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Horse trials CHATSWORTH



SPONSORSHIP OPPORTUNITIES

10–12 May 2019





The Duchess of Devonshire, President

In 2019 our 21st annual Dodson & Horrell International Horse Trials will take place from 10 to 12 May. We expect to welcome over 500 horses, including our usual strong entry of leading international riders with their top horses and the Olympic competitors of the future.

The event is growing in popularity year-on-year with thousands of visitors coming to enjoy world-class equestrian sport, a top quality shopping village and a wide variety of family entertainment. Our event organisers work hard throughout the year to deliver a top class event and the feedback we receive from visitors and competitors alike has been universally positive.

We are enormously grateful for the support of our loyal sponsors, such as Headline Sponsor Dodson & Horrell, without whom we would not be able to put on such a wonderful event. The Chatsworth International Horse Trials are delighted to again be hosting the first leg of the Event Rider Masters.

The Chatsworth International Horse Trials is run as part of the Chatsworth House Trust – a registered charity dedicated to the long-term preservation of Chatsworth House, the art collection, garden, woodlands and park for the long term benefit of the public.

The Duchess of Devonshire





Why sponsor eventing?

The Chatsworth International Horse Trials attracts the very best of eventing talent from around the world and continues to grow from strength to strength, built on a strong and loyal following.

Hospitality opportunities, children's entertainment, and a wide variety of tradestands selling a huge range of goods, equestrian and non-equestrian, offer increased interest and broaden the appeal of the sport over and above the competition itself. The sport offers both corporate and media opportunities plus a great family day out.

The UK is the envy of the world with its impressive eventing calendar. Eventing offers association with strong brand values including precision, elegance, excitement, flair, courage and success.



Supporting the Chatsworth International Horse Trials offers:

- Access to a large, affluent audience.
- Strong brand association through our dedicated marketing campaign; Chatsworth tourism leaflet (200,000), social media channels, website and events page.
- Prominent on-site branding opportunities including fence naming rights, advertising boards, product displays and trade stands.
- Targeted PR campaign to regional, national and specialist equestrian press.
- Exclusive hospitality and networking opportunities.
- Big screen advertising and monitors across the site.

Please see over the page for the various sponsorship packages. We are always happy to tailor a sponsorship package to suit your individual requirements.





Photo: Fiona Scott-Maxwell



Photo: Fiona Scott-Maxwell

Associate Sponsor

Marketing and branding

- Sponsorship naming rights on one feature cross country fence.
- Company logo on the front page of the official programme.
- One page full colour advertisement in the official programme.
- Presence on the Chatsworth International Horse Trials page of the Chatsworth website with link to sponsor's website.
- Opportunity to take part in competitions run via the event's social media campaign in the months prior to the event.

On-site branding

- **Sponsored cross country fence** – Four advertising boards measuring up to 6m x 1m.
- **Devonshire arena** – Two branding sites for display boards measuring 6m x 1m.
- **Chatsworth arena** – Two branding sites for display boards measuring 6m x 1m.
- **Event entrance 1** – One branding site for display of a board measuring 6m x 1m.
- **Event entrance 2** – One branding site for display of a board measuring 6m x 1m.
- Acknowledgement on the public address system throughout the event.

Tradestand

Open space trade stand 6m x 9m site will be provided.

Hospitality

- Ten complimentary admission tickets for each day with VIP car parking.
- Invitations for six guests to a drinks reception held in Chatsworth House, hosted by the Duke and Duchess of Devonshire.
- Hospitality is available, at an extra charge, on Saturday and Sunday in the Event Hospitality Marquee. Morning coffee, three-course lunch and afternoon tea, house wine.
- Immediately prior to lunch, International Course Designer, Ian Stark OBE, together with a leading rider, will give a short insight into the riding and design of the 2019 cross country course.



Photo: Fiona Scott-Maxwell



Supporting Sponsor

Marketing and branding

- Sponsorship naming rights on one feature cross country fence.
- Company name and logo in the official programme.
- One page full colour advertisement in the official programme.
- Logo on the Chatsworth International Horse Trials page of Chatsworth website with link to sponsor's website.

On site branding

- **Sponsored cross country fence** – four advertising boards measuring up to 6m x 1m.
- **Devonshire arena** – One branding site within the main arena for a display board measuring 6m x 1m.
- **Chatsworth arena** – One branding site for a display board measuring 6m x 1m.
- Acknowledgement on the public address system throughout the event.

Hospitality

- Five complimentary admission tickets for each day with VIP car parking.
- Invitations for four guests to a drinks reception held in Chatsworth House, hosted by the Duke and Duchess of Devonshire.
- Hospitality is available, at an extra charge, on Saturday and Sunday in the Event Hospitality Marquee. Morning coffee, three-course lunch and afternoon tea, house wine.
- Immediately prior to lunch, International Course Designer, Ian Stark OBE, together with a leading rider, will give a short insight into the riding and design of the 2019 cross country course.





Photo: Fiona Scott-Maxwell



Photo: Libby Law

Fence Sponsor

Marketing and branding

- Sponsorship naming rights on one feature cross country fence.
- Company name and logo in the official programme.
- One page full colour advertisement in the official programme.
- Presence on the Chatsworth International Horse Trials page of the Chatsworth website with link to sponsor's website.
- Opportunity to brand sponsored cross country fence with two advertising boards measuring up to 6m x 1m. Sponsor to provide advertising boards.
- Acknowledgement on the public address system throughout the event.

Hospitality

- Two complimentary admission tickets for each day with VIP car parking.
- Invitations for two guests to a drinks reception held in Chatsworth House, hosted by the Duke and Duchess of Devonshire.
- Hospitality is available, at an extra charge, on Saturday and Sunday in the Event Hospitality Marquee. Morning coffee, three-course lunch and afternoon tea, house wine.
- Immediately prior to lunch, International Course Designer, Ian Stark OBE, together with a leading rider, will give a short insight into the riding and design of the 2019 cross country course.

For more information please contact **Mary Russell** on **mary.russell@chatsworth.org** or on **01246 565416**

Chatsworth House Trust is a registered charity No. 511149. All visitor admission income goes directly to the Chatsworth House Trust, dedicated to the long-term protection, enhancement and sharing of Chatsworth House, its collections and landscape, with and for visitors.