




**EQUESTRIAN
IN THE PARK**
AN ELITE EQUESTRIAN
GRAND PRIX



SPONSORSHIP OPPORTUNITIES 2023

New Year. New Opportunities.

SPONSORSHIP OPPORTUNITIES

Equestrian in the Park is Australia's elite equestrian Grand Prix event, where high stakes meet high society. This is the only Olympic sport where men and women compete equally. It is also a unique event which breaks down the age barrier with junior competitors competing against senior riders. Embrace this unique opportunity to have your business marketed to our audience in the lead up to, on the day of the event, and after the event with tiered sponsorship packages available to meet every budget.

Equestrian in the Park gives your company access to the largest exposure of any Equestrian event in Western Australia. With over 3,500 spectators on the day, an impressive social media presence, and international riders with strong followings, your company will have excellent exposure locally, nationally and internationally.





SPONSORSHIP OPPORTUNITIES

EQUESTRIAN IN THE PARK'S GROWING POPULARITY

- EITP's attendance and database is growing rapidly year on year.
- This growth is reflected by the current social media following of over 9500. It has become a sponsorship platform for a number of high performance and premium brands such as McInerney Ford, Crown, Channel 7, Solid Gold Diamonds, G H Mumm, Spices Group, Gage Roads, RAM and The West Australian.

WHY INVEST IN EQUESTRIAN IN THE PARK?

- Equestrian in the Park combines the adrenaline of horse racing together with skill and agility.
- It is one of the fastest growing spectator sports in the world.
- Associated with prestige, success and excellence, it is a sport that is ideally placed to provide a marketing platform for a sponsor to integrate its brand into an environment that is often difficult to access.
- Equestrian in the Park is unrivalled in the Australian market, delivering this exclusive event, with one of the highest prize pools of any equestrian event in the southern hemisphere.

WHAT EQUESTRIAN IN THE PARK CAN GIVE YOUR BRAND

- An opportunity to reach the AB demographic (An AB Audience exhibit an above average income, higher spends on travel and auto purchases and luxury items) in a niche environment.
- Association with a sport that is fast becoming the sport of choice for young up and coming riders.
- An opportunity to establish your niche within the sport, and its social fabric, at its early stage of growth within the country.
- An inexpensive investment vehicle compared to other mediums.
- An ideal branding, sampling and distribution platform.

TELEVISION COVERAGE

The 2021 Event provided our sponsors with incredible market reach with 2 versions of the Equestrian in the Park Show being televised on Channel 7 nationally and locally. The Shows were also available for viewing after the event on 7 Plus

PLEASE LOOK THROUGH THE SPONSORSHIP OPTIONS AVAILABLE, WE HAVE CATERED FOR ALL LEVELS OF SPONSORSHIP AND WE WELCOME ANY QUESTIONS OR ENQUIRIES. EVENT NAMING RIGHTS AND NAMING TO THE ENTERTAINMENT LOUNGES ARE AVAILABLE BY NEGOTIATION.



PLATINUM SPONSORSHIP

\$10,000+GST cash or \$15,000 product

- Your company's logo featured prominently on the event shirts worn by all competitors and arena crew during the event (\$2,000 value).
- Note: The shirts are recognised as a symbol of achievement within the equestrian community.
- Naming rights and theming of a prominent jump in the main arena (\$8,000 value).
- Arena Signage x3 - your company logo will be displayed on the main arena (\$1,500 value).
- Receive two EITP Shirts (\$400 value).
- A half page advertisement in the official program (\$500 value).
- Trade Village site (\$500 value).
- 4 Tickets into the EITP Platinum Lounge (\$1,300 value).
- 4 Tickets – Celebrity Course Walk (\$1,000 value).
- Branding Package (\$3,500 value) high volume social media.
- *Special Offer – book and pay for this sponsorship package in full by 30 September 2023 and receive an additional complimentary VIP Lounge ticket worth \$325.





DIAMOND SPONSORSHIP

\$5,000 + GST cash or \$8,500 product

- Naming rights and theming of a prominent jump in the main arena (\$4,000 value).
- Arena Signage x2 - your company logo will be displayed on the main arena (\$1,000 value).
- Receive two EITP shirts (\$400 value).
- A half page advertisement in the official program (\$500 value).
- Trade Village site (\$400 value).
- 3 Tickets into the EITP Platinum Lounge (\$975 value).
- 3 Tickets – Celebrity Course Walk (\$750 value).
- Branding Package (\$3,500 value) high volume social media.
- *Special Offer – book and pay for this sponsorship package in full by 30 September 2023 and receive an additional complimentary VIP Lounge ticket worth \$325.



