



EQUESTRIAN
WESTERN AUSTRALIA



2019

**PROMOTIONAL
PACKAGES**

EQUESTRIAN

WESTERN AUSTRALIA

Equestrian Western Australia (EWA) is the state sporting organisation for equestrian sports. The organisation was established in 1951 with the support of Equestrian Australia (EA), the national equestrian sporting body and the Royal Agricultural Society. EWA has successfully operated as an organisation for over 60 years and is the custodian for many horse sports in Western Australia including Dressage, Eventing, Jumping, Show Horse and Vaulting.

EWA is administered in Western Australia by a Board of Directors, a Chief Executive Officer, a small team of administration staff and a variety of discipline committees. EWA is largely sustained by the contributions of hard-working and dedicated volunteers including committee members, officials, event organisers and helpers at events.

Our roles and responsibilities include:

- Serving individual members and clubs.
- Implementing and developing rules, policies, processes and systems.
- Providing education, development opportunities, support and financial assistance to elite riders through the High Performance Pathway.
- Contributing to the development of the next generation of equestrians through youth-specific development programs and events.
- Providing education and training to riders, coaches and officials.
- Promoting and advocate for horse sport in WA.
- Regulating and increase participation in equestrian activities in WA.
- Operating the State Equestrian Centre in Brigadoon as the “Home of Horse Sports”.





EQUESTRIAN WESTERN AUSTRALIA

OUR VALUES

- Respect of the horse
- Equal opportunities for all members
- Promotion of fair and respectful competition

OUR GOALS

- Promote well-being of the horse
- Create a sense of community and inclusiveness
 - Growing Equestrian sport
- Encourage sustainable sport development
 - Responsible financial management
 - Giving back to the community.
 - Accessibility for all
- Develop and manage the State Equestrian Centre



2,400 MEMBERS



**3,089
LIKES**



93 AFFILIATED CLUBS



**2,761
SUBSCRIPTIONS**



**65,478
VISITORS**



STATE EQUESTRIAN CENTRE

The State Equestrian Centre (SEC) is located within the beautiful Swan Valley Region of Perth, Western Australia. The SEC is Western Australia's premier equestrian event venue, with many even considering it to be one of the best in the country. The centre is managed by Equestrian Western Australia with support from the Department of Sport and Recreation and the City of Swan.

Equestrian is a year-round sport, with the cooler months in Autumn, Winter and Spring being the peak competition period. As such, the SEC has events booked most weekends throughout the year.

The venue is used extensively for equestrian events including dressage, eventing, jumping, show horse, breed shows, international coaching and training. The venue is also used for corporate, sport and recreational pursuits including conferences, educational seminars and fun runs.

The SEC has played host to many internationally renowned equestrians over the years, including British eventer, Capt. Mark Phillips, German dressage rider, Isabelle Werth, natural horsemanship greats Monty Roberts and Pat Parelli, 2016 Rio Bronze Medallist, Stuart Tinney, and home-grown Olympians, Sonja Johnson, Lucinda & Clayton Fredericks and Paralympian, Sharon Jarvis.



346 EVENTS



14,000 HORSES



11,500 COMPETITORS



20,000 SPECTATORS

SEC FACILITIES

- 70m x 30m fully-covered indoor arena with 1600 spectator capacity
- 80m x 80m all-purpose arena with grass viewing banks
- International dressage arena with enclosed judge's boxes
- General-purpose grass field
- FEI 3*Cross-Country Course
- Polocrosse Fields
- Pony Club Grounds
- Trade village area
- 147 Stables
- Camping grounds
- Conference and classroom facilities
- Kitchen
- Licensed bar with VIP viewing balcony
- Plus much more!



EQUESTRIAN WA

PROMOTIONAL OPPORTUNITIES & MARQUEE EVENTS

Equestrian Western Australia is committed to the promotion of supporting business both within the equestrian industry and to the wider community. We are proud to present promoter opportunities in 2019 to our loyal supporters.

Equestrian Western Australia is proud to host the most prestigious and highest quality Equestrian Events in Western Australia. Each event is unique, targeting a different audience with diverse needs, volunteer group and athletes from grass roots developing athletes to the states most elite combinations. Marquee events require substantial contribution from supporting businesses to ensure they remain at a viable price point for the equestrian community. Support from business interests is vital to ensure events are financially sustainable. Equestrian Western Australia advocates the promotion of business to a large audience with more than 2,400 members and a significant following both online and via email avenues. Many members are “members for life”.

