

**DON'T MISS  
YOUR CHANCE!**

The Equestrian Team GBR Sponsorship Opportunity

# ONE OPPORTUNITY

Just as it is for athletes, the build-up to and legacy from a home Olympic Games is a once in a lifetime opportunity for brands.

Partner this **top six medal prospect team** as it heads into London 2012 and take your brand, customers and employee communities on a unique journey through the build-up to the London Games and beyond.

Here is an opportunity to build a year-round programme of awareness, engagement, B2B hospitality, PR and on-line marketing activity.

Our 'On Tour' programme, visiting multiple headline events at iconic venues across the UK, makes this a nationwide and continuous build-up to the Games.

**Equestrian Team GBR** sets the standard for the world to beat. Chances are this is a team that will be adding to its already impressive haul of Olympic and Paralympic medal wins when they compete in London's Greenwich Park.

Be a part of it.



Team GBR, run by the British Equestrian Federation, represents Britain's leading horses and riders when they compete internationally in Dressage, Eventing, Showjumping and Paralympic Dressage.

## Olympic medals won in Beijing and Athens as a percentage of medal opportunities

	Medal opportunities	Medals won	Percentage won
Sailing	22	10	45%
Cycling	45	18	40%
Rowing	24	10	42%
<b>Equestrian</b>	<b>26</b>	<b>5</b>	<b>19%</b>
Swimming & Aquatics	106	9	8%
Athletics	117	8	7%

Team GBR is the No 1 Para-Equestrian Dressage nation, having won every World and Paralympic Team Gold medal since the sport was included in these programmes

## Sponsors of the other top GB Olympic teams:

**Sailing:** Skandia

**Cycling:** Sky

**Rowing:** Siemens

**Swimming and Aquatics:** British Gas

**Athletics:** Aviva

# HIGH VALUES

Align your brand with a dynamic sport, brim full at elite level with medal winning personalities and at grass roots with over one million 'owner riders' drawn from all walks of life.



**Equality:** the only Olympic sport where men and women compete on equal terms



**Inclusivity:** a lifestyle pursuit in which over 4m people, of all abilities, are engaged



**Lifestyle with buying power:** a £4bn pa industry in which fans buy into an equestrian lifestyle of accessories, fashion, holidays and on event retailing



**Scale:** 2.1m regular riders, 1.3m horses, 6,750 days of competition each year, 275,000 volunteer days and 1.5m spectators attending the top 20 UK equestrian fixtures



# WINNING PACKAGE

**Sponsoring Team GBR gives you access to a wide-ranging marketing platform.**

## Designation:

Become overall Team Title Sponsor or take up one of two category exclusive Team Partner positions

## Broad Team Exposure:

Enjoy comprehensive marketing rights across all Team GBR squads and teams – over 80 riders

## Comprehensive Branding:

Use Equestrian Team GBR image, logo and branding, including an extensive inventory of team and officials clothing, equipment and transport

## Extensive Athlete Access:

Access to team athletes and officials for VIP, business, employee and community programmes



## Top Level Competition Presence:

Capitalise on the available opportunities at a wide range of high profile equestrian occasions:

### World Equestrian Games

### European Championships

Six headline UK events featuring the Team GBR 'On Tour' Clubhouse (for hospitality) and Roadshow (for retail, display and experiential) (see page 11 for detail)

## High Traffic Online Reach:

Build profile through branding and promotion on the Team GBR, British Dressage, British Eventing and British Showjumping websites, delivering almost half a million unique visitors per month to your brand

## Pro-active Off Line Communication:

Benefit from a dedicated full-time Team GBR Press Office creating sponsor branded communications, media promotions, features, interviews and syndicated news features for TV, Press and Radio

## Event Marketing Support:

Use the Team GBR marketing unit to help develop and manage your Hospitality, Athlete Appearances, Product Showcasing, Employee Engagement, Community Programming, Rewards and Incentives



# BROADER FOCUS

Many options exist to further engage your brand.