SAPPHIRE SPONSORSHIP

\$3,000 + GST cash or \$5,000 product

- Naming rights and theming of a Jump in the main arena (\$3,000 value).
- Arena Signage x1 - your company logo will be displayed on the main arena (\$500 value).
- A 1/4 page advertisement in the official program (\$250 value).
- Trade Village Site (\$50 value).
- Two Tickets into the EITP Platinum Lounge (\$650 value).
- Two Tickets – Celebrity Course Walk (\$400 value).
- Branding Package (\$1,000 value) Low volume social media.
- Special Offer – book and pay for this sponsorship package in full by 30 September 2023 and receive an additional VIP Lounge ticket at half price \$175.





EMERALD SPONSORSHIP

\$1,250 + GST cash or \$2,250 product

- Arena Signage x2 - your company logo will be displayed on the main arena (\$1,000 value).
- 2 Tickets – Celebrity Course Walk (\$500 value).
- Branding Package (\$1,500 value) low volume social media



INDIVIDUAL JUMP SPONSOR

\$2,750 + GST cash or \$3,900 product

- Naming rights and theming of a Jump in the main arena .
- 2 Tickets into the EITP Platinum Lounge (\$650 value).

Note: This includes video coverage and commentary of the course. Reference on the course map and over commentary on the day.

EMERALD



FURTHER SPONSORSHIP OPTIONS



BRANDING PACKAGE

\$3,500 + GST high volume social media

\$1,500 + GST low volume social media

- Your Company's Logo included in any print advertising including national publications.
- Your Company's logo and product advertised on the big screen throughout the event.
- Your Company's logo included on the official website with a hyperlink to your website.
- Social media posts about sponsorship and a post featuring your company's products or services, this campaign will run for the two months prior to the event.
- Promotion over the commentary of your product or company during the event.
- Opportunity to include company promotional material in rider's packs.



SOCIAL MEDIA POSTS

Social media posts about sponsorship and posts featuring your company's products or services are available. This campaign will run for the two months prior to the event.

- \$500+GST per boosted 7 day post.



CROSS PROMOTIONAL CAMPAIGNS

EITP will make a limited number of tickets available to companies to utilise in cross promotional campaigns. Example: Every person who purchases good or services in the month of October goes into the draw for two Platinum Lounge Tickets. We will provide these tickets to you at a reduced cost.

- Platinum Lounge – Sell for \$325.
- Equestrian Lounge – Sell for \$175.
- Riders Lounge – Sell for \$70.
- Family Zone – Sell for \$50 for family, \$20 individuals, \$10 for 15 y/o and under.

The reduced price will be by negotiation dependent upon your sponsorship level.



ADVERTISING IN PROGRAM

- Full Page Colour – \$1,000+GST.
- Half Page Colour – \$500+GST.
- Quarter Page Colour – \$300+GST.



AREA SIGNAGE

\$500 + GST

(Signage on Main Arena fence)

Note 1: Signage

All signage must be provided by the sponsor with the specifications up to 2.4 m long x1m high. Signage with differing dimensions may be possible providing a suitable location can be identified. EITP can assist with the production of signage if the sponsor requires at the sponsors cost. The sponsor must arrange for the signage to be delivered to The Event Mill (8 Belmont Avenue, Belmont) by the deadline of 5pm Wednesday, 9 November 2023 . The sponsor must collect their signage from the venue on the day or from The Event Mill (8 Belmont Avenue, Belmont) within 14 days after the event.

Note 2: Bespoke Cross Country Fences

A sponsor may have a cross country fence designed to their specific requirements by the cross country course designer at their cost.

Note 3: Program Advertisements

If a sponsor wishes to provide an advertisement in the program they must provide the copy for the advertisement to the printer as requested.

Note 4: Changes to Sponsorship Packages

We are unable to make changes to the sponsorship package. Please note any offer of product is subject to agreement and acceptance by the EITP Committee as the overriding objective is to ensure the Club receives good value for any Product provided.



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THANKS!