The aim of promoter packages for supporters of Equestrian Western Australia is to:

- provide consistent market presence within the equestrian community
- assist supporting businesses in obtaining customers for life by associating with the states premier equestrian sporting association
- provide quality customer service with the opportunity to develop business relationships and tailor agreements to individual business needs
- assist in the sustainable development of Equestrian WA sport and event development



SNAPSHOTS OF EQUESTRIAN WA MARQUEE EVENTS



- Consists of 8 events throughout the calendar year from April to October
- Includes four state title events (Dressage, Show Horse, Jumping and Interschools)
- Each event requires up to 70 officials and volunteers
- Exposure to a variety of target audiences
- 200 individual promotional opportunities
- More than 850 riders, nearly 1,000 horses and 5,400 attendees
- 30% attendance by athletes more than 200km from the Swan Valley
- >\$70,000 of prizes, awards and prize money

	RIDERS	HORSES	ENTRIES	ATTENDEES
Interschools Equestrian Festival	150	180	590	400
Master Coaches Series	15	15	N/A	600
EWA Annual Awards Night	N/A	N/A	N/A	250
WA State Dressage Championships	150	165	486	375
WA State Jumping Championships	145	220	768	410
EWA Show Horse of the Year	120	160	520	280
Eventing Grand Prix & Young Horse of the Year	80	90	98	150
Equestra	200	160	N/A	3,000

EWA MARQUEE EVENTS

THE EQUESTRIAN WA ANNUAL AWARDS



The annual EWA Annual Awards brings members together to celebrate the major achievements of our home-grown sports stars and luminaries from the seven sports under the EWA banner - Dressage, Eventing, Interschool, Jumping, Show Horse, Para-Equestrian and Vaulting. Each year the EWA Awards honour those who have made an outstanding contribution to the WA equestrian community as an athlete, coach, administrator, owner, club, event organiser or volunteer from both metropolitan and regional areas.

MASTER COACHES SERIES



The best coaches from around WA present a series (5/7 annually) of master classes on common equestrian topics. These educational evenings held indoors at the SEC include demonstration lessons with jumping, dressage and

eventing riders who are put through their paces in master classes with EA Accredited coaches. The Master Classes are educational and offer an opportunity for EWA members and non-members to learn from the best in the sport.

INTERSCHOOLS EQUESTRIAN FESTIVAL

In 2005, Equestrian Western Australia held its first full-scale Interschool Championships at the State Equestrian Centre, Brigadoon. An overwhelming response saw over 350 entries, with competitors coming from schools as far away from Perth as Geraldton, Kalgoorlie and Albany. More than 1,500 spectators, competitors and children contributed to the festival atmosphere as they watched primary and secondary school riders compete as individuals and as members of school teams during three days of dressage, show jumping and show horse events. Competitors ranged from the state's most promising young riders to those who had never before competed at a show of this magnitude. Having proved hugely successful, Interschool Western Australia (ISWA) has grown over the last twelve years, and is now firmly established as an event on the WA school and equestrian calendars and is held over 3 days. This prestigious competition enabling young athletes to showcase their equestrian skills and qualify for the National Interschool Championships. In 2018, EWA introduced participation classes for interschool competitors to participate in this competition enabling young athletes to experience this exciting competition.



STATE DRESSAGE CHAMPIONSHIPS

The State Dressage Championships is the most prestigious event on the Western Australian dressage competition calendar. Each year, equestrians from all over the state attend the event held at the State Equestrian Centre. About 150 individuals compete in classes from Preliminary to Grand Prix and Para-Equestrian. Adult and Young Rider, professional and amateur riders will enter the event, each dedicated to the demanding yet elegant sport in which men and women compete on equal footing. Last year 157 riders rode over 510 tests, with many helpers and spectators attending to support the riders and to enjoy the range of shopping at the Trade Hub. The event is held over three days and feature freestyles (dressage to music) at all competitor levels. A regular feature of the State Championships is the associated the Trade Hub that attracts competitors and spectators over the course of the competition. This is a shopper's paradise and a great opportunity for sponsors to showcase their product and/or services. Presentations and results will be posted in the Trade Hub, which will encourage riders to explore the shops throughout the day.

