



## Why Become A Sponsor?

### Eventing offers a unique opportunity for sponsors:

- A sport that is as popular among women as Rugby is amongst men
- Shares a demographic profile with Tennis
- The only physical sport where men and women compete on equal terms
- The sport attracts spectators of all ages: men, women and children

### Eventing has the highest audience of Affluent and Professional People of any sport:

- Competitors and Owners – Wealthy, Affluent and Professional 63%, C1 37%
- Competitors and Spectators age range – Under 35 62%
- Gender Demographic. Competitors Female 53%, Male 47%. Spectators Female 72%, Male 28%
- Spectators - Wealthy, Affluent and Professional 52%, C1 28%, Other 20%
- 2.5 million people ride regularly in the UK
- 17.68 million nationwide have an interest in non-racing equestrian sport

### British Eventing

- Consistent British success worldwide year-on-year
- Olympic success both Team and Individual
- Worldwide known super-stars:
  - Zara Phillips followed her mother, Princess Anne, as a British Team Member and won BBC Sports Personality of the Year 2006. Other well known eventers include Mary King and Pippa Funnell. Jane Holderness-Roddam, Olympian has run a successful Master-class at Chilham Park.
  - William Fox-Pitt, Olympian, was born in Kent and rode at Chilham Park as a junior. He continues to support Chilham Park.



## Sponsorship Benefits

The BE Affiliated One Day Event at Chilham Park provides a great opportunity for sponsors to be a part of this exciting and news-worthy sport.

Sponsorship is primarily aimed at our affiliated British Event One Day Event in August but your company will also be represented at other equestrian events run by Chilham Park including our Spring Hunter Trial and Autumn Unaffiliated One Day Event.

The following benefits will be provided, depending on sponsorship level.

- Advertising boards (maximum size 1m x 6m) erected around show jumping arena
- A Company or product presence on the Chilham Park website, including a link to your website
- All sponsors are acknowledged in Event programme plus advertisement
- Company or product description used in cross country commentary.
- Badges, tickets and free car passes
- Invitations to Sponsors Marquee at our August event
- Invitation to a Christmas reception and Volunteers drinks party held at Chilham Castle
- Company or product included in printed pre-and-post event publicity
- A named cross country fence with pre-fixed company logo or name
- Individual hospitality units
- Preferential Trade Stand Space
- Other sponsorship benefits can be tailored to suit your particular requirements.

**Sponsorship packages start at £250.00 - £1,000.**

Complete the attached Response Form and return by post or e.mail. Or call and we can answer your questions and discuss your ideas and any specific needs.