



BUNBURY



KELMSCOTT

MIDLAND

HORSELAND

PERTH

BARBAGALLO



Maestri



EQUESTRIAN
WESTERN AUSTRALIA

Equestrian Western Australia

PARTNERSHIP PROSPECTUS

JUMPING
WESTERN AUSTRALIA

EBM Insurance
Brokers

WELCOME

Equestrian Western Australia (EWA) is the state sporting organisation for horse sports in Western Australia. EWA oversees the equestrian sports of Dressage, Eventing, Jumping, Show Horse and Vaulting.

A sport which dates back over 2000 years, equestrian attracts participants from four to 70+ years of age, with the ability to reach a huge cross section of the population.

Partnership support of EWA and equestrian sport provides community-minded business the opportunity to promote their brand interests to the many thousands of people who participate in equestrian sport each year.

We invite you to review our prospectus and contact us to discuss the categories. We recognise that some aspects might need adjustments to suit the needs of our partners, enabling us to personalise your package to assist you in finding the best way to represent your business to our community.

We thank you in anticipation and look forward to showcasing your brand.

Equestrian WA
marketing@equestrianwa.org.au

Equestrian sport in WA brings together a passionate community that celebrates centuries of tradition, skill, and partnership between horse and rider.



OUR UNIQUE HOME

Located just 35 minutes from the Perth CBD in the picturesque Swan Valley region is WA's premier equestrian facility - the State Equestrian Centre (SEC). The SEC is hosted on 66 hectares of prime sporting land positioned on the banks of the serene Swan River and nestled amongst the beautiful Bells Rapids, world class wineries, top notch restaurants and many more local attractions.

Home to Equestrian Western Australia (EWA), the SEC supports young riders and elite development squads in their pursuit of equestrian excellence, as well as recreational riders and clinicians covering all aspects of the diverse equestrian community.

EWA has managed the SEC since it was opened in 1985. Each year, the home of equestrian sport in WA hosts over 300 events with approximately 100,000 visitors and 14,000 horses visiting the SEC.

In addition to the state of the art equestrian facilities, the SEC also offers a relaxing and picturesque venue for hosting conferences, meetings and training for corporate groups with three conference rooms and a bar area.

With tens of thousands of people visiting the SEC each year and hundreds of events taking place, the SEC provides an extraordinary array of opportunities to generate exposure for your business and organisation.



Each year, the home of equestrian sport in WA hosts over 300 events with approximately 100,000 visitors and 14,000 horses visiting the SEC.

WHAT'S AT THE SEC

- 🐾 The Bond Connell Pavilion (the Indoor arena) and outdoor Warm Up, including a café space, office space, toilets, showers and storage, and indoor seating for 1,400
- 🐾 The International Arena and judges boxes
- 🐾 The C-Quest Arena and Warm Up
- 🐾 The President's Lawn and Classrooms
- 🐾 147 Stables
- 🐾 Wash bays and Medication control box
- 🐾 300 Polocrosse yards
- 🐾 The grassed general purpose field
- 🐾 The Cross Country area
- 🐾 The Pony Club buildings and storage
- 🐾 5 Polocrosse Fields and buildings
- 🐾 The RDA Brigadoon grounds and arena
- 🐾 The SEC Caretaker's house
- 🐾 Car and float parking
- 🐾 Various machinery, such as tractor, grader etc
- 🐾 2 x audio caravans
- 🐾 2 x classrooms



WHAT WE CAN OFFER YOU

With over 2,700 members statewide and thousands more involved in equestrian sport across WA, partnering with us is an opportunity to gain goodwill associated with industry leadership and project a perception of exclusivity. By partnering with EWA you have the unique opportunity to showcase your products and services to a captive audience and exposure to a very diverse range of people.

