



2019 SENIOR CHAMPION
BILLY RAYMONT and ANSSIOSO Z
Photo Credit: Little More Grace Photographics



WERRIBEE PARK
APRIL 29TH – MAY 2ND

Partnership Opportunities



Our Event

The Victorian State Jumping Titles are to be held from 29th April until 2nd May at Werribee Park National Equestrian Centre.

This year the event will be held on the NEW Martin Collins Australia waxed surface as well as the hallowed turf of the polo fields. Our vision is to run one of the best events in the country with the best surfaces, gear and officials whilst the layout and atmosphere will bring a truly European feel to the event.

We are delighted to offer partnership opportunities to be a part of our State 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 Victorian and Australian jumping talent while also promoting your business.

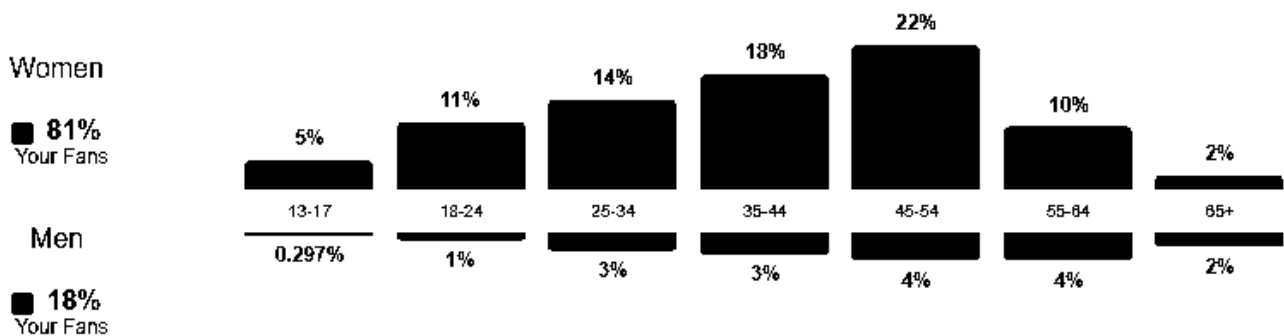
The demographic

The event demographic is from approximately 10 years of age up to 70 years of age with the ages 16-45 being the most prevalent. The predominant demographic following the event are females but at the actual event it is a mix of male and female.

The Equestrian industry contributes \$1.3 billion to the Australian economy (survey prepared by SBP and Street Ryan, December 2016)

- Competitor involvement spans 20+ years
- Level of involvement high (57% engage 5+ times per week)
 - 84% are aged from 16 years to 64 years
 - 40% earn from \$80K to \$200K
 - Over 50% are tertiary educated
 - 70% own their own horses

The Event will attract riders and their families from all over Victoria and other states of Australia. Competitor and Spectator numbers are expected to exceed 2000 over the 4 days of the event.




Our reach

The event will be heavily promoted on social media and has an expected reach of approximately 5,000 -20,000 people leading up to the event using platforms such as Facebook, Twitter, Instagram.

The Event will be promoted on the Equestrian Victoria website as well as the event dedicated website.

<https://jumpingvictoriastatetitles.org.au>

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
 Jumping Victoria State Titles BREAKING NEWS !! Clint Rose, ...	● 03/03/2021 8:11 PM	4.4K	2.8K 100%	1.2K 100%	2.2K	322	0:14 / 1:50

Recent facebook post engagement example



Event Naming Rights



- ◆ Naming Rights of the Show
- ◆ Naming Rights to the Main Arena
- ◆ Logo on all sashes and rugs
- ◆ Company signage on all arenas
- ◆ Company Logo and link on social media
- ◆ Company Logo and Link on Jumping Victoria webpage
- ◆ Full page colour advertisement in event program
- ◆ Regular social media promotion
- ◆ PA promotion and advertising throughout the Show
- ◆ 4 VIP tickets for all four competition days
- ◆ Promotional jump on main arena (at your own cost)
- ◆ Opportunity for trade stand (at cost)
- ◆ Presentations

\$15,000

**We invite you to partner with us to
be a part of this great event!**



Photo Credit: Taylah Lambert Photography

Arena Sponsorship

\$4000

- ◆ Naming Rights to an Arena.
- ◆ Company signage on sponsored Arena.
- ◆ Company Logo and Links on Social Media
- ◆ Full page colour advertisement in event program
- ◆ Regular social media promotion
- ◆ PA Promotion and advertising throughout the show
- ◆ 3 VIP tickets for all four competition days
- ◆ Promotional jump on sponsored Arena (at your own cost)
- ◆ Opportunity for trade stand (at cost)
- ◆ Presentations



Titles Sponsorship

\$5000

Children's Title, Junior Title, Young Rider Title and Senior Title.

- ◆ Naming Rights to a title class in the Main Arena
- ◆ Company signage on Main Arena
- ◆ Company Logo and Links on Social Media
- ◆ Full page colour advertisement in event program
- ◆ Regular social media promotion
- ◆ PA Promotion and advertising throughout the show
- ◆ 2 VIP tickets for all four competition days
- ◆ Promotional jump on Main Arena (at your own cost)
- ◆ Opportunity for trade stand (at cost)
- Logo on class sashes and rugs
- Presentations



**“ Billy Raymont
2019 Senior Title Holder”**

Photo Credit: Litte More Grace Photographics



Feature Class Sponsorship

\$3000

Mini Prix, Future Stars, Amateur

- ◆ Naming Rights to a class
- ◆ Company signage on Arena 2
- ◆ Company Logo and link on social media
- ◆ ½ Page colour advertisement in event program
- ◆ Regular social media promotion
- ◆ PA promotion and advertising throughout the show
- ◆ 2 VIP tickets for all four competition days
- ◆ Promotional jump on Arena 2 (at your own cost)
- ◆ Logo on class sashes and rugs
- ◆ Presentations

“ Charlee Dobbin 2019 Childrens Title Holder”



Photo Credit: Derek O Leary

Tour Class Sponsorship

\$2000

Stroller (1m), Hickstead (1.10m) and Milton (1.20m)

- ◆ Naming Rights to a Tour Class
- ◆ Company signage on Arena 3
- ◆ Company Logo and link on social media
- ◆ ¼ Page colour advertisement in event program
- ◆ Regular social media promotion
- ◆ PA promotion and advertising throughout the show
- ◆ Promotional jump on Arena 3 (at your own cost)
- ◆ Presentation.

Product / Contra

Haven't found anything to suit but would still like to be involved?

We are always looking for contra and general support. Some examples include:

- ◆ Products to be given as prizes;
- ◆ Plants and Flowers;
- ◆ Drinks and Catering; and
- ◆ Prizes for Competitors



Contact us

We would love to partner with you to make this event a success

All initial queries should be directed to
Clint Rose – clintrose@equestrianvictoria.com.au
Or via telephone 0434 698 705