

# The Festival for Horse Lovers

1st – 4th August 2024

## About Equifest

Now into its seventeenth year, Equifest is regarded as an unmissable date in the Equestrian Showing calendar. The show attracts over 2,000 competitors and their families each year and provides unique sponsorship opportunities from a wide ranging audience. The demographic of the show covers England, Scotland, Ireland and Wales.

In 2023, Equifest was held at Arena UK for the first time. Despite the best efforts of the British weather the show was extremely well supported and we are excited for the developments we have in store for 2024. In partnership with Arena UK, Equifest will continue to grow and remain the leading equestrian event of the summer.

## Why sponsor at Equifest?

With a culminative total of over 22,000 followers on our social media the brand coverage for sponsorship opportunities is immense. Sponsorship offer the following opportunities:

- Increased visibility for your company and brand.
- Targeted marketing through specific social media campaigns.
- Engaged target audience to generate sales leads.
- Flexible packages to suit your company's requirements.
- Corporate entertainment options.
- Showcase a specific service or products.



[www.equifest.org.uk](http://www.equifest.org.uk)



# Competitor Profile

*‘Many aspiring young riders competing here termed Equifest their “Horse of the Year show”.*  
Equifest is a show for the true Amateur. Competitors and visitors travel nationwide providing huge opportunities for companies to reach and connect directly with a target audience.



## Facts & Figures

- 93% of the Equifest audience are female at an average age of 30

### Of all competitors and visitors...

- 82% have their own horse
- 80% have been riding more than a decade
- 47% ride daily
- 64% have owned their horse for more than 10 years
- 41% kept at home
- 38% own 4 or more horses
- 35% DIY Livery

### TYPE

85% of competitors attend with family and friends.  
75% stay for the duration of the show.

### AGE

At over 40%, 15 to 34 years represents the age group in highest attendance.  
Over 25% fall between 35 to 49.

### SPEND

Nearly three quarters of visitors spend upwards of £200 on shopping whilst at the event.



# Sponsorship Packages 2024

All packages can be tailored to meet specific requirements.



## Donation £140

This package includes:

- One non-Championship class
- Opportunity to present rosettes for your chosen class
- Daily Access to the Sponsors Lounge from 8am-5pm
- Schedule and catalogue credits
- Social media acknowledgement
- Company/ name credit on the Equifest website

## Class £330

This package includes:

- Sponsorship of one non-Championship class.
- Opportunity to book 2 Sponsors Stables (at additional cost).
- Opportunity to present rosettes for your chosen class
- Daily Access to the Sponsors Lounge from 8am – 5pm
- Schedule and catalogue credits
- Social media acknowledgement
- Company/ name credit on the Equifest website
- Option to book ringside dining - subject to availability
- Access to apply for 1 Early Arrival pass

All packages can be tailored to suit your specific requirements.  
Contact us to discuss your tailored made sponsorship package.

[www.equifest.org.uk](http://www.equifest.org.uk)

• 01487 780000 •

[sponsorship@equifest.org.uk](mailto:sponsorship@equifest.org.uk)

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## Amateur/Home-Produced £495

This package includes:

- Your choice of 2 Amateur or Home-Produced class(es)
- Access to book 4 Sponsors Stables (at additional cost)
- Evening dining for two people in the Sponsors Lounge
- Company/ name branded rosette tails
- Opportunity to present rosettes
- Daily Access to the Sponsors Lounge from 8am-5pm
- Schedule and catalogue credits
- Social media acknowledgement
- Credit on the website
- Includes 1 Early Arrival pass

## Equifest Championship £600 + VAT

This package includes:

- Sponsorship title on the Equifest qualification card downloaded by 1,000's of competitors
- 1 Sponsors stable
- Access to book 4 Sponsors Stables (at additional cost)
- Equifest class(es) and Championship featured in the evening performance
- Evening dining for two people in the Sponsors Lounge
- Company/ name branded rosette tails
- Opportunity to present rosettes
- Daily Access to the Sponsors Lounge from 8am-5pm
- Schedule and catalogue credits
- Social media acknowledgement
- Company Logo on the sponsors page of the website
- Includes 1 Early Arrival pass



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## Ring £600 + VAT

This package includes:

- Branded ring for the duration of the show
- 1 Sponsors stable
- Access to book 4 Sponsors Stables (at additional cost)
- Evening dining for two people in the Sponsors Lounge
- Ring sign 3' x 3' (provided by Equifest)
- Company branded banner placement in ring (Sponsor to supply)
- Daily Access to the Sponsors Lounge from 8am-5pm
- Schedule and catalogue credits
- Social media acknowledgement
- Company Logo on the sponsors page of the website
- PA acknowledgements for the duration of the show
- Includes 1 Early Arrival pass

## Supreme £1,100 + VAT

This package includes:

- One Equifest Supreme Championship featured in the evening performance
- 2 Sponsors stable
- Access to book 8 Sponsors Stables (at additional cost)
- Evening dining for four people in the Sponsors Lounge
- Company branded rosettes
- Opportunity to present rosettes
- Daily Access to the Sponsors Lounge between 8am -5pm
- Schedule and catalogue credits
- Social media acknowledgements
- Company Logo on the sponsors page of the website
- Includes 1 Early Arrival pass

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## Indoor Main Arena £2,750 + VAT

This package includes:

- Sponsorship of the main indoor arena for the show
- 4 Sponsors stables
- Opportunity to book 12 Sponsors Stables (at additional cost)
- Evening dining for eight people in the Sponsors Lounge
- Daily Access to the Sponsors Lounge between 8am-5pm
- Full page advert in the show schedule
- Schedule and catalogue credits
- Weekly social media linked posts
- Company Logo on the sponsors page of the website
- PA acknowledgements for the duration of the show
- Includes 1 Early Arrival pass

## Other Sponsorship Opportunities

- Full page advert in the schedule £175
- Full page advert in the catalogue £450
- Logo on exhibitors numbers £275 + VAT
- Logo on stable numbers £400 + VAT
- 2 x Banners in the Equifest Indoor Main Arena for the duration of the show £500 + VAT
- Company advert on the Equifest website until the end of the year £550 + VAT

## Title Sponsor

Please contact us for further information – [sponsorship@equifest.org.uk](mailto:sponsorship@equifest.org.uk)