STATE SHOWJUMPING CHAMPIONSHIPS



The Western Australian State Show Jumping Championships are held over 3 days at the State Equestrian Centre, at Brigadoon in the Swan Valley. Jumping's precision, partnership and thrill have made it one of the most watched sports at the Olympic Games. Equestrian is the only elite sport in which woman and men of widely varying ages compete equally against each other. Globally, it's backed by international companies like Gucci, BMW, Rolex and Longines, with continually growing support by organisations of all sizes throughout Australia. WA's State Jumping Championships represents the pinnacle of our sport, gathering elite competitors to ambitious youngsters and talented adult amateurs from throughout WA who demonstrate truly remarkable partnerships between horses and riders. The passion and celebration of show jumping by both competitors and spectators have made it a thriving annual social event that echoes the generally rising interest in the equestrian sport. Media coverage at the 2019 State Jumping Championships

will include local and national publications, professional photographs and extensive social media. We're thrilled to announce that after the success of the 2018 event, we will continue to live stream the 2019 Championships offering immediate and widespread promotion to a global audience.

SHOW HORSE OF THE YEAR



EWA Show Horse is one of the many equestrian sports of Equestrian Australia, Show Horse is best summarised as a horse being beautifully conformed, of high quality, a magnificent mover and having lovely manners and paces.

The Horse of the Year is held over 3 days at the SEC with horses, ponies, adults and children all competing to represent Western Australia at the Australasian National Show Horse and Rider competition in Victoria in December each Year.

EVENTING GRAND PRIX & YOUNG EVENT HORSE OF THE YEAR



The purpose of this event is to provide owners, riders and breeders with the opportunity to showcase the eventing potential of their 4, 5, 6 and 7-year-old horses. Young Event Horse classes encourage trainers and breeders to produce and present the correct type of young horse with the potential to develop into an elite event horse. 2018 saw the event conducted under a new format with three phases completed consecutively in a single arena.

This new format this year incorporated the assessment of event horses in a three-phase single performance consisting of a flatwork workout, jumping course and hand gallop and was popular with participants and spectators alike. WA's Young Event Horse of the Year offers breeders, trainers, owners and riders the opportunity to showcase their young horses in an encouraging environment rewarding well-trained horses showing potential to become elite eventing horses. Traditionally held on the second day of the event the WA Eventing Grand Prix, a fast-paced, entertaining event promoting the sport to the wider community. The event comprises of approximating 15 jumps both Show Jumps and Cross Country situated in a large arena offering exciting ringside viewing of the fast paces event.

EQUESTRA

Equestra Festival and Show aims to celebrate the bond between horse and human. Its inception in 2018 was enormously successful with more than 3000 attendees experiencing the thrill of horse and rider enjoying a variety of activities such as barrel racing, jumping, side saddle, vaulting and trick riding. The event serves as a platform for all facets of equestrian and local businesses to demonstrate their skills, products and services in a single afternoon and evening. This family friendly event offered something for everyone including bouncy castle, pat-a-unicorn, bucking bull for kids, and a beer garden for adults. The Equestra 2019 show is set to be more thrilling as ever with acts currently confirming their attendance. This show is a thrilling and inspiring showcase of equestrian pursuits and sports that is not to be missed.



WHY SUPPORT EQUESTRIAN WA?

Equestrian WA offer a variety of promotional opportunities, from modest contributions to venue naming rights. Target audience include:

RIDERS AND THEIR ENTOURAGE

- Women, men and children aged 8 to 75 years (and the little ones too!)
- Approximately 90% female athletes
- Affluent consumers
- Captive audience over multiple days
- Equestrian leaders with great influence over the next generation of champions
- State-wide & national audience via live-streaming
- Many own semi-rural properties

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

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 owners



BENEFITS OF SPONSORSHIP

- Sponsorship provides a unique opportunity to be associated with a nationally recognised 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 athletes
- Propels your brand throughout national media reporting and livestreaming

	PRICE	NUMBER AVAILABLE	VALUE OF PACKAGE
PLATINUM SPONSORSHIP PACKAGE	\$55,000 incl. GST	1 Venue Available	\$103,785
GOLD SPONSORSHIP PACKAGE	\$22,000 incl. GST	Limited by areas available and events	\$36,985
SILVER SPONSORSHIP PACKAGE	\$11,000 incl. GST	Limited by areas available	\$27,810
BRONZE SPONSORSHIP PACKAGE	\$6,600 incl. GST	Limited by signage space	\$9,800
PROMOTER/ SUPPORTER PACKAGE	\$4,500 incl. GST	Limited by signage space	\$5,650

