



BRITISH EVENTING

WINTER SERIES AND CHAMPIONSHIP

Sponsorship proposal

BRITISH EVENTING MASTERCLASSES

THE SPONSORSHIP OPPORTUNITY

A commercial partnership with British Eventing (BE) to support riders in their preparation for the coming season, via the chance to practice and compete in a well-established and refreshed UK wide Series and Championship.

The BE Winter Series & Championship gives sponsors an *off season platform to engage with grassroots competitors, preparing for the outdoor season ahead. Two UK wide series are featured, offering both a training and competitive aspect at BE 80cm, 90cm, 100cm and 105cm level (80cm, 90cm, 100cm & 105cm are the height of fences).

*Running approx. November - February

Jump Training: Riders gain invaluable feedback from BE Accredited Coaches on their show jumping skills in a three phase training competition.

Arena Eventing: Riders complete a round of show jumps and arena based cross country fences, including a higher joker fence.

For full details of the competition structure please see page **four**.



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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 attendees 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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COMPETITION STRUCTURE

Jump Training: Riders gain invaluable feedback from BE Accredited Coaches on their show jumping skills in a three phase training competition.

Phase 1: Course walk in small group with a BE Accredited coach

Phase 2: Riders receive a coached warm up session prior to the training competition.

Phase 3: Riders jump one round, get feedback from the coach and then jump again.

Both rounds of show jumping are given marks for style, effectiveness and riding and the quality of the horses jump and its paces. Any show jumping faults over the two rounds are then included to produce a final score.

Arena Eventing: Competitors first complete a round of show jumps, immediately followed by an arena based course of portable cross country fences, finishing over a joker fence set at 10cm higher than the rest of the course.

Championship: A percentage of those in the top placings at the series events for both competitions go forward to their respective Championship event. For 2018/19 these are:

Jump Training: Hartpury College, Gloucestershire

Arena Eventing: Dallas Burston, Warwickshire



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SPONSORSHIP STRUCTURE

TITLE SPONSOR (SOLD 2019)			
SUPPLIER PARTNER 1	SUPPLIER PARTNER 2	SUPPLIER PARTNER 3	SUPPLIER PARTNER 4
It is planned for the Winter Series to have a category exclusive Title Sponsor and four Presenting Partners. The latter will share the same exclusive rights and benefits as each other.			



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COMMERCIAL RATIONALE

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

NATIONWIDE REACH



Provides sponsors with a nationwide, 'off season' opportunity to directly engage with the heart of the sport, including the 2000 riders and their owners, families, friends who continue their engagement of Eventing during the winter months.

DEVELOPMENT



The Winter Series has been a firm fixture in the BE calendar for over 15 years, and has been recently refreshed to ensure appeal; now offering both Jump Training and a competitive Arena Eventing format.

GRASSROOTS AUDIENCE



*Over 40% of those who take part in Arena Eventing consider themselves 'serious amateurs' and over 50% do it for fun. Open to members and non-members and offering the opportunity to gain the competitive edge or get a feel for the sport as a newcomer.

* AE Survey 2016

BIG SOCIAL ENGAGEMENT



BE offers the chance for a brand to enjoy exposure via its use of the digital channels, including FB, Twitter, Insta 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

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