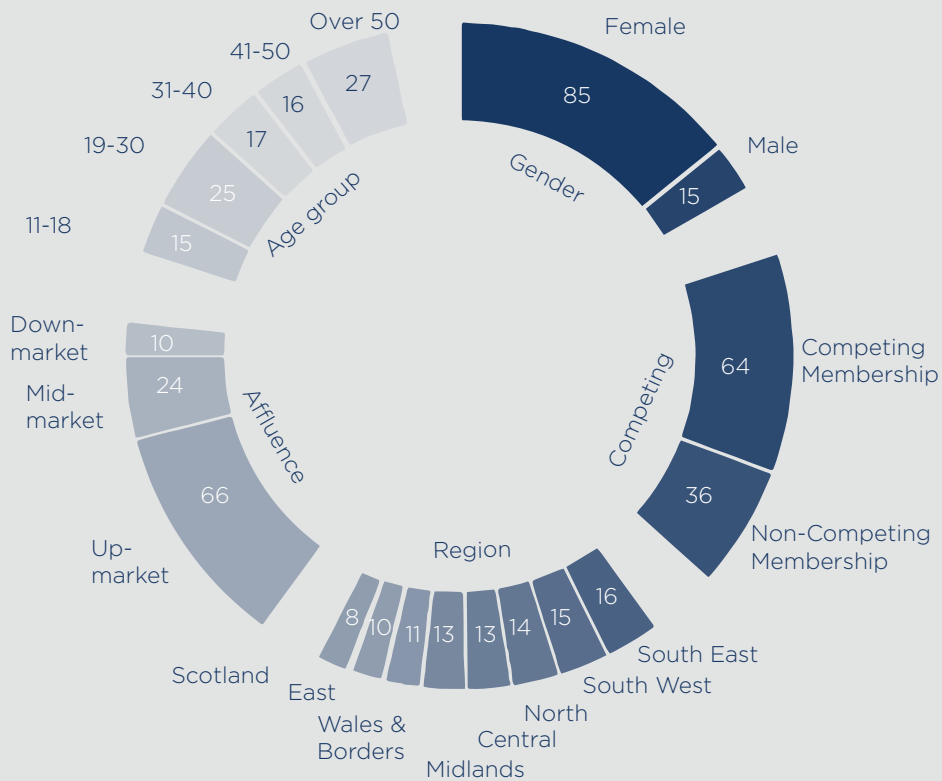
EVENTING AUDIENCES ARE AFFLUENT AND LIVING IN RURAL AND SUBURBAN COMMUNITIES

Below, we show the four main socio economic profile groups for eventing fans and members.

UPPER CRUST	ENTERPRISING HOUSEHOLDS	FAST TRACK SOPHISTICATES	RURAL RETREATS*
			
<p>Wealthy mixed households living in rural communities. They travel more, own more cars per household and spend more on high quality electronics than the UK average.</p>	<p>Young and mature couples in large rural dwellings. They live in large houses, with gardens, travel abroad and have a bigger proportion of directors than the UK average.</p>	<p>Wealthy older families in spacious suburban and rural detached and semis. They live in very large houses, travel abroad and have a bigger proportion of directors than the UK average.</p>	<p>Affluent mature families and couples in large exclusive detached homes. They buy twice as much from luxury brands and fly three times more than the UK average.</p>

