

## BLAIR CASTLE INTERNATIONAL HORSE TRIALS & COUNTRY FAIR

Our philosophy is to customise the benefits to suit our Partner or Sponsor's individual requirements and aims, working closely to develop a mutually beneficial relationship. There may well be additional opportunities that need exploring subject to specific ambitions but we are very pleased to offer as a starting point the following range of benefits as outlined in the different packages herein.



*Have access to 40,000 ABC1 Visitors*



**23 – 26 August 2012**



## **PRESENTING SPONSOR**

### **What is a Presenting Sponsor?**

There are 3 different levels of International class run over the week of the event. A Presenting Sponsor has the opportunity to have the naming rights and associated benefits to one or all of the levels. The classes are graded from 3\* to 1\* with 3\* being the highest level class.

### **Most significant benefits can include:**

- The title of the Class will be '*The Company* International 3\* Section'
- The class title will be used in all references to the class in all commentaries, other media opportunities, and the company logo will be included on (but is not restricted to) the front cover of the event programme, press releases, results sheets, marketing and other media opportunities.
- The CCI\*\*\*/CIC\*\*\* class is extensively televised around the world and broadcast on prime time BBC Scotland
- The riders in this section will be branded on the Cross Country with the Presenting Sponsor's name on their competition number. This is an extremely visual means of exposure when the company name is carried around the cross-country by an Olympic or World Champion.
- The Presenting Sponsor will be allocated as the sponsor of a feature fence on the Cross Country. These fences and the surrounding area may be heavily branded, will be televised and will be used in all three International Classes. See below for further details.
- The Presenting Sponsor will have branding around the site (in addition to that on the cross-country course) that can include: the entrance and exit routes of the event, the Main Arena, the outside arenas, the press board, the scoreboards and other strategic locations
- The corporate logo will appear on all the merchandising and officials garments (over 1400 items of clothing)
- The opportunity to present a trophy at the prize giving of the International Class.
- 1 full page advert in the event programme with an additional page of editorial/advertorial.
- The opportunity to have 20 complimentary Hospitality places.
- A significant number of additional entry passes to the event.

**Costs: CCI\*\*\*/CIC\*\*\* £9,000**

**CCI\*\* £6,000**

**CCI\* £6,000**



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## **ASSOCIATE SPONSOR**

### **What is an Associate Sponsor?**

The benefits of being an Associate Sponsor are that the company has a high level of branding and exposure around the event site and will benefit from Television exposure.

### **Benefits can include:**

- The Associate Sponsor will have branding around the site (in addition to that on the cross-country course) that can include: the entrance and exit routes of the event, the Main Arena, the outside arenas, and other strategic locations.
- The Associate Sponsor will be allocated as the sponsor of a feature fences on the Cross Country. These fences and surrounding area may be heavily branded, will be televised and will be used in all three International Classes. See below for further details.
- 1 full page advert in the event programme
- The corporate logo will appear on all the merchandising and officials garments (over 1400 items of clothing)
- The opportunity to have a company trade-stand pitch in the trade-stand village free of charge however any costs for tentage etc to be met by sponsor.
- The opportunity to have 10 complimentary Hospitality places.
- A significant number of additional entry passes to the event (subject to agreement).
- Website presence and links.

**Costs: From £2,500**



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## **CROSS COUNTRY FENCE SPONSOR**

### **What is a Cross Country Fence Sponsor?**

The second phase of the competition is the cross country, where each competitor will jump around a course of solid fences at speed. This takes place over a distance of approximately 6000m. Each of the fences can be branded with a company banner or board. Often these fences can be themed for a sponsor however this is dependant upon time, practicality and cost. All fences will benefit from regular commentary from our professional commentators: *".....Andrew Hoy has cleared the House of Bruar Steps fence at 16....."*

### **Benefits can include:**

- To have a cross country fence named and referred to as 'the Company Name ..... '.
- A cross-country fence and/or surround to be branded with 2 or 3 company advertising boards
- Regular PA announcements and commentator mentions throughout the day making reference to the Company Named fence.
- Discount offered for programme advertisement (full colour) in the Event programme.
- Promotion on the Blair Castle International Horse Trials web site with direct link to Company website.
- An agreed number of sponsor's entry badges and car passes.
- The opportunity to purchase additional Hospitality and tickets at a special rate for the sponsors Hospitality Marquee to entertain clients and guests.

**Costs: From £400 to £1400**



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## **BRITISH SHOWJUMPING AFFILIATED CLASSES**

### **What are British Show Jumping Affiliated Classes?**

Over the course of the International Horse Trials Blair also hosts three days of very popular Show Jumping classes. These take place in two arenas that are in and around the trade-stand area. There are a variety of different levels and styles of class over the three days of competition. This is a popular and established fixture in the pure Show Jumping calendar ensuring that many of the countries' leading riders come to Blair with a number of horses.

Benefits can include:

- To have a showjumping class named and referred to as 'the Company Name Class.....'.
- Branded company advertising boards displayed in the Show Jumping arenas.
- The opportunity to brand a specific show jump (subject to level of sponsorship)
- Regular PA announcements and commentator mentions throughout the sponsored class.
- Discount offered for programme advertisement (full colour) in the Event programme.
- Promotion on the Blair Castle International Horse Trials web site with direct link to Company website.
- An agreed number of sponsor's entry badges and car passes.
- The opportunity to purchase additional Hospitality and tickets at a special rate for the sponsors Hospitality Marquee to entertain clients and guests.

**Costs: From £300 to £800**

## OTHER OPPORTUNITIES

### Dressage Arenas

Every competitor in an international class performs a dressage test in the Main Arena. These arenas can be subtly but extensively branded on the outside and remain in an extremely high profile position for 2 days. **Cost: £1000**



### Cross Country Start Box

Every competitor in an international class enters and leaves the cross country start box as they depart on their round of cross country. This box can be heavily branded and will be regularly referred to by the commentary team during the day.

**Cost: £650**

### Veterinary Inspection (Trot Up)

All horses are examined by a vet prior to starting the competition and again prior to the Show Jumping phase of the competition. The riders present the horses to the vet and the judges and trot the horse for them to see and assess. This is a very visual occasion that generates great interest. This area can be branded in a number of different ways to ensure that there is a strong corporate identity with this phase. **Cost: £500**

There are a variety of other opportunities available that we would be delighted to offer and discuss as an alternative to those listed above, starting from £300.

The packages will all be customised to suit the sponsor.



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## **THE INVESTMENT**

Being part of the Blair Castle International Horse Trials & Country Fair can cost as little as £300 through involvement in the BSJA Show jumping classes and from £400 by being a sponsor of the International Horse Trials.

The packages will be customised to suit the aims and requirements of each sponsor or partner. There may well be additional opportunities that need exploring subject to specific ambitions, which we would be delighted to discuss.

**To discuss any aspect of these packages and for further details on Blair Castle International Horse Trials and Country Fair please contact:**

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