

2019 LOCK IT IN



FEI 1\* SHOW

FEI™

WESTERN AUSTRALIAN  
**STATE SHOWJUMPING  
CHAMPIONSHIPS**

- ◆ 20-22ND SEPTEMBER
- ◆ STATE EQUESTRIAN CENTRE
- ◆ CLASSES FROM 45CM - 1.45M
- ◆ 3 RINGS

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Equestrian Western Australia invites you to become a sponsor of the dynamic **WA State Jumping Championships 19<sup>th</sup>-21<sup>st</sup> September 2019**.

We're pleased to be again hosting the 2019 WA State Jumping Championships at the State Equestrian Centre, WA's jewel-in-the-crown equestrian facility in the Swan Valley's Brigadoon, just 35 minutes from Perth's CBD.

Equestrian is the only elite sport in which woman and men of widely varying ages compete equally against each other. Precision, partnership and thrilling competition make jumping one of the most watched sports at the Olympic Games, backed by international companies like Gucci, BMW, Rolex and Longines, along with organisations of all sizes throughout Australia.

WA's annual **State Jumping Championships** represents the pinnacle of our sport for participants ranging from elite competitors to ambitious youngsters and talented adult amateurs. This event celebrates and shares their passion - and talent - with hundreds of spectators, who together with the competitors, have made it a thriving annual social event.

Media coverage at the Championships will include local and national publications, professional photographs and extensive social media. Livestreaming the event has been successful and we're thrilled to confirm that we will continue to live broadcast this show, taking the 2019 Championships - and your business - nationwide and around the world.

Let us showcase your business alongside this exciting showjumping extravaganza through any of the sponsorship options described in our 2019 Sponsor Brochure. We're also happy to speak with you about customising sponsorship packages.

We look forward to speaking with you about the range of opportunities and to hosting you at the 2019 WA State Jumping Championships.

Best regards,

Sara Botten

Events and Business Development Manager, Equestrian Western Australia

08 6365 1803



## 2 WA STATE SHOWJUMPING CHAMPIONSHIPS 2019

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In addition to featuring the annual state jumping titles for Junior, Young Rider, Amateur and Open riders, this event includes a wide range of other championship and height competitions for all levels of competitors, held over three days at WA's iconic State Equestrian Centre on 20-22 September 2019.

### 2.1 ABOUT SHOWJUMPING:

*Jumping is a partnership between horse and rider, who together negotiate a challenging course of obstacles that test their skill, accuracy and training within set time limits – and often racing against the clock. While there are many different types of individual competitions, the essential goal is to avoid knocking down fences, having refusals at fences and/or incur time penalties. Courses will vary in height and degree of difficulty according to experience and/or age levels of riders and horses. Ask us about the different formats – we're always happy to explain the various competitions.*

### 2.2 FACTS & FIGURES:

#### 2.2.1 EQUESTRIAN WESTERN AUSTRALIA (EWA)

- The state sporting body for Equestrian Sports is largely sustained by contributions from hard-working and dedicated volunteers, from committee members to officials, organisers and helpers at events, who facilitate the success of the sport.
- There are currently 2200 EWA members across Western Australia, with 80 affiliated clubs that host more than 200 events each year
- The State Government, through the Department of Local Government, Sport and Cultural Industries, is a major supporter of EWA in Western Australia.

#### 2.2.2 STATE EQUESTRIAN CENTRE

- Located just 35 minutes from the Perth CBD
- Western Australia's premier equestrian facility – one of just two state equestrian centres in Australia
- Hosts 340 events annually for >11 000 competitors
- Offers 66 hectares of arenas, trails and equestrian other facilities
- Situated in the picturesque Swan Valley, attracting thousands of tourists to visit its stunning scenery, abundance of high-quality restaurants and rich history of wine making that spans 180 years.