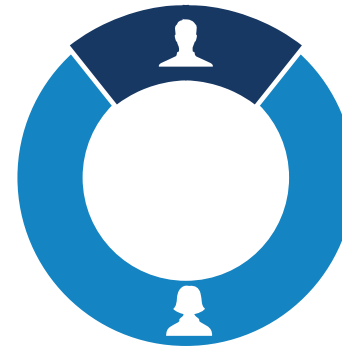


British Eventing as 100 members*



25%

Male vs 49% UK average

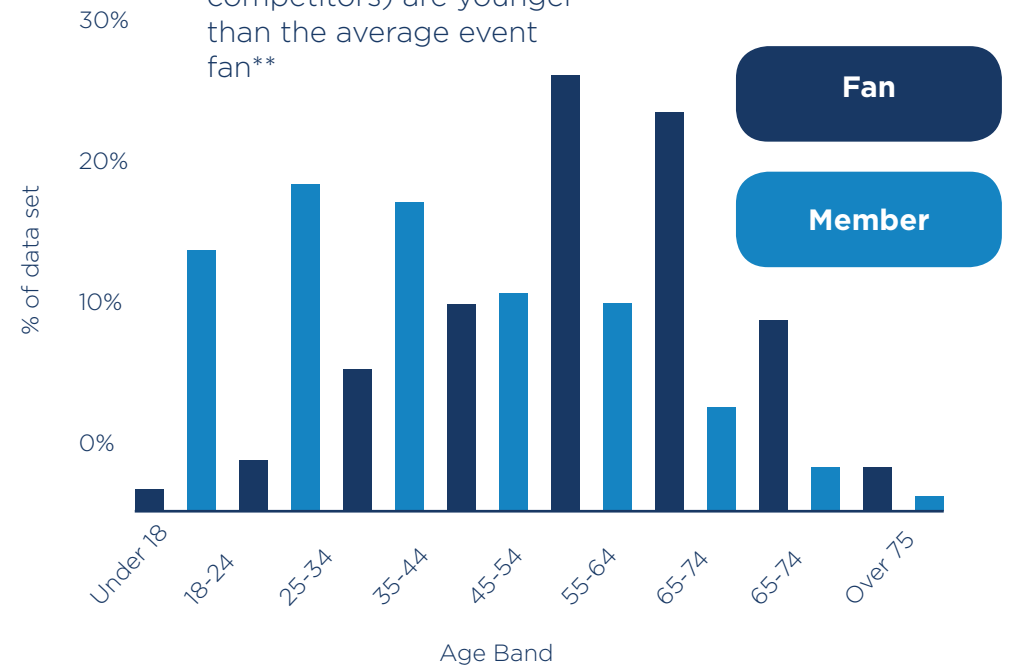


BE Members and eventing fans are predominantly female. Amongst BE Members the split is 85:15 versus 75:25 for fans.**

75%

Female vs 51% UK average

BE Members (mainly competitors) are younger than the average event fan**



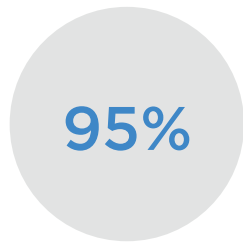
* Source: 2015 Two Circles Nov 2015 Membership Survey

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



OUR AUDIENCES ARE EXTREMELY LOYAL AND MORE ENGAGED

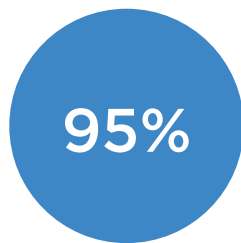
Both our fans and members love the sport, are satisfied and highly engaged with it.



Membership satisfaction



8.4 in 2015



Likelihood to renew

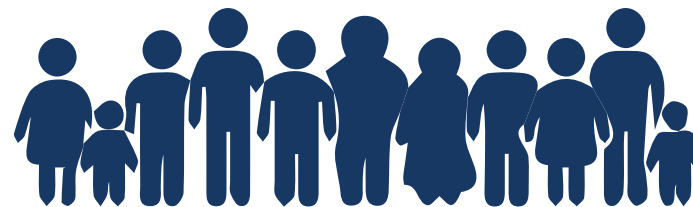


91% in 2015*

78% of respondents cited 'quality of events' as a main reason for becoming a member.*



53% put their likelihood of recommending attendance at 10, the scale being 1 none, 10 very likely.



ENTRY LEVEL	NOVICE LEVEL	ADVANCED LEVEL
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76% **80%** **84%**

agree that British Eventing caters for their competitive needs.

95%
95% of fans, both young and old say they're sure to keep coming to events in the future.



OUR AUDIENCES TRAVEL AND SPEND AT EVENTS, BOTH LARGE AND SMALL



140 miles

is the average return distance travelled by our fans going to an event.**



50%

of attendees place huge importance on trade stands as part of their event day experience.**



52%

of fans go to 2-3 events pa while a further 22% go to 4 or more.**



4,550+*

shops to visit at BE events with an average of 7.5 trade stands at grass roots events.*



52% of respondents state that if a sponsor supports British Eventing, it makes them more likely to purchase their product.***





EVENTING OFFERS MANY WAYS TO ENGAGE WITH TARGET AUDIENCES AT NATIONAL LEVEL

TITLE SPONSORSHIP

Target national, regional and local communities with high profile event title sponsorships



SERIES AND LEAGUES

Create season long awareness and engagement platforms with support at multiple events



EVENT PARTNERSHIPS

Build cost effective event presence including cross country fences, arena attractions and event facilities



COMMUNITY SUPPORT

Show caring approach via youth development, safety, charity and volunteering programmes



THERE ARE MULTIPLE WAYS TO LEVERAGE ANY NATIONAL PARTNERSHIP INVESTMENT

EVENT BRANDING

PR AND ADVERTISING

DIGITAL MARKETING

EVENT RETAILING

DISPLAYS AND SAMPLING

TICKET PROMOTIONS

REWARDS AND INCENTIVES

DIRECT MARKETING

HOSPITALITY



PLEASE CONTACT

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