



BRITISH EVENTING

CCI3* EUROPEAN CUP - BRITISH TEAM

Sponsorship proposal

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THE SPONSORSHIP OPPORTUNITY

A commercial partnership with British Eventing (BE) to support the CCI3* European Cup British Team. A unique opportunity to support a biannual event that benefits from visiting significant venues across Europe, giving Europe's best CCI3* level riders the chance to compete in a unique eventing format on an International stage.

This opportunity gives sponsors the chance to showcase their support for one of British Eventing's key teams, giving nationwide exposure following their journey from training, to selection and through to the European Championship.

The competition has developed significantly in recent years and is now recognised by the British Eventing GB selectors, working closely with the Equestrian Team GBR selectors as part of an overall performance strategy, denoting it as an important British team opportunity that provides valuable experience for riders to develop their podium potential.



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OVERVIEW

Team Training and Selection: Riders compete under the watchful eye of British CCI3* European Cup Team selectors, who utilise specific competitions both at National (British Eventing) and International (FEI) level to view prospective team to represent GB at British CCI3* European Cup level. Selected riders attend a two day training camp prior to the commencement of the Championship.

About the Championship: The CCI3* European Cup carries a unique format, differing slightly from the formal Eventing Championship layout, having six members on a team instead of four and up to two individual competitors. There is an extra phase in the form of a 'team dressage' performance alongside the standard three Eventing phases.

The 2019 CCI3* European Cup is taking place at Ammerlander Reitclub, Westerstede, Germany on 1st – 4th August 2019.

About the Team: The biannual Championship gives many British riders, who are moving up the eventing ranks, fantastic experience of riding on a team, and exposure to a Championship environment.



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COMMERCIAL RATIONALE

A unique opportunity to support emerging Senior talent in British Eventing via a targeted and engaged audience.

REACH & ENGAGEMENT



The CCI3* European Cup British Team provides sponsors with a nationwide opportunity to engage with the programme participants and our 15,000 strong member base that closely follows the progress of the Team.

VISIBILITY



Sitting in the Senior Championships area of the sport, the CCI3* team is a high profile aspect of British Eventing, giving the opportunity for brands to become synonymous with the success of the team.

OPPORTUNITY



Running under a unique format including a team dressage competition, the CCI3* European Cup generates a large amount of interest across all of BE's channels, including Facebook, Twitter, Instagram and BE Life Online.

DEVELOPMENT



The growing popularity of this competition means that it is now recognised by GB selectors as an important British team opportunity, and a fantastic experience for riders to develop their podium potential.

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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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SPONSORSHIP ASSETS

BE Account Management



BE account manager to ensure contracted rights and benefits are delivered on time by all parties.

Team Branding



The opportunity for brand on clothing and horse wear to be worn by the team, Selectors and supporters across the Championship.

PR and Promotional Plan



BE will create and distribute regular online promotional and news items about the CCI3* European Cup across its digital channels, including training opportunities, team announcements, Championship results and more.

Content Opportunity



BE will give opportunity for relevant CCI3* European Cup 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.

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

WHO TO CONTACT: clare.walkeden@britisheventing.com

www.britisheventing.com