

## **Event Information**

### **Our Date:**

Saturday 23<sup>rd</sup> – Sunday 24<sup>th</sup> March, 2019

### **Our Location:**

305 Victoria Road, Wandin North, Victoria, Australia. This event located on a purpose built equestrian property spread across 320 acres situated just 50 minutes east of the CBD in the heart of the Yarra Valley. The Yarra Valley is recognised as one of the best wine growing regions, and for the breathtaking scenery it provides.

### **Our Sport:**

Eventing is the most complete combined competition discipline recognised by the Fédération Equestre Internationale (FEI). It is often known as the Triathlon of the equestrian world, a sport that tests both horse and rider in all aspects of horsemanship, and one of the 3 Olympic disciplines. Eventing originated as a military competition, which tested officers and horses in challenges that could occur on or off duty. It also provided a basis to compare training standards between the cavalries of different countries. The modern competition comprises dressage, jumping and cross-country over two days. The competitor rides the same horse throughout the three phases.

### **Our Event:**

Wandin began as an event for juniors in 1981 and after the success of the competition; a second event for senior riders started in 1982. Wandin has attracted some of the world's top riders over the years with the likes of Andrew Hoy (AUS), Ian Stark (UK), Blyth Tait (NZ), and many more. Always striving for perfection Wandin has had course designers from all around the world, Captain Mark Phillips (UK), Mike Etherington-Smith (UK) (2000 Olympics course designer), Wayne Copping (AUS), Richard Massey (NZ) & Ewan Kellett (AUS)

In 1995 the Wandin Park Horse Trials became the first event in Australia to gain International One Day Event status (CIC).

Wandin Park combined the 2 events together in 2013 to be able to run one huge event that caters for everyone, a rare opportunity for grassroots riders to ride along Olympic hopefuls.

We have attracted a host of supportive and valued sponsors over the years with some companies being with us for over 20 years! This prestigious event is expected to attract the top eventers from all over Australia and one of the only events that have international competitors competing every year, Japan sends out 1-2 teams to take on an Australian team. At Wandin Park we will work closely with you to help you get the best brand exposure. Help us make Australian Eventing Championships known as one of the best horse events in the world by sponsoring us today.

### **Our Stats:**

Facebook Likes: 9,300+, Average post reach: 7,000

Website: 3000 page views per week (Lead up) & 1000 page views per week (Off season)

Attendance: 3000+

Competitors: 600+

### **Our Event Charity:**

Motor Neuron Disease Vic. (MND) is our event charity for 2019. We have been able to donate \$10,000+ over the past 3 years to MND. This has been made possible from the donations made at the gate, the freshman's cross-country on Little Wandin and donations from the Trade Village.

### **On the day:**

Sponsors will have the best seat in the house with a spectacular view of the cross-country course from the iconic restored woolshed with lunch served on Sunday, open bar and access to private bathroom facilities. You will be able to sit back, relax and catch all the action without even leaving your seats with the cross country streamed live to the TV screens in the woolshed

**About the Live Stream**

In 2019 we are excited to be live streaming the International classes on the cross country phase. This will add another exciting element to the Australian Eventing Championships and showcase our sport to a greater audience. We have been working hard over the past couple of months on this and cannot wait to show you!

Thank you to the state and national body for equestrian sport, as they have agreed to have our simulcast the live stream via their social media pages also allowing us to have a greater reach. Check out the stats.

Wandin Park - 9,300+ Likes

Equestrian Australia – 44,400+ Likes

Equestrian Victoria – 6,400+ Likes

We want to be able to show as many people as possible and keep it free for the public to watch not just from Victoria or Australia but around the world.

The live stream will be broadcasting the CCI2\*-S, CCI3\*-S & CCI4\*-S on the Sunday 24<sup>th</sup> March 2019. It will stop between each class allowing more airtime for our sponsors and supporters to play ads.

We hope that this can be a starting point for other International One Day Events to get on board and showcase their events as well.

## **Live Stream – Presenting Sponsor**

**Investment: \$3000+**

- <Company> logo on the Wandin Park website, with direct link to website
- <Company> logo on the front of the flyer and souvenir programme
- <Company> logo in corner of live stream
- 'Live stream presented by <Company>'
- Copy of all footage recorded
- Multiple Ads before and after the cross country phases
- A cross country fence
- <Company> reflected in the name of your cross country fence
- Advertising boards at your sponsored cross country fence
- Advertising boards around competition arenas
- Advertising boards at in prime viewing location
- Four (4) passes to Sponsors Marquee (Sunday)
- ½ page colour advert in the Official Programme
- Trade Stall site
- Social media posts
- Invitation to Prize Giving Ceremony
- Footage to remain on Facebook after finish of event

## **Live Stream – Ad**

**Investment: \$500**

- <Company> logo on the Wandin Park website, with direct link to website
- <Company> listed in program
- Copy of all footage recorded
- One (1) twenty (20) second ad before and after the cross country phases
- Advertising boards around competition arenas
- Advertising boards at in prime viewing location
- One (1) pass to Sponsors Marquee (Sunday)
- ¼ page B&W ad in the Official Programme
- Trade Stall Site
- Social media posts
- Footage to remain on Facebook after finish of event

## **Check Us Out:**

Website: [www.wandinpark.com](http://www.wandinpark.com)

Facebook: [www.facebook.com/wandinpark](http://www.facebook.com/wandinpark)

Instagram: [www.instagram.com/wandinpark](http://www.instagram.com/wandinpark)

Youtube: [www.youtube.com/wandinpark](http://www.youtube.com/wandinpark)

Twitter: [www.twitter.com/wandinpark](http://www.twitter.com/wandinpark)

## **Contact Information:**

Event Organiser

Ph: 0411 316 406

Email: [jarryd\\_stanley@live.com.au](mailto:jarryd_stanley@live.com.au)

### **Please note:**

- The sponsor must provide all advertising boards and material.
- Artwork for programme must be supplied to Maroondah Printing by no later than COB Friday 15<sup>th</sup> March.
- Sponsor signs to be delivered by Thursday 21<sup>st</sup> March. This allows time for us to erect them before arrival.
- Any product and or brochures for rider bags need to be delivered by Friday 15<sup>th</sup> March.
- Trade stall site doesn't include tent. Normal cost of site: \$50
- Ads for live stream must be delivered by Friday 15<sup>th</sup> March.