A partnership with EWA will provide you with:



- The opportunity to raise your company profile and position before thousands of people involved with equestrian sport across WA;



- Access to specific target markets, including our 2,500 members plus countless people outside EWA and the equine sector who attend our events;



- Forums and events to showcase your products or services to a captive audience with live participation;



- Exposure at the Equestrian WA awards, conducted annually to recognise the extraordinary people who make up our sport;



- The perfect vehicle to demonstrate your commitment to the equine industry, including equine welfare and safety;



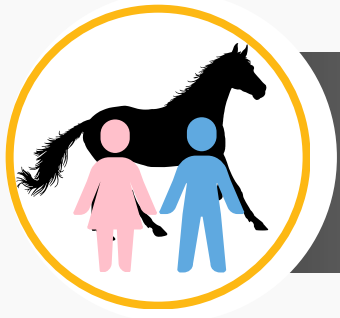
- The potential to sponsor riders with strong national and international followings, providing your company with excellent exposure locally, nationally and internationally.



REACH



SOCIAL MEDIA - 12,000+



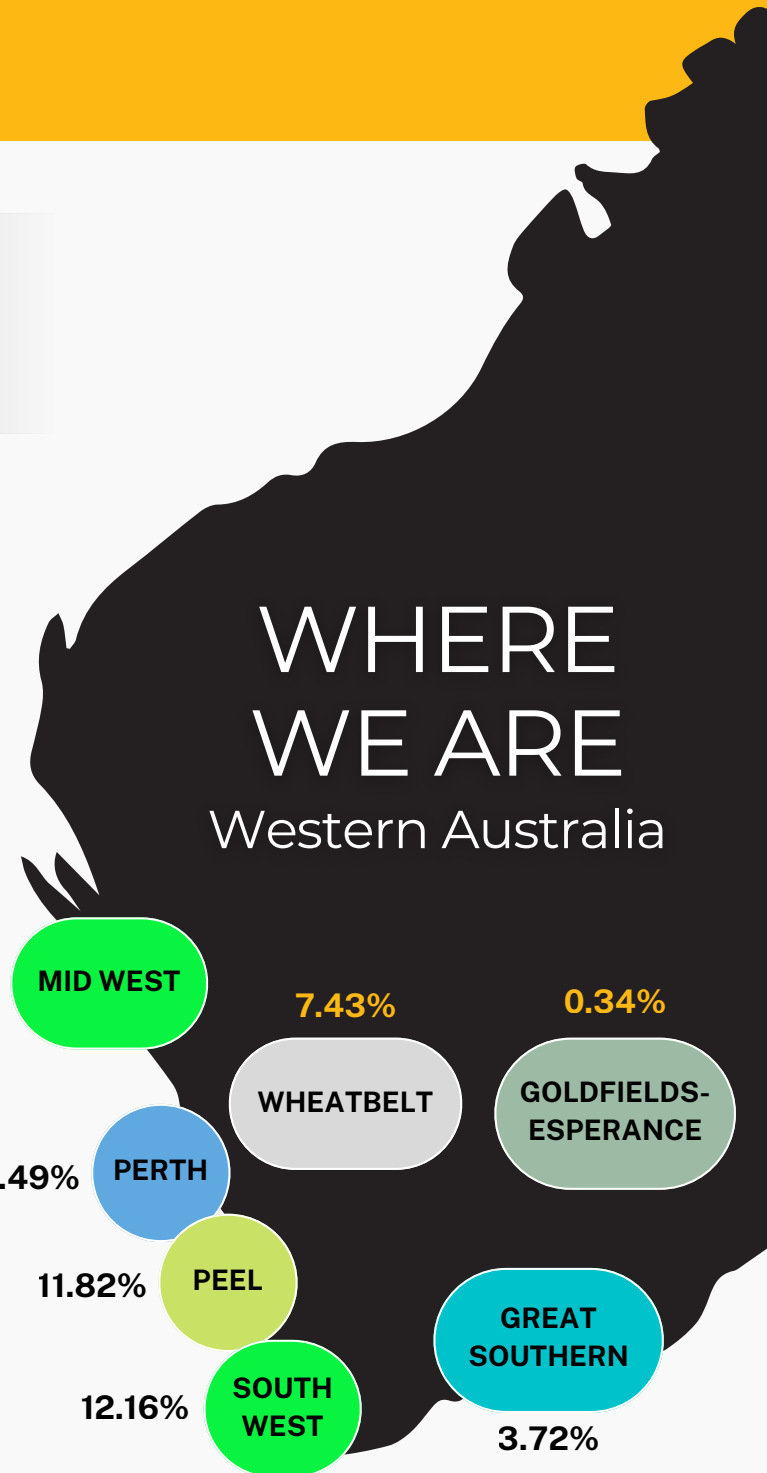
SEC VISITORS - 100,000+
HORSES - 14,000+