#### 2.2.3 WA STATE JUMPING CHAMPIONSHIPS

- 3 days of competition from grass roots to elite championships
- >100 volunteers & officials
- >1100 rounds of jumping
- >\$20 000 of largely donated prizes and prize money that reward competitors

### 2.3 PROVISIONAL TIMETABLE:

### 2.3.1 FRIDAY 20<sup>TH</sup> SEPTEMBER

- Competition from 8:00am to 4:00pm
- 15 Classes from 45cm – 130cm
- >450 rounds across three jumping arenas

### 2.3.2 SATURDAY 21<sup>ST</sup> SEPTEMBER

- Competition from 7:30am to 5:00pm
- 18 classes from 60cm – 135cm
- >\$6000 prize money, trophy rugs and other prizes to be awarded

### 2.3.3 SUNDAY 22<sup>ND</sup> SEPTEMBER

- Competition from 9:00am – 5:00pm
- The WA Amateur, Speed, Junior, Young Rider and Senior Championship State Titles plus select other competition
- \$26 000 of prize money including trophies, embroidered trophy rugs & other prizes
- Three-course seated lunch in the VIP Marquee along the main arena during the WA State Open title. Lunch starts at 12-noon.

## 2.4 SPONSORSHIP OPPORTUNITIES

Variety of sponsorship opportunities available, from modest contributions to naming rights. Target audience includes:

### 2.4.1 Riders and their entourage

- Women, men and children aged 18 to 65 years (and the little ones too!)
- Approximately 90% female athletes
- Affluent consumers
- Captive audience over a three-day period
- Equestrian leaders with great influence over the next generation of champions
- State-wide & national audience via livestreaming

### 2.4.2 Spectators and friends

- Affluent
- Appreciate equestrian sports
- Enjoy outdoor events
- Usually attend as a family and/or group
- The majority live in the swan valley and hills area
- Look forward to socializing with top riders

### 2.4.3 Attendees, officials & competitors

- Environmentally conscious
- Mainly entrepreneurs and professionals
- Avid social media users
- Brand conscious
- Focused on the well-being of the horses
- Enjoy “extreme sport” events
- Road warriors, with long hours spent travelling
- Most are pet owner

## 2.5 BENEFITS OF SPONSORSHIP

- Sponsorship provides a unique opportunity to be associated with a nationally recognized championship
- Provides a venue for potential sales and product awareness to a prime market of affluent consumers
- Increases awareness of your brand within a captive market – sponsorship can include trophy rugs that riders put on their horses at other events, which can continually advertise with your business name
- Expands your visibility among the top jumping performers
- Propels your brand throughout national media reporting and livestreaming

***Sponsorships in each category are limited, so get in early to select your preferred benefits package***

## 2.6 SPONSORSHIP PACKAGES

Choose the package that best suits your business needs. There is a limited number of packages available. Commit early to avoid disappointment

	Promoter \$330	Opal \$375	Ruby \$660	Sapphire \$880	Emerald \$1500	Pearl \$2200	Diamond \$3300	Platinum \$6050
VIP Lunch Tickets – 12:00pm Sunday State Titles		1	2	2	2	2	4	6
Extra VIP Tickets available to purchase \$90 / ticket (Valued at \$120 each)	2	1	2	2	4	6	8	10
Embroidered Trophy Rug*			✓	✓	✓	✓	✓	✓
Class Sponsor – Second or Third Arena		1	1		1			
Class Sponsor– Premier Arena				1			✓	
Rosettes with company logo*			✓	✓	✓	✓	✓	✓
Championship Title Naming Rights (Excluding Senior Title)							3	
State Senior Title Naming Rights Sponsor								✓
Arena 1 Naming Rights							✓	✓
Arena 2 Naming Rights						✓		
Arena 3 Naming Rights					✓			
Live Stream 2 Hour Commentary Invitation				✓	✓	✓	✓	✓
Video advert on Live Stream (provided by Sponsor)*				✓	✓	✓	✓	✓
Trade Village	3x3m	3x3m	3x3m	3x3m	6x3m	6x3m	6x3m	6x6m
Repeated recognition by event announcer	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion of material in rider bags*	✓	✓	✓	✓	✓	✓	✓	✓
Colour Advertisement in Event Program*	Listing	¼ page	½ page	½ page	½ Page	Full page	Full Page	Back Cover
Early Entries*	2 classes	2 classes	4 classes	4 classes	8 classes	10 classes	16 classes	20 classes
1 x Company Banner on Premier Arena**				✓		✓	✓	✓
1 x Company Banner on Second or Third Arena**		✓	✓		✓	✓		✓
Company logo on event public advertisements					✓	✓	✓	✓
Company logo on competition entry website*	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Promotion *		✓	✓	✓	✓	✓	✓	✓
Special signage privileges on site					✓	✓	✓	✓
<b>Number of Packages Available</b>	<b>10</b>	<b>25</b>	<b>12</b>	<b>12</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>

