



AUSTRALIAN SHOWJUMPING CHAMPIONSHIPS 2017

2017 Host State – Victoria

13 - 17 September 2017

Werribee Park National Equestrian Centre
170 K Road, Werribee Victoria 3030



The Event

Pryde's Easifeed Australian Showjumping Championships are to be held in Victoria from 13 - 17 September 2017 at Werribee Park National Equestrian Centre. We are delighted to offer sponsorship opportunities to be a part of Australia's most prestigious and exciting jumping event that just keeps getting better and better!

This year, in addition to an already amazing event, we are excited to introduce the Under 14 Children's Class, the Pony Class, and Saturday night's showcase Speed Event.

The striking layout incorporates a picturesque grassed central competition arena surrounded by marquees for the Trade Village, dedicated VIP building and spectator seating. You have the opportunity to witness the best of Australian showjumping talent while also promoting your business.

The Australian Showjumping Championships have a proud history and many riders who have won the Championships have gone on to represent Australia at the Olympics and World Equestrian Games.



Your Support

The 2017 Pryde's Easifeed Australian Showjumping Championships offer an ideal opportunity for sponsors to promote their brands, products and services.

To ensure the event attracts widespread promotion we have developed a detailed campaign.

- Dedicated media team.
- Social media Facebook pages with ever-growing 'likes' currently approaching 10,000.
- Website coverage on both the event website and Equestrian Victoria (EV) website (approx. 200,000 hits per month).
- Mainstream media releases (e.g. articles in Herald Sun, HWT, The Land, many local publications and equestrian magazines).
- Radio advertising on KISS and NOVA
- Live streaming to National and International audience

Our return to our supporters includes:

- Complete social media package, using supplied assets
- Logo displayed on Facebook.
- Logo or advertisement on Big Screen footage that is displayed ringside as well as live-streamed to a national and international audience.
- Public announcements throughout event.
- Photo opportunities for future promotions.
- Naming rights available to four arenas and classes, which will be assigned depending on level of support.
- Extensive Trade Village.
- Opportunities to display signage.
- All electronic and printed advertising material needs to be received by the 31st July.

Our demographic:

- Competitors range from international level professional riders through to grassroots amateur riders.
- Male and female.
- The riders' ages span from 10 year olds to 70 plus!
- They travel to the event from all over Australia.
- The rider and spectator profile is made up of people from all walks of life with various levels of income.
- Over 15,000 visitors are expected with an increasing number from outside the equestrian disciplines.



Platinum

Event Naming Rights Sponsorship Package – 1 available

The benefits to your company for choosing **PLATINUM** sponsorship are:

- ★ Naming rights sponsorship for the whole event. i.e. The event will be called "Your Company Name" Australian Showjumping Championships.
- ★ Main Championship Arena will carry your company name on all advertising.
- ★ Company signage will be displayed at venue entrance** and in all competition arenas (up to 60m in Arena 1 and 20m in secondary rings**).
- ★ Entrance to the arena will be dedicated to your company so your brand is visible on the live-streaming footage and photos.
- ★ Complimentary trade marquee (6m x 6m) in a prime position.
- ★ Access to catered VIP area for event and Sunday for up to 10 people.
- ★ Complimentary catering is provided for VIPs throughout the event. Please RSVP numbers and dietary requirements by 1 September to ensure you don't miss out. Additional Sunday tickets may be purchased as required.
- ★ Opportunity to place one jump in each arena**.
- ★ Logos on official merchandise, website and rugs.
- ★ Company name on all Championship rugs, rosettes and ribbons (a secondary individual class sponsor name may also appear).
- ★ Advertisements and logo on Big Screen throughout event.
- ★ Company logo and link on the Equestrian Victoria and the ASJC website for 12 months**.
- ★ Complimentary car passes.
- ★ Coverage on the PA system throughout the competition.
- ★ Regular Facebook page posts.
- ★ Opportunity for name and logo on promotional material.

SOLD



Sat Night Special

Sponsorship Package \$20,000 + GST

The benefits to your company for choosing **SAT NIGHT SPECIAL** sponsorship are:

- ★ Naming rights for the Sat night, the stallion auction and the dinner.
- ★ Signage in the indoor.
- ★ Trade stand 6m x 3m.
- ★ Company logo on event advertising material and rug.
- ★ Company logo and link on the homepage of Equestrian Victoria and the event website for 12 months**.
- ★ Opportunity to place jumps in two arenas**.
- ★ Advertisement and logo on Big Screen throughout event.
- ★ Coverage on the PA system throughout the competition**.
- ★ Posts on our Facebook page in lead up to event (minimum 4)
- ★ Opportunity for prize presentation, including promotional photo shoot.
- ★ Complimentary car passes.
- ★ Access to catered VIP area for event viewing for up to ten people including a Sunday lunch (non transferable).
- ★ Complimentary catering is provided for VIPs throughout the event. Please RSVP numbers and dietary requirements by 1 September to ensure you don't miss out. Additional Sunday tickets may be purchased as required.

