



The Festival for Horse Lovers

5th – 8th August 2026
Arena UK
Allington
Grantham
Lincolnshire

www.equifest.org.uk

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Now into its nineteenth 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. The move has been a successful one and we are continually developing the event to ensure everyone can enjoy the show, whether a sponsor, competitor, or spectator. In partnership with Arena UK, Equifest is continuing, to grow, with tremendous entries in 2025. Therefore, we are very proud that it remains the leading equestrian event of the summer with a class for all types of horses and ponies.





Why Sponsor At Equifest?

With a culminative total of over 25,000 followers on our social media the brand coverage for sponsorship opportunities is immense.

- **Sponsorship at Equifest offers the following opportunities:**
 - *Increased visibility for your company and brand
 - *Targeted marketing through specific social media campaigns to over 25,000 Equifest followers.
 - *Engaged target audience to generate sales leads.
 - *Flexible packages to suit your company's requirements.
 - *Corporate entertainment options.
 - * Showcase a specific service or products

Facts & Figures

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

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





Competitor Profile

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.

TYPE

85% of competitors attend with family and friends.

75% stay for the duration of the show.

SPEND

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

AGE

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





Donation Package 2026

£150

The Donation Package includes the following benefits:

One non-Championship class credit.

Opportunity to book 1 Sponsors stable (at additional cost)

Opportunity to present rosettes for your chosen class

Daily Access to the Sponsors Lounge from 10am-10.30pm

Schedule and catalogue credits

Social media acknowledgement

Company/ name credit on the Equifest website.

Includes 1 allocated parking space for a horsebox/ caravan in the Sponsors area.





Amateur/ Home Produced Package 2026

£400

This Package includes the following benefits:

Your choice of 2 Amateur or Home-Produced classes

Access to book 4 Sponsors Stables (at additional cost)

Opportunity to present rosettes for your chosen classes

Daily Access to the Sponsors Lounge from 10am-10.30pm

Schedule and catalogue credits

Social media acknowledgement

Company/ name credit on the Equifest website.

Includes 3 allocated parking space for a horsebox/ caravan in the Sponsors area.

Includes 1 Early Arrival pass





Equifest Championship Package 2026

£600

This Package includes the following benefits:

Sponsorship title on the Equifest qualification card downloaded by 1,000's of competitors

Access to book 5 Sponsors Stables (at additional cost)

Equifest class(es) and/ or Championship featured in the evening performance

Presentation of rosettes in the evening performance for your chosen Championship.

Company/ name branded rosette tails

Daily Access to the Sponsors Lounge from 10am-10.30pm

Schedule and catalogue credits

Social media posts

Company/ name logo on the Equifest website.

Includes 4 allocated parking space for a horsebox/ caravan in the Sponsors area.

1 Early Arrival pass

Bronze Drinks package for use in the Sponsors Lounge or full page advert in the schedule



Bowlers Riding School Ridden M&M
Champion 2026



Equifest Ring Package 2026

£750

This Package includes the following benefits:

Branded ring for the duration of the show

1 Sponsors stable

Access to book 5 Sponsors Stables (at additional cost)

Includes 5 allocated parking space for a horsebox/ caravan in the Sponsors area.

2 Early Arrival passes

Daily Access to the Sponsors Lounge from 10am-10.30pm

Schedule and catalogue credits

Social media posts

Company/ name logo on the Equifest website.

Ring sign (provided by Equifest)

Company branded banner placement in ring (Sponsor to supply)

PA acknowledgements for the duration of the show

Silver Drinks package for use in the Sponsors Lounge or full page advert in the schedule





Equifest Supreme Championship Package 2026

£1320

This Package includes the following benefits:

One Equifest Supreme Championship featured in the evening performance

2 Sponsors stables

Access to book 8 Sponsors Stables (at additional cost)

Includes 6 allocated parking space for a horsebox/ caravan in the Sponsors area.

3 Early Arrival passes

Company/ name branded rosettes

Presentation of your Supreme Championship rosettes in the evening performance

Daily Access to the Sponsors Lounge from 10am-10.30pm

Schedule and catalogue credits

Social media posts

Company/ name logo on the Equifest website.

Company branded banner placement in ring (Sponsor to supply)

PA acknowledgements for the duration of the show

Gold Drinks package for use in the Sponsors Lounge or full page advert in the schedule





Indoor Main Arena Package 2026

£2750 + VAT

This Package includes the following benefits:

Sponsorship of the main indoor arena for the duration of the show

4 Sponsors stables

Access to book 12 Sponsors Stables (at additional cost)

Includes 8 allocated parking space for a horsebox/ caravan in the Sponsors area.

4 Early Arrival passes

Daily Access to the Sponsors Lounge from 10am-10.30pm

Schedule and catalogue credits

Bi-weekly social media linked posts

Company/ name logo on the Equifest website.

Company branded banner placement in ring (Sponsor to supply)

PA acknowledgements for the duration of the show

Platinum Drinks package for use in the Sponsors Lounge

Full page advert in the show catalogue





Additional Sponsorship Opportunities

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

