



Contact Us

For further details and to discuss sponsorship opportunities, please contact

Samantha Watson
Hartpury Equine Events Sponsorship
T: 01452 702370
M: 07578 222704
sam.watson@hartpury.ac.uk
www.hartpury.ac.uk

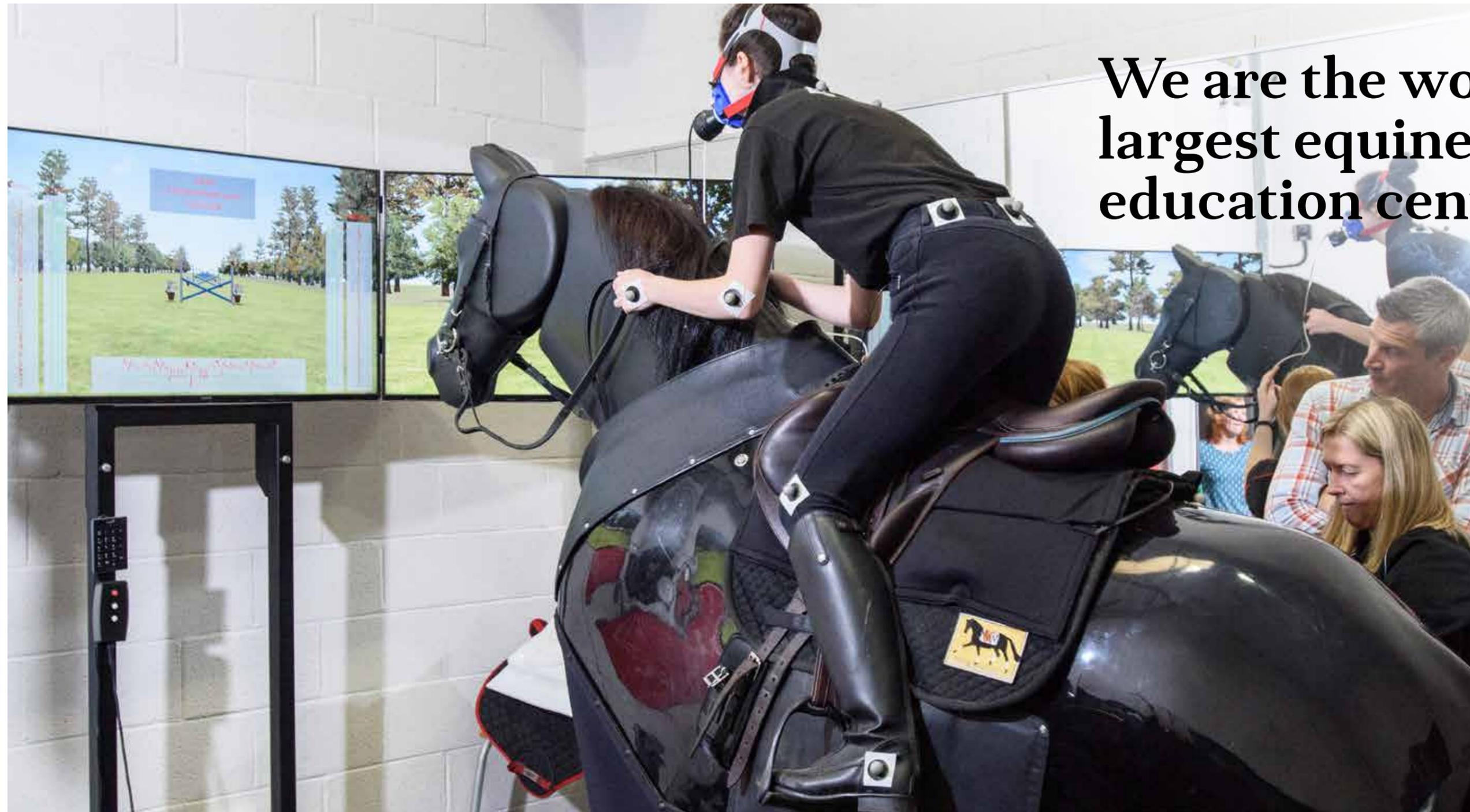


Sponsorship Opportunities
2019 – 2022

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Cover image:
© Jon Stroud
Photo taken at Hartpury International Festival of Dressage 2016



We are the world's largest equine education centre

We host two international and nearly 100 national and regional equine events every year

We are hosting the 2020 FEI European Championships Eventing & Dressage for Juniors and Young Riders





An international destination

25+

years at the heart of UK equestrianism



© Sally Newcombe

Hartpury College and Hartpury University have an incredible equestrian heritage, combined with a dynamic team. For more than 25 years, Hartpury Equine Centre has been at the heart of UK equestrianism. This puts us in a unique position to partner with organisations of all sizes.