EVENTS - OVER 300 HELD



MEMBERS - 2,500+



THE BENEFITS OF COMMUNITY SPORT

A social return on investment study commissioned by SportWest has revealed that WA organised sport and its 700,000 participants return \$7.10 in economic and social benefit for every dollar of cost each year, totalling a gross benefit of \$10.3 billion per annum.

The gross benefit can be broken down to economic & employment \$4.85 billion, physical & mental health \$3.02 billion and personal wellbeing & broader social benefits \$2.39 billion. The mental health benefit delivered by sport alone is \$1.8 billion per year.

Participation in community sport reduces the burden on our health care system, it teaches resilience and builds life skills, improves productivity, reduces the risk of crime, reduces rates of suicide and improves linkages within local communities.

In addition to quantifying the social return on investment, the study has revealed that community sport in WA survives and thrives on some 41.9 million volunteer hours every year, the equivalent of 21,511 full time workers at a social cost of \$852 million.



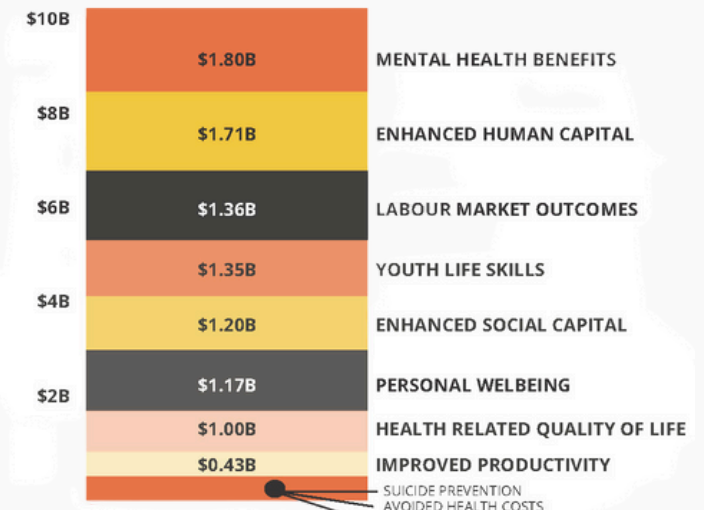
FOR EVERY \$1 OF ECONOMIC AND SOCIAL COSTS
\$7.10 OF ECONOMIC AND SOCIAL BENEFITS ARE FOSTERED.



EACH PARTICIPANT REALISES A RETURN OF **\$10,178** IN TODAY'S DOLLARS FROM THEIR PARTICIPATION.

THE GROSS BENEFIT OF ORGANISED SPORT IN WA EACH YEAR IS

\$10.3B PER ANNUM



A SPORT GROWING IN POPULARITY

A recent Australian Government report revealed Equestrian ranks ninth in participation numbers across Australia for Females aged 15+. More than 220,000 females in this demographic participate in equestrian sport. Significantly, more than 100,000 of these participants live in regional and rural areas.



Source: Australian Government (Australian Sports Commission) Ausplay National Sport and Physical Activity Participation Report (November 2022)

ESTIMATED NUMBER OF PARTICIPANTS

Females aged 15+

	Swimming	2,003,000
	Running/athletics	1,792,000
	Cycling	1,114,000
	Netball	553,000
	Tennis	519,000
	Football/soccer	313,000
	Basketball	281,000
	Golf	235,000
	Equestrian	222,000
	Surfing	217,000

OUR SPONSORSHIP PACKAGES



OUR SPONSORSHIP TIERS





GET IN TOUCH

- ✉ marketing@equestrianwa.org.au
- 📍 303 Cathedral Avenue, Brigadoon WA
- 🌐 www.wa.equestrian.org.au



EQUESTRIAN
WESTERN AUSTRALIA