Diamond

Sponsorship Package \$15,000 + GST

The benefits to your company for choosing **DIAMOND** sponsorship are:

- ★ Naming rights to a major final in Ring 1 with sashes, rosettes and rugs to display your company name.
- ★ Signage in Main Arena (up to 30m in length**).
- ★ Trade stand 6m x 3m.
- ★ Company logo on event advertising material and rug.
- ★ Company logo and link on the homepage of Equestrian Victoria and the event website for 12 months**.
- ★ Opportunity to place jumps in two arenas**.
- ★ Advertisement and logo on Big Screen throughout event.
- ★ Coverage on the PA system throughout the competition**.
- ★ Posts on our Facebook page in lead up to event. (minimum 3)
- ★ Opportunity for prize presentation, including promotional photo shoot.
- ★ Complimentary car passes.
- ★ Access to catered VIP area for event viewing for up to ten people including a Sunday lunch (non transferable).
- ★ Complimentary catering is provided for VIPs throughout the event. Please RSVP numbers and dietary requirements by 1 September to ensure you don't miss out. Additional Sunday tickets may be purchased as required.



Gold

Sponsorship Package \$10,000 + GST

The benefits to your company for choosing **GOLD** sponsorship are:

- ★ Naming rights to a selected class with rosettes, sashes and rugs to display company name.
- ★ Signage around arena of your class (30m) and one sign in the Main Arena.
- ★ Will be able to book a 3m x 3m trade marquee at a reduced cost of \$600.
- ★ Company logo and link on the ASJC website**.
- ★ Coverage on the PA system throughout the competition**.
- ★ Company logo on Big Screen throughout event.
- ★ Posts on our Facebook page in lead up to event (minimum 2)
- ★ Signage displayed on jumps in arena** or option to supply feature jump** (excluding Ring 1).
- ★ Opportunity for prize presentation, including promotional photo shoot.
- ★ Complimentary car passes.
- ★ Access to catered VIP area for event viewing for up to eight people including a Sunday lunch (non transferable).
- ★ Complimentary catering is provided for VIPs throughout the event. Please RSVP numbers and dietary requirements by 1 September to ensure you don't miss out. Additional Sunday tickets may be purchased as required.





Sponsorship Package \$7,000 + GST

The benefits to your company for choosing **SILVER** sponsorship are:

- ★ Company name on selected class, rosettes and sashes.
- ★ Signage on the grounds and around arenas 3 & 4.
- ★ Logo and link on ASJC website.
- ★ Coverage on the PA system throughout the competition**.
- ★ Company logo on Big Screen throughout event.
- ★ Posts on our Facebook page in lead up to event. (minimum 1)
- ★ Opportunity for prize presentation, including promotional photo shoot.
- ★ Complimentary car passes.
- ★ Access to catered VIP area for event viewing for up to six people including a Sunday lunch (non transferable).
- ★ Complimentary catering is provided for VIPs throughout the event. Please RSVP numbers and dietary requirements by 1 September to ensure you don't miss out. Additional Sunday tickets may be purchased as required.



Sponsorship Package \$5,000 + GST

The benefits to your company for choosing **BRONZE** sponsorship are:

- ★ Company logo on the event website**.
- ★ Coverage on the PA system throughout the competition**.
- ★ Access to catered VIP area for event viewing for up to four people including a Sunday lunch (non transferable).
- ★ Signage on the ground or on arena.
- ★ Post on our Facebook page in lead up to event. (minimum 1)
- ★ Opportunity for prize presentation, including promotional photo shoot.