Every year, we play host to nearly 100 competitions, including three major annual events that attract competitors from across the globe: the International Hartpury Horse Trials, the Hartpury Festival of Dressage, and the Hartpury Showjumping Spectacular. In 2020, we will host the prestigious FEI European Championships Eventing & Dressage for Juniors and Young Riders.



© Sally Newcombe



with world-leading expertise



© Kevin Sparrow

For our sponsors, we offer even more value

World-leading Equine Therapy and Margaret Giffen Rider Performance Centre

Renowned for research, innovation and collaboration with businesses and industry bodies

→ **Top-rated college and university at the centre of quality teaching and equine research**

→ **Unparalleled access to 800 equine students**



→ **A stunning campus and facilities for staff and company events**

Our 360-hectare site is home to an unprecedented wealth of equine talent and expertise, whether it's our staff, our industry partners, or the riders and horses that train here. Partner with us and you will benefit from our knowledge, relationships, networks and global reputation.



Unique engagement with Paralympians and Olympians

Hartpury has supported many equine Olympians in their preparations for Beijing 2008, London 2012 and Rio 2016. We are available as a training base for Tokyo 2020.

Unlocking the Popularity and Value of Equestrian Sport



Equestrianism in the UK offers brands a unique marketing platform with distinctive audiences

19 million people are equestrian consumers

£4.3bn – estimated gross spending on the sector

Clear sponsor affinity with a high degree of brand recognition

£525 – the average annual spend on tickets, mileage and travel

50% of attendees place huge importance on trade stands as part of their event day experience

*statistics from The British Equestrian Trade Association's National Equestrian Survey 2015

Over 1 million people attend Eventing annually in the UK, with 62% of these coming as spectators only. UK Eventing audiences are distinctive – predominantly female, affluent, brand disposed and extremely passionate about their sport.

The demographic profile of British Dressage members is 80% A/B/C1 with a high expendable income. The Olympic sport of dressage has an image associated with glamour, elegance, style, perfectionism and prestige.

Showjumping in Britain boasts an iconic past and the sport is reaching great heights. With a substantial, committed and affluent audience, British Show Jumping is a perfect partner for brands and business looking to target a specific audience. In excess of 1.2million people attend the top ten shows hosting Showjumping each year.



230 permanent stables

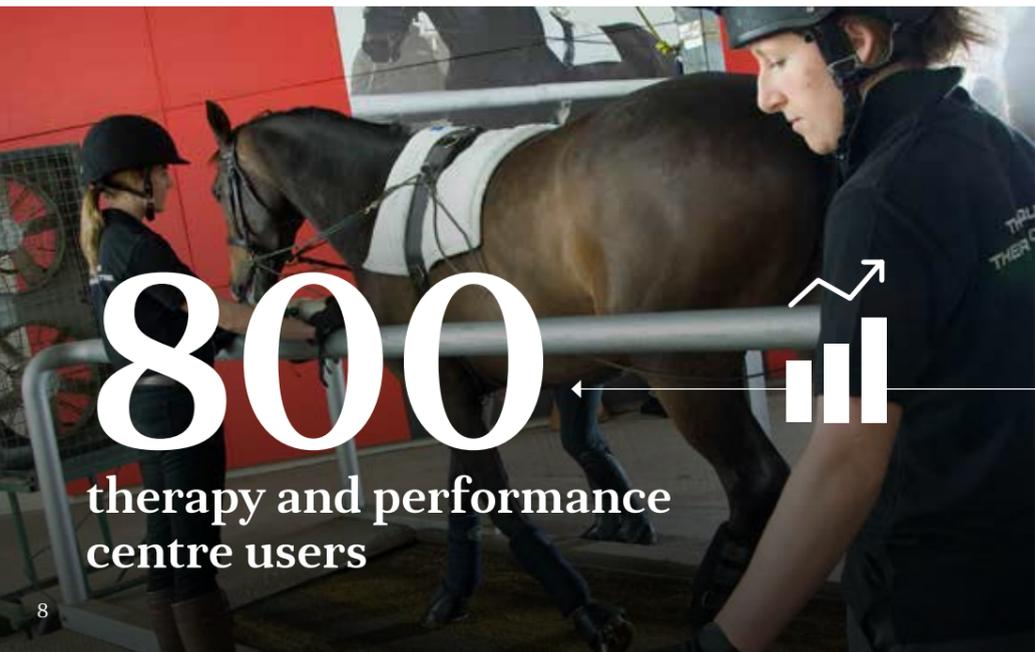
75 trade stands

45,000 followers across social media

+400,000 web page views



Hartpury Equine in Numbers



800 therapy and performance centre users



10,000 competitors, 40 countries

Fulfil your commercial goals with a combined sport, education and lifestyle partnership

