

SADDLES PLUS INTERSCHOOL EQUESTRIAN FESTIVAL

17-20 April 2020



SPONSORSHIP AND TRADE OPTIONS

SARA BOTTEN

2020 INTERSCHOOL 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 1500 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 fourteen years, and is now firmly established as event on the WA school and equestrian calendars. 2020 will again see Equestrian Western Australia host this prestigious competition again enabling young athletes to show case their equestrian skills and qualify for the National Interschool Championships. The Interschool Equestrian Festival will also again hold participation classes for interschool competitors enabling grass roots youth athletes to experience this exciting competition who are not yet ready to compete at a national level. The Championships in 2020 will be held in the heart of the Swan Valley at the State Equestrian Centre from 17th-20th April.

The Significance of Sponsorship Support

Producing an event of this magnitude takes significant funding. Financial support is imperative to fulfil our mandate to provide a structured competitive environment in which young riders in WA can represent their schools in their chosen sport. To achieve this, EWA is inviting businesses and individual sponsors to support this event.

It takes exceptional focus and dedication to ride and school horses. Young riders develop a strong sense of personal responsibility, and most must sacrifice involvement in school activities in order to participate in such a time consuming sport. Your support of the Interschool Championships will help EWA to offer these students a unique opportunity to represent their schools.

Positive Reinforcement

Sponsors of the Interschool Championships are associated with a highly positive youth venture that has a growing profile throughout the state. The large number of participants and spectators also provides sponsors with exposure to a state-wide consumer base. We invite you to become involved at the 'grassroots' level of this high profile event. Supporters of Equestrian Western Australia enjoy:

- **Positive association** with a high profile, healthy youth event.
- **Brand reinforcement** through media and promotional material before, during and after the event.
- **High visibility** of your product of services to a captive target audience.
- **Extensive product/brand awareness** through banners, trade stands, awards, audio acknowledgement, etc during the event.



PLATINUM SPONSOR

\$2 500 Inc GST

An outstanding promotional opportunity for businesses aimed at the youth and equestrian market

- **Inclusion publicity, media and advertising** before, during and after the event. This includes 4 x social media advertisements directly promoting your business (to be provided prior to 5 April 2020).
- Named as a Platinum sponsor on the **ISWA Website** including a link and blurb about your business
- **Naming rights** to an outdoor arena with appropriate signage around the arena.
- Opportunity to **host a 1 hour lecture** to ISWA participants and supporters
- **Trade site** free of charge
- **Full page advert** in program
- Prominent display of **name and logo** throughout program
- **Unlimited Signage** throughout the four days (to be delivered to State Equestrian Centre prior to 16 April 2020)
- **Acknowledgement of sponsorship over PA** through the 4 days of the event
- 4 x Invitations to the **Event Dinner** on Saturday 19 April (RSVP Required by 14 April 2020)
- Opportunity to include **promotional material** in rider bags



GOLD SPONSOR

\$770 Inc GST

A fantastic promotional opportunity for small business and supporters of the youth equestrian community

- **Inclusion publicity, media and advertising** before, during and after the event. This includes 2 x social media advertisements directly promoting your business (to be provided prior to 5 April 2020).
- **Trade site** free of charge
- **1/2 page ad** in program
- Named as a Gold Sponsor on the **ISWA Website** including a link to your business
- **4 x Signage** throughout the four days (to be delivered to State Equestrian Centre prior to 16 April 2020)
- 2 x Invitations to the **Event Dinner** on Saturday 19 April (RSVP Required by 14 April 2020)
- **Acknowledgement of sponsorship over PA** through the 4 days of the event
- Opportunity to include **promotional material** in rider bags

SILVER SPONSOR

\$330 Inc GST

For smaller supporters and individuals

- **Inclusion publicity, media and advertising** before, during and after the event
- **Trade site** free of charge
- **1/4 page ad** in program
- **1 x signage displayed** throughout the four days to be delivered to State Equestrian Centre prior to 22 April 2019)
- **1 x Acknowledgement of sponsorship per day over PA** through the 4 days of the event

Trade Sites will be available throughout the event as part of our trade village

– Trade sites are \$165 per day



All support however big or small will be gratefully received

Contact the Equestrian WA events@equestrianwa.org.au or Interschool WA
Sponsorship Co-Ordinator Donna Day dmd8000@icloud.com for more
information.