

ISES 2022 Succeed with Science: performance, practice and positive partnerships



Local Conference Organising Committee

4th May 2022

Dear potential sponsor

We are delighted to be able to tell you about the upcoming equitation science conference which will be held at Hartpury University on the 10th – 12th August 2022. The theme of the conference is Succeed with Science with two days of talks and a practical day over four themes namely:

- 1. Performance** - where scientists and practitioners will come together to explore the latest research about equine training, cognition and performance
- 2. Practice** – focussing on training and management of horses in practice
- 3. Positive Partnerships** – exploring the partnership between horse and the rider/handler in a range of situations
- 4. The other 23 hours** – including research and practice within the management of horses in varied environments

Audience

The conference will not only engage with a wide range of academic, industry and practitioners to showcase how using evidence-informed approaches can advance equestrian practice and improve equine quality of life, but will also actively encourage attendance by grassroots riders, pony clubs and riding clubs as well as representatives from equestrian governing bodies and federations.

Programme (Draft programme attached)

This international hybrid conference includes three plenary and four invited presentations from eminent equine science researchers as well as experienced practitioners. It will also include the 'Clever Hans' talk where a well-respected researcher from another field of study provides conference attendees with the chance to consider how equitation science might benefit from thinking 'outside the box'.

Sponsorship possibilities

We would be very grateful if you would consider supporting the conference this year. We have a number of different ways that you could get involved, from sponsoring a plenary or a named session, to being the main sponsor for the entire event. Here are some of the available options, with further details in the attached brochure:

Headline Sponsor (One or Two Days)

Joint headline sponsorship of the ISES Conference with Hartpury University sponsoring for one or two days, with options for online or in-person

Investment: £3,500 for one day, £5,000 for two days

Benefits:

- Branding across all publicity channels – website, flyers, advertising, e-bulletins, social media, as well as supporting one plenary each day
- Visibility through-out the Conference – main hall, entrance, screens, event brochure and packs
- Related company feature on the website
- Recognition as Headline Sponsor on all promotional emails to ISES database and other mailings
- Access to speakers and lecturers
- Conference stand
- Full page ad in the Conference brochure
- Logo on the daily thank you screen
- Promotional item provided by you placed in each delegate bag
- 2 hospitality tickets for the conference and evening networking

Practical Day Headline Sponsor (One Day)

Investment: £3,500

Benefits:

- Branding across all publicity channels – website, flyers, advertising, e-bulletins, social media, as well as supporting one plenary
- Visibility through-out the Conference – main hall, entrance, screens, event brochure and packs
- Related company feature on the webpage
- Recognition as Practical Day Sponsor on all promotional emails to ISES database and other mailings
- Conference stand
- Full page ad in the Conference brochure
- Logo on the Practical Day thank you screen
- Promotional item provided by you placed in each delegate bag
- 2 hospitality tickets for the conference and evening networking

Supporting Sponsors

- Plenary Sponsor (1 x plenary)
- Keynote Sponsor (1 x keynote)
- Panel Discussion Sponsor (1 x panel discussion)
- In-Kind Sponsor - Providing items for guests

All above packages include varying levels of brand awareness benefits

Cost: £500 - £1500

We really hope that one of these sponsor opportunities, or one of the opportunities in the attached brochure, is of interest and look forward to working with you to ensure that your support is acknowledged. If you cannot find a sponsorship package that's of interest – please let us know what you have in mind. Thanks for your time and we are looking forward to your response via email – equitationscience2022@hartpury.ac.uk so that we can provide you with any further information you require.

Warm regards

Lorna Cameron

On behalf of the Local Conference Organising Committee of the ISES Conference 2022

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