



SPONSORSHIP OPPORTUNITIES

For the North-East's Premier International Horse Trials | Thursday 30 July to Sunday 2 August 2026

WHY SPONSOR AT BURGHAM?



WELCOME TO BURGHAM

BURGHAM INTERNATIONAL HORSE TRIALS | 2026



Burgham International Horse Trials is the jewel in the crown of equestrianism in northern England. Over the past decade it has developed into one of the most popular events in the country, with many of the world's top riders choosing to compete at Burgham. It has become one of the principal testing grounds for horses which have gone on to represent Team GBR at the very highest level, including the gold medal-winning British teams at the past two Olympics, as well as multiple CCI5* champions. It also attracts the UK's very best under-21 riders, keen to hone their skills in hot competition around Burgham's celebrated cross-country tracks.

Gate numbers increase year on year and spectators appreciate Burgham's friendly and relaxed yet professional atmosphere, and relish the chance to see their sporting heroes up close in an intimate setting the biggest events cannot replicate. We are passionate about further developing this special event, which is set in beautiful Northumberland countryside but conveniently situated within easy access of the A1, and are keen to work in partnership with both local and national businesses.

Sound commercial relationships play an important part in our strategy. Trading is tough at present, and the cost of living is high. We understand the importance of sponsorships that deliver return on investment against your specific objectives. Burgham has a diverse range of potential benefits to offer, and we are happy to tailor packages to meet your needs.

We would welcome a conversation to open discussion about how we could help you reach customers and raise brand awareness. From all at Burgham International Horse Trials, we wish you the best for 2026 and look forward to an opportunity to work with you.

Craig Anderson
Event Director



CRAIG ANDERSON
EVENT DIRECTOR AND
ORGANISER



ABOUT THE EVENT

BURGHAM INTERNATIONAL HORSE TRIALS | 2026




VISITORS

With a 'complete' gate of around 5,000, the event continues to grow in popularity.

Visitors come to spend time with friends and family. 50% place huge importance on shopping as part of the experience.*

AUDIENCE

 **54%**
AFFLUENT FEMALE

TRADESTANDS

The ambition is to continue to build the 'country fair' element of the event. We had around 30 trade stands and concessions in 2025. This is something that is important to us for both the benefit to the event and the local economy/community - the event brings a significant amount of revenue for local businesses

LOCATION

The event is situated in beautiful mature farmland in mid-Northumberland, equidistant between the market towns of Morpeth and Alnwick. It has excellent transport links to the north and south, being just a mile off the A167 located in unspoilt countryside.

COMPETITORS

The combination of well-run, friendly competition and a reputation for great going and well-built courses means Burgham is extremely popular with riders, ranging from World Champions and Olympic gold medallists to local and grassroots competitors, who love the chance to compete alongside their heroes. The feature class, the CCI4*-S, is classified by equestrian sports statistics company EquiRatings as one of the most significant in the world in terms of entry numbers and quality of horses and riders. Burgham attracts competitors from all of the globe's major eventing nations, including New Zealand, Australia, the USA, China, Japan, Brazil and many European countries. Top riders also bring their best young horses to test and educate them in the build-up to their autumn championship targets.

2026

is the 15th anniversary of Burgham Horse Trials. The first International ran in 2014 and the event continues to go from strength to strength.

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



TOP NATIONAL & INTERNATIONAL SPORT

BURGHAM INTERNATIONAL HORSE TRIALS | 2026

The Burgham events are highly popular with competitors and cover the spectrum from grassroots to international, with local riders competing against the global superstars of our sport. This generates a large captive audience for sponsor messages.



PROVEN & FUTURE CHAMPIONS



(of any Eventing competition worldwide!)



“|”

“I always bring my top horses to Burgham - it is one of my favourite events. The team do everything they possibly can to look after riders, horses, owners and grooms, and the courses and ground are reliably excellent”

OLIVER TOWNEND



NOTABLE WINNERS - ROLL OF HONOUR

- 2017 - Laura Collett - Mr Bass (Luhmuhlen 2018 CCI 5* runner up)
- 2018 - Oliver Townend - Ballaghmor Class (2018 Burghley CCI 5* Winner)
- 2019 - Kitty King - Vendredi Biats (Best Brit 2019 European Championships)
- 2020 - Oliver Townend - Ballaghmor Class (2018 Burghley CCI5* Winner) & Rosalind Canter - Izilot DHI (multiple winner at 2, 3 & 4*)
- 2021 - Izzy Taylor - Monkeying Around (British Open Champion)
- 2022 - Oliver Townend - Swallow Springs (3rd 2022 Badminton CCI5*) & Rosalind Canter - Izilot DHI (multiple winner at 2, 3 & 4*)
- 2023 - Oliver Townend - Tregilder (2nd 2023 Pau CCI5*) & Piggy March - Coolparks Sarco (4th 2023 Pau CCI5*)
- 2024 - Oliver Townend - Cooley Rosalent (2024 Kentucky CCI5* Winner)
- 2025 - Tom McEwen - JL Dublin (2024 Paris Olympics Gold Medallists) Piggy March - Halo (represented Team GB at 2025 Europeans)

#BurghamHorseTrials



International Classes:
CCI2*-S, CCI3*-S, CCI4*-S



National Classes:
Open Intermediate, Intermediate, Open Novice, Novice, BE100, BE90 Open, BE90

WHY SPONSOR AT BURGHAM?