Hartpury Equine's three-year, commercial partnership proposal offers you the chance to harness our international sporting venue, our top-rated education centre and premium lifestyle brand alignment - all within one comprehensive package.

Our three-year package is running from September 2019 to 2022. As an important training hub for Team GB and a major venue for national and international events, Hartpury is preparing for record numbers and equine sport is looking forward to its highest levels of support and profile.

100 annual events to promote your brand

60,000 visitors and spectators

Showcase, Engage, Impact

Join us to develop your strategic marketing, powerful brand alignment and targeted audience engagement with the potential to reach thousands of spectators, visitors, riders, owners and students.

Brand exposure

Enhance your image by aligning your brand with a dynamic sport, world-class Olympic medalists, a healthy lifestyle offer and our aspirational equine audience.

Sales opportunities

Launch products, promote services and create experiences with premium retail activity at key events for enthusiastic visitors, competitors and students.

Community and Social Responsibility

Harness the opportunities afforded by Hartpury's breadth and scale to raise your CSR profile and make a positive impact.

Return on Investment

Work with us to develop a bespoke and comprehensive, high-value three-year strategy for your brand, your stakeholders and your customers.

Customer engagement

Establish relationships and build retention with inclusion in press releases and social media communications to thousands of receptive, affluent town and country consumers.

Industry collaboration

Connect with our research and development opportunities, engaging with Hartpury post-graduates, staff, students and world-leading facilities.

Employee involvement

Reward, motivate and engage your people by sharing the exhilaration of the equine experience and offering everyone the opportunity to get involved.

Brand impact

Present your vision, your organisational values and mission with a brand story you tell to over three years.



Sponsorship Highlights

Leading the field of 100 events in the annual Hartpury calendar are three international and national competitions, offering an outstanding spectacle of action in a festival atmosphere for tens of thousands of visitors to Gloucestershire.

1000



Our big three

The Hartpury Festival of Dressage

The Hartpury Festival of Dressage in July comprises three separate competitions over five days, including National and International classes, CDI3* and CPEDI3*, with both para and able-bodied competitors. In 2018 Hartpury welcomed over 395 combinations from 16 nations with Olympic Gold Medalist Charlotte Dujardin claiming seven wins.

The Summer Showjumping Spectacular

The Summer Showjumping Spectacular in July features classes for a wide variety of competitors ranging from 85cm National Amateur up to the highlight of the show - the 1.50m Area Trial in Hartpury's International Arena.

Hartpury Horse Trials

Five action filled days of International Hartpury Horse Trials in August feature the Dubarry Burghley Young Event Horse Qualifiers, a full programme of dressage and showjumping in the International Outdoor Arena, and a packed Saturday of Cross Country action over three testing courses.

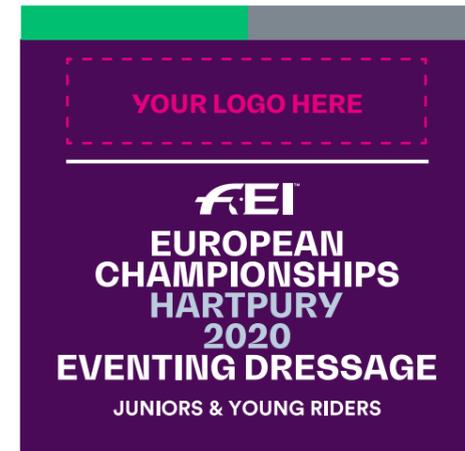
Photo: Hartpury Horse Trials 2017



2020 Europeans

The next generation
of international horse
and rider champions

The pinnacle showcase event of our three-year package is the prestigious Fédération Equestre Internationale (FEI) European Championships Eventing & Dressage for Juniors and Young Riders in July 2020.