*\*Sponsorship agreement and media material must be completed and submitted to the EWA Office by 23<sup>rd</sup> August to guarantee these benefits.*

*\*\*To be provided by the sponsor and delivered to the State Equestrian Centre no later than Wednesday 18<sup>th</sup> September*

### 3 SPONSOR INFORMATION - 2019 WA JUMPING CHAMPIONSHIPS

<b>SPONSOR</b> <i>NAME SPONSOR WISHES TO BE REFERRED TO</i>	<b>LOGO</b> <i>To be used in program, on website and Facebook Promotions</i>
<b>PERSON RESPONSIBLE</b>	
<b>CONTACT DETAILS</b>	<b>MOBILE:</b> <b>EMAIL:</b>
<b>WEBSITE/FACEBOOK</b>	
<b>BUSINESS PROMOTIONAL BLURB</b>	<i>This will be used on Facebook, website and PA System during the event.</i>
<b>SIGNAGE</b>	<i>Please list any signs you wish to put up during the event and their estimated delivery and pick up time</i>
<b>TRADE VILLAGE INFORMATION</b>	<b>Bump In (Day/Time):</b> <b>Bump Out (Day/Time):</b> <b>Notes:</b>
<b>PROMOTIONAL MATERIAL</b>	<i>Please describe any promotional material you wish to be distributed during the event and their estimated delivery time</i>
<b>SHOW V.I.P LUNCH TICKETS</b>	<b>Lunch Ticket Invitation Names and Email Addresses:</b>
<b>OTHER INFORMATION</b>	

## 4 SPONSOR APPLICATION - 2019 WA JUMPING CHAMPIONSHIPS

Thank you for your interest as a sponsor at the State Jumping Championships 2018. Please complete the forms attached to apply to be part of this innovative event and return to Equestrian WA 303 Cathedral Avenue, BRIGADOON WA 6069 or email to [SaraBotten@equestrianwa.org.au](mailto:SaraBotten@equestrianwa.org.au)

SPONSOR NAME \_\_\_\_\_

NAME OF PERSON RESPONSIBLE \_\_\_\_\_

CONTACT TELEPHONE \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

WEB ADDRESS (if applic) \_\_\_\_\_

FACEBOOK PAGE (if applic.) \_\_\_\_\_

SPONSOR PACKAGE \_\_\_\_\_

Do you wish to set up a trade stand for the duration of the event? YES /NO

### 4.1 IMPORTANT DATES

- 4:00pm Friday 23 August – Sponsor Registrations and Information forms required to ensure all benefits available
- 12:00pm Monday 26 August – Early Entries Open
- 7:00pm Monday 2 September – Entries open to the general public
- 11:00pm Monday 9 September – Entries Close
- 4:00pm Monday 16 September – RSVP of VIP Lunch required
- 2:00pm Wednesday 18 September – Promotional Signage to be delivered to the State Equestrian Centre
- 1:00pm Thursday 19 September – Event Bump in for traders and vendors commences
- 7:30am-5:00pm Friday 20 September – 22 September
- 12:00pm Monday 23 September – all bump out of vendors to be completed

### 4.2 PAYMENT METHOD - CREDIT CARD

Charge my: VISA or MASTERCARD (please circle)

Card Holders Name: \_\_\_\_\_

Signature \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_

Card Number: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_

TOTAL PAYMENT: \$ \_\_\_\_\_

BY POST, CHEQUE OR MONEY ORDER

Equestrian WA, 303 Cathedral Avenue, BRIGADOON WA 6069

General Enquiries: Sara Botten (08) 6365 1802 or [sarabotten@equestrianwa.org.au](mailto:sarabotten@equestrianwa.org.au)