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A recent study commissioned by British Eventing (BE) and conducted by the respected Two Circles agency, surveyed almost 900,000 eventing supporters and reported that '60% of respondents stated that if a sponsor supports a BE event, it raises their opinion of the sponsor'. The survey concluded that British Eventing had significant untapped potential for sponsorship and was in a position to offer genuinely outstanding and measurably commercial opportunities to sponsors in the future. We fully believe this and strive to offer our sponsors both an enjoyable experience and measurable benefit from sponsorship at Burgham.

With a choice of packages, you can choose the level of sponsorship that's right for you and your business. For title and associate level sponsors we can tailor a bespoke package to deliver true ROI against the strategic objectives of your business

- EVENT BRANDING
- PR AND ADVERTISING
- DIGITAL MARKETING
- EVENT RETAILING
- DISPLAYS
- TICKET PROMOTIONS
- REWARDS AND INCENTIVES
- DIRECT MARKETING
- HOSPITALITY

ACCESS TO KEY STAKEHOLDERS

OWNERS ticket holders fans contractors
travellers riders fans VOLUNTEERS
SPONSORS grooms media



WHY SPONSOR AT BURGHAM?

BURGHAM INTERNATIONAL HORSE TRIALS | 2026



‘The jewel in the crown of equestrianism in northern Britain’



ASSOCIATE SPONSORSHIP

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ASSOCIATE SPONSOR: FOR DISCUSSION

- 8 advertising boards placed at strategic points around the site
- Full-page advert in programme
- Trade stand available in prime location.
- Mentioning opportunities for media exposure
- Regular mentions over the Public Address System
- Company logo / branding on website
- Lunch in the Event Marquee for 8 guests
- VIP parking



MAIN ARENA SPONSOR: FOR DISCUSSION

- Sponsorship naming rights on the Arena throughout the event
- 6 advertising boards around the Arena
- Full page advert in programme
- Regular mentions over the Public Address System
- Company logo / branding on website
- Lunch in the Event Marquee for 6 guests
- VIP parking



BURGHAM PARK ARENA: FOR DISCUSSION

- Sponsorship naming rights on the Arena throughout the event
- 6 advertising boards around the Arena
- Full page advert in programme
- Regular mentions over the Public Address System
- Company logo / branding on website
- Lunch in the Event Marquee for 6 guests
- VIP parking



Suggested benefits - or talk to us about your requirements



SECTION SPONSORSHIP

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As a section sponsor you can choose the level of competition you would like to sponsor from BE90 to to Open Intermediate with the opportunity to present prizes.

OPEN INTERMEDIATE SPONSOR: £1,100

INTERMEDIATE SPONSOR: £995

- Sponsorship naming rights to the Intermediate Competition, featured in the programme
- ½ page advert in programme
- Company logos / branding on competitors' bibs
- Opportunity to present the prizes at an unmounted prize-giving
- Lunch in the Event Marquee for 6 guests
- VIP parking

NOVICE SPONSOR: £675

- Sponsorship naming rights to the Novice Competition, featured in the programme
- ½ page advert in programme
- Company logos / branding on competitors' bibs
- Opportunity to present the prizes at an unmounted prize-giving
- Lunch in the Event Marquee for 4 guests
- VIP parking

BE100 SPONSOR: £475

- Sponsorship naming rights to the BE 100 Competition, featured in the programme
- ½ page advert in programme
- Company logos / branding on competitors' bibs
- Opportunity to present the prizes at an unmounted prize-giving
- Lunch in the Event Marquee for 2 guests
- VIP parking

BE90 SPONSOR: £475

- Sponsorship naming rights to the BE 90 Competition, featured in the programme
- ½ page advert in programme
- Company logos / branding on competitors' bibs
- Opportunity to present the prizes at an unmounted prize-giving
- Lunch in the Event Marquee for 2 guests
- VIP parking



SPONSORSHIP OPPORTUNITIES

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Fence Sponsorship. Logo-adorned and with the sponsorship naming rights to your fence, with up to 600 cross-country rounds over the weekend, a clearly visible display and the opportunity for mentions over the Public Address System. Where possible, we will try to make your fence relevant to your company

INTERNATIONAL FENCE SPONSOR: £395

- Sponsorship naming rights to the fence on the cross country course
- Highly visible company logos / branding on the fence
- Up to 600 cross country rounds over the weekend
- Lunch in the Event Marquee for 2 guests
- VIP parking

NATIONAL FENCE SPONSOR: £300

- Sponsorship naming rights to the fence on the cross country course
- Highly visible company logos / branding on the fence
- Up to 600 cross country rounds over the weekend
- Lunch in the Event Marquee for 2 guests
- VIP parking

EVENT PROGRAMME ADVERTISING

- Full Advert in Programme £190
- ½ Advert in Programme £115

CORPORATE HOSPITALITY

£85 per person

Please note all prices subject to VAT at 20%





SPONSORSHIP ENQUIRIES

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