Competitors from more than 30 countries will ride over 5 days for the coveted titles of European Junior and Young Rider Eventing & Dressage Champions. Your company can be part of these youth championships, showcasing the talent and determination of the next generation of Olympic athletes.

Sponsorship Structure

Three-year packages

Title Partner				
A Single Title Partner for Hartpury Equine Events for three years: September 2019 – August 2022				
Presenting Partner				
Presenting Partner for Hartpury Equine Events for three years: September 2019 – August 2022				
Official Partner	Official Partner	Official Partner	Official Partner	Official Partner
Official Partners will have the same rights and benefits as each other. Sector exclusivity for the full three-year partnership term.				
Support Partner	Support Partner	Support Partner	Support Partner	Support Partner
Support Partner	Support Partner	Support Partner	Support Partner	Support Partner
Support Partners will have the same exclusive rights and benefits as each other				

In-Kind sponsorship may form part of a package and will be negotiated on a case-by-case basis.



Sponsorship Benefits

Our packages are designed to achieve your objectives, reflect our shared interests and to deliver a measurable impact for your investment, whether you are a local business, an equestrian supplier or a multinational corporation. Packages include a range of the following benefits depending on your level of sponsorship.

Event management: Hartpury representatives will be at all events to manage the commercial programme.

Event branding: Fences; scoreboards; banners; entrances; private enclosures; product displays; course walks; display arenas; big screens; stables and competitor facilities. Agreed levels of sponsor signage and branding (produced by the sponsor) to be installed. Core signage will remain in place for other Events hosted at Hartpury in the 3-year sponsorship period (100+ smaller Events).

Live streaming: Partner branding will be included in Event live streaming and via Hartpury Equine broadcast media partners.

Event brochures: Branding and advertising in Event brochures, distributed across multiple channels in PDF and print.

Image and video support: Title and Presenting Partners will have rights free access to Event image bank of pictures and videos.

Trade stands / retail village: A stand overlooking the main arena at each key event, promoting your product to competitors and spectators, for the duration of the sponsorship package.

Naming rights: Work with our course designers to put your company name on fences and on facilities and attractions at the major national and international events.

Student engagement: Promotional and presentation opportunities to 3,700 Hartpury University and College students, e.g. Freshers' Fairs, student welcome packs, lectures, courses, industry visits etc

Staff engagement: Opportunities for sponsors' employees to volunteer at Equine Events and support Hartpury's Corporate Social Responsibility agenda, along with recreation and well-being packages.



Event awards: Branded winners' rugs, sashes, rosettes. Trophies and other prizes at sponsors' discretion.

PR and promotional plan: Hartpury Marketing will create on- and off-line news to specialist equine, education, sport and news media. A new, dedicated Hartpury Equine website from June 2019. For the Europeans we aim to secure media partnerships for enhanced visibility.

Event VIP engagement: Opportunities to engage with Event VIPs at launch events, opening ceremonies, award presentations and guest events.

Publicity branding: Branding across all publicity channels including a new Hartpury Equine website, e-newsletters, social media, print media, within Hartpury Campus Equine facilities.

Hospitality & networking: Opportunities to engage with competitors, owners, sponsors and donors at each event, and with Hartpury academics and students throughout the partnership period

Clothing and Vehicle branding: Title and Presenting Partners may feature on bespoke Event clothing for volunteers, officials, prizes and Event vehicles (produced by the sponsor).

Media centre: Work with our press team to present your story to national and local media.

Interns and work experience placements: Find the perfect student to match your work opportunity. Placements vary in length from two weeks to a whole year.

Conference and training facilities: We have a wide range of meeting rooms available, from lecture theatres to classrooms, to bespoke conference rooms in Hartpury House.

Packages start from £5k/year for Support Partners, £10k/year for Official Partners, £30k/year as Presenting Partner and £60k/year as Title Partner.

Sponsorship Duration

For all levels of sponsorship, the agreements will cover the three years from September 2019 to August 2022.

The partnership packages will include the media run-up and promotions from September 2019 and Hartpury Equine Events from July 2020, including:

- The 'Europeans' (FEI European Championships Eventing & Dressage for Young Riders and Juniors in July 2020);
- Annual Festivals of Dressage (July 2020/21/22);
- Annual Show Jumping Spectaculars (July 2020/21/22);
- Annual International Horse Trials (August 2020/21/22);
- UK Conference of Equitation Science (August 2020).

Permanent branding will remain in place for all Equine Events* hosted at Hartpury between September 2019 and August 2022.

*excluding Winter Dressage and Blue Chip Championships



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