

# **Horseland Australian Eventing Championships at Wandin Park**

**Sponsorship Prospectus  
2021**



## **Event Information**

### **Our Date:**

Friday 19<sup>th</sup> – Sunday 21<sup>st</sup> March, 2021

### **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), Mark Todd (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), 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. In 2019 we hit record entries with over 740 combinations entered into the Horseland Australian Eventing Championships.

### **Our Stats:**

Facebook Likes: 9,900+, Average post reach: 7,000

Attendance: 4000+

Competitors: 700+

Live Stream Views 20,000+

### **Our Event Charity:**

Motor Neuron Disease Vic. (MND) is our event charity for 2021. We have been able to donate \$15,000+ over the past 4 years to MND. This has been made possible from the donations made at the gate & the Trade Village.

### **On The Day:**

Sponsors will have the best seats 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 from the cross country without even leaving your seats with it streamed live to the TV screens in the woolshed.

## **Naming Rights Sponsorship**

**Investment: \$10,000+**

The best exposure your company can get is to have naming rights to the Australian Eventing Championships!

- Event Naming Rights - 'Company Australian Eventing Championships

- Naming rights for CCI4\*-S class
- 'Company logo' on the front of the flyer and souvenir programme
- 'Company' logo on the Wandin Park website with direct link to your website
- 'Company' on all winning rugs
- 'Company' on back numbers
- Advertising boards on entrance
- Advertising boards in prime locations around the grounds
- Advertising Boards around arenas
- Four (4) thirty (30) second ads played over event PA system per day
- 'Company' mentioned through out the day on PA
- Full back page colour ad in Official Programme
- Two (2) dedicated Cross country fences
- Advertising boards at your cross country fences
- Ten (10) passes to sponsors marquee (Sunday)
- Trade Stall opportunity 3x6 marquee supplied (Bigger can be arranged)
- Monthly social media posts (Weekly as event approaches)
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)
- 'Company' logo in corner of live steam

### **Presenting Sponsor**

Investment: \$6,000

- Australian Eventing Championships presented by 'Company'
- Naming rights for CCI2\*-S or CCI3\*-S
- 'Company' logo on the front of the flyer and souvenir programme
- 'Company' logo on the Wandin Park website with direct link to your website
- 'Company' on all winning rugs
- Advertising boards on entrance

- Advertising boards in prime locations around the grounds
- Advertising Boards around arenas
- Three (3) thirty (30) second ads played over event PA system per day
- 'Company' mentioned through out the day on PA
- Full page colour ad in Official Programme
- Two (2) dedicated Cross country fences
- Advertising boards at your Cross Country fences
- Six (6) passes to sponsors marquee (Sunday)
- Trade Stall opportunity
- Social media posts via Facebook and Instagram
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)

### **Fence Sponsorship**

**Investment: \$500+**

Our Standard Cross Country fences are usually single element obstacles on the challenging cross-country course.

Fence Sponsorship packages can include the following features:

- Company logo on the Wandin Park website, direct link to website
- Company logo on the front of the flyer and souvenir programme (\$1,500+)
- The name of your company reflected in the name of your cross country fence
- Advertising boards at your sponsored cross country fence
- Advertising boards in the Dressage/Show Jumping Arena
- Advertising boards at in prime viewing location
- Passes to Sponsors Marquee (Sunday)
- ¼ advert in the Official Programme
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)
- Ad space on live stream (Ad supplied by sponsor)



## **Class Sponsorship**

**Investment: \$500-\$4,000+**

Sponsor a class of the Horseland Australian Eventing Championships.

- Advertising boards on entrance
- Advertising boards in prime locations around the grounds
- Advertising Boards around arenas
- Company logo on the Wandin Park website, direct link to website
- One (1) thirty (30) second ad played over event PA system
- ½ page ad in Official Programme; (For sponsorship over \$1000)
- Access to sponsors marquee (Sunday)
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)

## **Classes**

CCI4*-S	\$4,000	Young Event Horse	\$2,000
CCI3*-S	\$3,500	Unofficial 95cm	\$700
CCI2*-S x2	\$3,000	Unofficial 80cm x2	\$600
CCN1*-S x3	\$2,000	Unofficial 65cm x4	\$500
EvA95 x5	\$1,000	Shetland Grand National	\$1,500
EvA80 x6	\$800		

## **Online Live Stream**

**Investment: \$3000+**

**(Based on 3 cameras, FEI classes cross country. Quotes can be obtained for longer streams/ more cameras/ more phases)**

Sponsor the Wandin Park Live Stream! Will be played online on Facebook and website, able to be accessed worldwide!

- Your company logo on the Wandin Park website, direct link to your website
- Your company logo on the front of the flyer and souvenir programme
- The name of your company reflected in the name of a cross country fence
- Advertising boards at your sponsored cross country fence
- Advertising boards in the Dressage/Show Jumping Arena
- Advertising boards in prime viewing location
- One (1) thirty (30) second ad played over event PA system
- Constant advertising on live stream
- Trade Stall opportunity
- Four (4) passes to Sponsors Marquee (Sunday)
- One (1) half page advert in the Official Programme
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)

## **Live Stream 2019 Stats**

20,000 Viewers

4 Hours of live steam

Viewed on: Facebook: Wandin Park (9900+ Likes), Equestrian Australia (55,000+ Likes),

Equestrian Victoria (11,000+ Likes)  
Website: Wandinpark.com

### **Ads on Live Stream**

**Investment: \$200+**

Place an ad on the Wandin Park Live Stream! Will be played online on Facebook and website, able to be accessed worldwide!