EQUESTRIAN WA CAN TAILOR SPONSORSHIP PACKAGES TO SUIT YOUR SPECIFIC NEEDS

EWA MARQUEE EVENTS PROMOTION	PROMOTER/ SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM
Naming rights to one marquee event (valued at \$5,500 each)			1	2	2
Championship sponsor at EWA Marquee events (valued at \$800 each)	1	2	2	4	4
Class sponsor at Championship EWA Marquee events (valued at \$250 each)	1	2	2	4	8
2 hour live stream commentary at one event (valued at \$500)			✓	✓	✓
Video advert on live stream at one Marquee event (valued at \$200)	✓	✓	✓	✓	✓
2 VIP tickets at 4 EWA Marquee events (valued at \$960)			✓	✓	✓
One Competition arena/area naming rights at Marquee event (valued at \$700)		✓	✓	✓	✓
Trade vendor site at 6 EWA Marquee events (valued at \$600)	✓	✓	✓	✓	✓
Inclusion of material in electronic program	✓	✓	✓	✓	✓
Logo on all marketing materials and social media sites for 4 EWA Marquee events	✓	✓	✓	✓	✓

EWA BRANDING	PLATINUM	GOLD	SILVER	BRONZE	PROMOTER/ SUPPORTER
Website link and logo on EWA Home Page (valued at \$1,000)	✓	✓	✓	✓	
Branding on electronic EWA promotional material (valued at \$2,500)	✓	✓	✓	✓	
Electronic Direct Mailers delivered to the EWA mailing list database (valued at \$275 each)	6	4	2	2	2
Inclusion of content in weekly newsletter for the year (valued at \$2,500)	✓	✓			



SEC FACILITY ENTRANCE SIGNAGE



SEC INDOOR ARENA SIGNAGE



SEC EXTERIOR WALL SIGNAGE



SEC STABLE SIGNAGE

SEC BRANDING	PROMOTER/ SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM
State Equestrian Centre Naming Rights (valued at \$40,000)					✓
Indoor Arena Naming Rights (valued at \$28,000)					✓
Outdoor naming rights to one of the following: <ul style="list-style-type: none"> • International Arena • C-Quest Arena • General Purpose Field • Cross Country Course (valued at \$15,000)				✓	
Naming rights to one of the following: <ul style="list-style-type: none"> • Bar/conference area • Stable complex • Washbays • President's Lawn (valued at \$8,000)			✓	✓	
Signage space at SEC Facility Entrance* (valued at \$5,500)				✓	✓
SEC Indoor Arena signage space * (valued at \$2,550)	✓	✓	✓	✓	✓
SEC Exterior Wall signage space* (valued at \$4,500)			✓	✓	✓
SEC Stable signage space* (valued from \$700)	✓	✓	✓	✓	✓

* Brand signages/advertisements are to be supplied by the sponsor

EQUESTRIAN WA MEMBER DEVELOPMENT SPONSORSHIP PACKAGES

HIGH PERFORMANCE SQUADS

The Equestrian WA High Performance is the pinnacle of equestrian sport in Western Australia. The program identifies talent and supports education of Squad riders' at a development level with ambitions to follow pathways to National Selection. The High Performance program also helps achieve one of Equestrian WA's key goals to increase participation within the sport here in Western Australia.

RISING STARS PROGRAM

The Rising Stars Program aims to work closely with the best young equestrian talent in the state to provide a pathway for young riders aspiring to reach the ranks of a Equestrian WA High Performance program and perhaps also National Selection sometime in the future. Up to 55 riders will be selected for each year's Equestrian WA Rising Stars Program from across the State.

MASTERCLASS

Join the best coaches from around Western Australia to present a series of Master Classes on common equestrian topics. Evenings include demonstration lessons with jumping, dressage and eventing riders who are put through their paces in master classes with Equestrian Australia Accredited coaches. These evenings are suitable for all equestrians from beginners to elite athletes.

EDUCATION SERIES

The aim of the Education Series is to provide access to advice and information for all equestrian enthusiasts while adding value to the Equestrian WA membership. Seminars are run throughout the year on equine nutrition, health, breeding, behaviour, welfare, management, safety and more. Seminars are offered to Equestrian WA members free of charge, while non-members are welcome to attend for a small fee.

\$5,500

FOR EACH PROGRAM

**Naming rights to
EWA Squads/
training series/
Masterclass**

(valued at \$3,725)

**Two(2) EDM
delivered to the
EWA mailing
database**

(valued at \$275 each)

**SEC Indoor Arena
signage**

(valued at \$2,550)

**Branding/logo on
EWA marketing
materials, uniform/
trophies**

(valued at \$1,000)

SEC Stable signage

(valued at \$700)

**Two(2) VIP tickets
at 4 EWA Marquee
events**

(valued at \$960)

VALUED AT \$9,485



EQUESTRIAN
WESTERN AUSTRALIA

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