## Powerful post-Olympic legacy:

Associate your brand with adding value to the post-Olympic legacy by supporting the next generation of Team GBR members already competing at Junior and Young Rider level

Alternatively, why not add the [World Equestrian Games](#) in 2014 in Normandy, France, in which Team GBR will compete at Dressage, Driving, Endurance, Eventing, Jumping, Para Equestrian Dressage, Reining and Vaulting

## Grassroots involvement:

Extend your grassroots involvement by partnering our Step Up and Step Forward programme, designed to inspire first time formal competition and volunteering



## Community, Employee Engagement and Corporate and Social Responsibility:

Actively engage with our wealth of community and social programmes, including Riding and Road Safety, Riding for the Disabled, the Hoof Urban Riding Project and the National Riding Routes network

## International Marketing Options:

You can extend your sponsorship on a [pan European basis](#) by supporting Team GBR when it competes in the FEI Meydan Nations Cup. This features the world's top eight showjumping nations competing in eight internationally televised events from May to August (FRA, ITA, CH, HOL, GER, SWE, GB and IRE)



# OFFICIAL TEAM GBR COMPETITIONS

2011

**Dressage:** Aug 18 - 21 European Championships, Rotterdam, Holland

**Eventing:** Aug 25 - 28 European Championships, Luhmühlen, Germany

**Jumping:** Sept 13 - 18 European Championships, Madrid Spain

**Para Equestrian Dressage:** Sept 1 - 4 European Championships, Moorsele, Belgium



2012

Build-up to the London 2012 Olympic and Paralympic Games and celebrate post-Games success

2013

**Dressage:** European Championships, Date and Venue TBA

**Eventing:** European Championships, Date and Venue TBA

**Jumping:** European Championships, Date and Venue TBA

**Para Equestrian Dressage:** European Championships, Date and Venue TBA



# 'ON TOUR'

Team GBR will visit six events each year, selected from this schedule (based on 2010 dates):

## British Dressage

**Sept 16 - 19:** National Dressage Championships, Stoneleigh Park, Warwickshire

**Dec 14 - 20:** London International Horse Show, Olympia including FEI World Cup Dressage qualifier on 16th

## British Eventing

**Apr 30 - May 3:** Badminton International Horse Trials, Tetbury, Glos

**May 15 - 16:** Chatsworth House International Horse Trials, Derbyshire

**June 3 - 6:** Bramham International Horse Trials, Wetherby, Yorks

**Aug 6 - 8:** Festival of British Eventing, Gatcombe Park, Cirencester

**Aug 26 - 29:** Blair Castle International Horse Trials, Perth

**Sept 2 - 5:** Burghley House, Stamford, Lincs

**Sept 9 - 12:** Blenheim Palace, Oxford, Oxon

## Showjumping

**May 12 - 16:** Royal Windsor Horse Show

**June 24 - 27:** British Jumping Derby, Hickstead, Sussex

**July 2 - 4:** British Masters Show Jumping Champs, Chester

**July 29 - Aug 1:** Royal International Horse Show, Hickstead, Sussex

**Oct 6 - 10:** Horse of the Year Show, NEC, Birmingham

**Dec 14 - 20:** London International Horse Show, Olympia

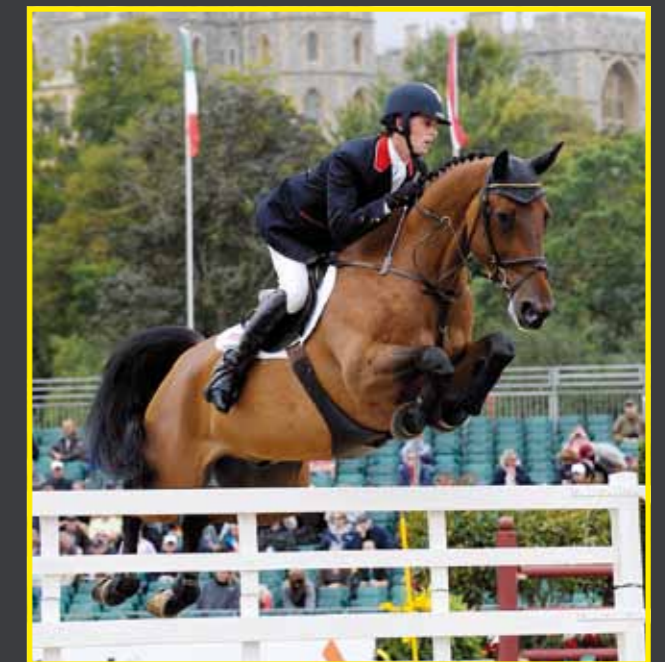


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# BE PART OF A GREAT BRITISH TEAM

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