- Your company logo on the Wandin Park website, direct link to your website
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)

Sponsorships over \$500 include an ad spot.

### **Arena Sponsorship**

**Investment: \$750-\$1,000+**

#### **Main Arena (Dressage Rings 1-8 Friday-Saturday /Show Jumping Sunday)**

**Investment \$1,000**

- Advertising boards in prime locations around the grounds
- Advertising Boards around arenas
- Your company logo on the Wandin Park website, direct link to your website
- One (1) thirty (30) seconds ads played over event PA system
- ½ page ad in Official Programme
- Two (2) passes to Sponsors Marquee (Sunday)
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)

#### **Show Jumping (Ring 1 Saturday & Sunday) & Show Jumping (Ring 2 Saturday & Sunday)**

**Investment \$500 Each**

- Advertising boards in prime locations around the grounds
- Advertising Boards around your arena
- Your company logo on the Wandin Park website, direct link to your website
- A link from the Wandin Park website to your website
- One (1) thirty (30) second ad played over event PA system
- ¼ page ad in Official Programme
- Two (2) passes to Sponsors Marquee (Sunday)
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)



## **Radio Sponsorship**

**Investment: \$POA**

Wandin Park Event radio is played throughout the course of the weekend broadcasting the commentary.

- Your company logo on the Wandin Park website, direct link to your website
- A link from the Wandin Park website to your website
- Sponsorship of a cross country fence
- Advertising boards at your sponsored cross country fence
- Advertising boards in the Dressage/Show Jumping Arena
- Advertising boards in prime viewing location
- One (1) thirty (30) second ad played over event PA system and continuously over event radio
- Two (2) passes to Sponsors Marquee (Sunday)
- One (1) half page advert in the Official Programme
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)



## **Custom Show Jump**

**Investment: \$POA (Dependent on signwriting and level of detail, etc.)**

Would you prefer a show jump built with your name and logo on it? We can have a show jump built and made around your company. This will be shown off on our main arena on the Sunday of our event, where the top classes compete.

- Advertising boards in prime locations around the grounds
- Advertising Boards around your arena
- Custom Show Jump
- Two (2) passes to Sponsors Marquee (Sunday)
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)

## **Custom Cross Country Jump**

**Investment: \$POA (Dependent on signwriting and level of detail, etc.)**

Would you prefer a cross-country jump built and designed around your company? This will be shown off on our cross-country course on both days of our event. This also is show online via the Cross Country App, our website and various social media platforms.

- Advertising boards in prime locations around the grounds
- Advertising Boards around your jump
- Custom Cross Country fence
- Two (2) passes to Sponsors Marquee (Sunday)
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)
- Ads played during the breaks on Live Stream (Ad supplied by sponsor)



## **Miscellaneous Sponsorship**

We welcome any sponsorship enquiry, and we work very closely with our sponsors to ensure that they receive the maximum possible benefit from their presence at the Horseland Australian Eventing Championships. To that end, we are open to suggestions to sponsor almost anything at the event – whether it is the car parks, the marquee, the office, the volunteers, the cocktail party – or even the start box!

All sponsorship packages can incorporate any number of the opportunities below:

- Advertising boards placed in prime locations
- Ads played over the event PA system
- Your company logo on the Wandin Park website, direct link to your website
- Access to sponsors marquee (Sunday)
- Trade Stall opportunity (Marquee can be supplied at cost to sponsor)
- Your company logo on the front of the flyer and souvenir programme
- Ads played during the breaks on Live Stream

### **Product Sponsorship**

The opportunity to be involved in Horseland Australian Eventing Championships, with associated benefits to your company, by offering “Value in Kind” products and or services such as:

- Accommodation for officials
- Supply of plants for decoration of fences
- Vehicles for officials, transport during the event
- Printing—brochures, programs
- Security— for restricted access areas and after dark
- Mementos or gifts for officials, competitors, volunteers
- Advertising & promotional support
- Entertainment
- Prizes for competitors
- Toilet & showers for spectators/competitors
- Video recording/productions
- Web design/app design
- Flights for officials or International riders/guests
- Fencing for arenas
- Marquees



Prices for Miscellaneous/ Product Sponsorship packages are set on an individual basis depending on your requirements.

### **Trade Fair**

For information on how to have your own trade stall please head to our trade fair page on our website.

### **Advertising in Programme**

- ¼ page B&W ad - \$75
- ¼ page colour ad - \$100
- ½ page B&W ad - \$150
- ½ page colour ad - \$200
- Full-page B&W ad - \$300
- Full-page colour ad - \$400



**Contact Information:**

Vice President & Sponsorship Coordinator: Jarryd Stanley  
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Trade Fair Coordinator: Nan Cleven  
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Event Director: John Anker  
Ph: + 61 418 542 477  
Email: ankerfamily@bigpond.com

Hospitality Coordinator: Angela Anker  
Ph: + 61 3 5964 4613  
Email: ankerfamily@bigpond.com

**Please note:**

- The sponsor must provide all advertising material.
- Artwork for programme must be supplied to Maroondah Printing by Friday 12<sup>th</sup> March.
- Sponsor signs to be delivered by Thursday 19<sup>th</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 12<sup>th</sup> March.
- Company logo on the front of Flyer/Program for sponsorships over \$1,500.
- These packages and prices are to give a guide to your business. We can tailor any package to match your needs and budget.