Arena Naming Rights

Sponsorship Package

\$10,000 + GST – only 2 packages available

The benefits to your company for choosing **ARENA NAMING RIGHTS** sponsorship are:

- Naming rights to one of the following arenas: Ring 2 and 3. These will be allocated in order of acceptance of this level of sponsorship.
- Naming rights to the major class in that ring with name on associated rugs, sashes and rosettes.
- Signage at the entrance to your arena and on perimeter of your arena (up to 80m in length**).
- Will be able to book a 3m x 3m trade marquee at a reduced cost of \$600.
- Company logo on event advertising material and rug.
- Company logo and link on the homepage of Equestrian Victoria and the website for 12 months**.
- Opportunity to place one jump in your arena**.
- Advertisement and logo on Big Screen throughout event.
- Coverage on the PA system throughout the competition**.
- Posts on our Facebook page in lead up to event. (minimum 2)
- Access to catered VIP area for event viewing for up to eight people including a Sunday lunch (non transferable).
- Opportunity for prize presentation, including promotional photo shoot.
- Complimentary catering is provided for VIPs throughout the event. Please RSVP numbers and dietary requirements by 1 September to ensure you don't miss out. Additional Sunday tickets may be purchased as required.

Supporter

Supporter Package

\$2,000 + GST

The benefits to your company for choosing a **SUPPORTER** package are:

- Early Entry
- Access to catered VIP area for event viewing for up to two people including a Sunday lunch (non transferable).
- Acknowledged as a Supporter



Contra/Product

We are always looking for products to be given as prizes for our classes. If sponsorship is not an option for your company but you are able to supply products that the event requires please take up a Product Sponsorship. Benefits for Contra Products over \$1,500 value can be negotiated with Sponsorship Co-ordinator, Caroline Price (0418 519 752).

Examples:

- Accommodation – for Officials, Judges
- Supply of plants and flowers to decorate arenas and hospitality areas
- Marquees for trade, hospitality and viewing areas
- Grandstands
- Electronic display
- Vehicles or buggies
- Security services
- Gifts VIPs and officials and volunteers
- Prizes for competitors e.g. saddle cloths, feed, equestrian
- Merchandise and equipment
- Fencing
- Generators
- Jumps
- Trophies
- Catering and drink supplies
- Plants and flowers



Events at Australian Showjumping Championships

A quick guide to Sponsorship benefits

Sponsorship Level	Platinum	Sat Night-Special \$20,000	Diamond \$15,000	Gold \$10,000	Silver \$7,000	Bronze \$5,000	Arena Naming Rights \$10,000
Championship Event Naming Rights	Yes		No	No	No	No	No
Naming Rights for Competition Arena	Ring 1	Yes for the indoor	No	No	No	No	Rings 2 & 3
Company name on rugs, rosettes and sashes	Company Colours	Yes for the Sat night classes	Sponsored Ring 1 Class	Yes	Yes	No	Sponsored Arena Class
Company logo to appear	On all, rugs, merchandise, EV website, ASJC website and Facebook	On rugs, prizes, indoor arena signage	On rugs, rosettes, EV website, ASJC website and Facebook	On EV website, ASJC website and Facebook	On EV website, ASJC website and Facebook	On EV website, ASJC website and Facebook	On rugs, website and EV website and Facebook
Event merchandise to be sold to general public at event	Logo & corporate branding of colours		No	No	No	No	No
Company website link	Yes (ASJC & EV website)	Yes (ASJC & EV website)	Yes (ASJC & EV website)	Yes (ASJC website)	Yes (ASJC website)	No	Yes (EV website, ASJC website)
Signage along event driveway	Yes	No	No	No	No	No	No
Signs and banners to be displayed in arenas and other areas	Driveway, signage in all arenas plus Arena 1 entry	Yes in the indoor	Arenas 1-4	1 x Arena 1 & Class arena	Arenas 3 & 4	Arena 4	Arena & arena entry
Trade Marquee	Complimentary 6m x 6m	Complimentary 3m x 3m	Complimentary 6m x 3m	3m x 3m \$550	No	No	Complimentary 6m x 3m
PA announcements	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company themed jump	Yes	Yes	Yes	Yes (excluding Ring 1)	No	No	Option to supply 1 to be placed in your designated arena
Big Screen	Ad & Logo on rotation	Ad & Logo on rotation	Ad & Logo on rotation	Logo	Logo	No	Ad & Logo on rotation
Opportunity for prize presentations, including promotional photo shoot	Yes	Yes	Yes	Yes	Yes	Yes	Yes
VIP catered marquee	10	10	10	8	6	4	8
Complimentary VIP Official Sunday Lunch tickets and car pass. (If additional VIP tickets are required they may be purchased at the cost price. Quantity to be restricted to same as entitled tickets.)	10	10	10	8	6	4	8
Facebook Posts	Minimum 10	Minimum 4	Minimum 3	Minimum 2	Minimum 1	Minimum 1	Minimum 2