



BURGHAM

INTERNATIONAL HORSE TRIALS

SPONSORSHIP BROCHURE

26th - 28th JULY 2019

WELCOME TO BURGHAM

Burgham International Horse Trials is the jewel in the crown of equestrianism in northern Britain. In just a few years 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.

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.

In 2018 our footfall at Burgham International Horse Trials increased once again and is something we intend to build on for 2019. The shopping experience is important and we continue to attract new, diverse traders for our spectators to visit. We are really passionate about growing the event with our partners and are happy to tailor packages to your needs.

From all the team at Burgham, have a great 2019 – we look forward to working in partnership with you and your company.

M. Johnson

MARTYN JOHNSON (EVENT DIRECTOR)



WHY SPONSOR OUR EVENT?

The Burgham Events are highly popular with competitors. The classes are always full and the whole weekend is jam-packed with riders from all levels, from the top international stars to local riders starting their eventing journey. This generates a large captive audience for sponsor messages. Whether competing or spectating, there's more to Burgham than just reveling in the thrills of eventing. Enjoy the wide selection of catering facilities we have on offer, or delight in a special shopping experience with numerous trade stalls selling a diverse range of quality goods.

Thriving and successful businesses understand the distinguishing opportunity of an alliance with a sporting event such as Burgham International Horse Trials with its reputable and loyal audience; your brand becomes synonymous with high quality, exacting standards, prestige, style and success.

Take advantage and involve your business in the buzz of this exciting competition and spectator experience appealing to all ages and abilities. With visitor numbers expected to increase from last year, you will have access to a huge audience of potential clients or customers.

With both regional and national media coverage, sponsoring the Burgham International Horse Trials is the ultimate opportunity for your business to showcase products and services. And with a choice of packages, you can choose the level of sponsorship that's right for you and your business.

Sponsoring Burgham International Horse Trials:

- Access to a large, diverse and affluent audience
- Regional and national media coverage
- On-site marketing and advertising opportunities including advertising boards and fence-naming rights
- Create a buzz about your brand – eventing is synonymous with reputable goods and services
- Link up with our Twitter, Instagram and Facebook profiles/pages, with large followings on both our Twitter @BurghamHT, Instagram page and Facebook page.
- Benefit from the event's comprehensive advertising campaign (inc regional/national publications, TV and radio).
- Exclusive hospitality and networking opportunities.
- A great day out!



SPONSORSHIP OPPORTUNITIES

Associate Sponsor: £5000 (per annum)

- 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: £2500 (per annum)

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: £1500 (per annum)

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



Section Sponsor. As a section sponsor you can choose the level of competition you would like to sponsor from BE 90 up to Open Intermediate, with the opportunity to present prizes.

Open Intermediate Sponsor: £1000

Intermediate Sponsor: £900

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: £625

- 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

BE 100 Sponsor: £425

- 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

BE 90 Sponsor: £425

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



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: £350

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: £275

- 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: £175
- ½ Advert in Programme: £100

Corporate Hospitality: £75

Please note all prices exclude VAT





FOR FURTHER INFORMATION

Please contact

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