



# Denmead Horse Shows

Seymour Cottage  
Forest Road  
Denmead  
PO7 6UA

Tel: 023 9225 4434

TEXT: 07850 552 623

email: [felicity@denmeadhorseshow.co.uk](mailto:felicity@denmeadhorseshow.co.uk)

March 2023

Dear

## **2023 Denmead Horse Shows –**

**Summer Show 18 June, Fun Horse & Dog Show 13 August, ODE 10 Sept Autumn Show & Gala 17 September**

Could we interest you in sponsoring a class in this year's Denmead Horse Shows? The shows are run by Denmead Swings and Things - a small, registered charity working towards 'the provision of facilities for recreation or other leisure time occupation' in 'Denmead and the surrounding area' with particular reference to youth. We hold 4 shows and a 'Practice Day Clinic' per year. We are affiliated to a number of national bodies with many qualifiers enabling the grass roots rider to aspire to taking part in greater shows and also run the South Downs Showing Series for other local shows to feed into.

We have been running the Denmead Horse Shows since 1993 making this our 30<sup>th</sup> Anniversary year. All our shows have proved to be popular and successful and cater for a wide range of disciplines and abilities attracting entries from a wide area, including Sussex, Dorset, Surrey, Wiltshire and the IoW.

After the successful launch of the South Downs Championship 5 years ago we are pleased to announce the continuation of this Showing Series with the Finals at the Autumn Show. About twenty local shows take part in this initiative.

However, to do all this we need sponsors varying from private individuals, through small local crafters to large businesses who would be interested in being a headline sponsor. Sponsorship packages vary from a single class at one show to a package including the whole season. The packages offer a variety of benefits from advertising to tradestand rights but in each case the sponsorship is spent on the class itself with superb rosettes, trophies and in the case of championships beautiful sashes. We believe we offer a good sponsorship package.

One of the main benefits is the associated free advertising, however due to the cost of hardcopy printing and the shrinkage over the last 2 years of appropriate outlets we have split the advertising sponsorship into e-sponsorship and associated promotions and Business Plus which includes advertising in the hardcopy schedule as well. For those who want larger hardcopy advertising please see the benefit table overleaf or ring me to discuss.

If you have any further queries or wish to discuss options or ideas, please do not hesitate to contact me, I look forward to hearing from you.

Yours sincerely

Felicity M Hull  
Show Director

## **2023 Sponsorship Package – Benefits and Costs**

Denmead Swings and Things Registered Charity No: 1170391

Cheques should be made out to Denmead Swings and Things and sent to Seymour Cottage, Forest Road, Denmead PO7 6UA

Show Director: Mrs F M Hull Day Secretary: A Hull Members: Mrs M Miller Mrs P Kerr Mrs D Gissing Mrs A Hughes Mrs L Clarke Mrs K MorganHilliari

The purpose of sponsorship is to cover the costs of each classes rosettes & trophies whilst not incurring further costs so a very small proportion is taken back from the Business sponsorship to cover the cost of printing.  
Print run is usually 2,500 per schedule and hardcopies are distributed to known outlets ie Saddleries and Feed merchants in Hampshire, West Sussex and the pertinent edges of Dorset and Surrey..

**DATES:** Summer 19 June; Budget Horse & Dog show 13 Aug; One Day Event: 10 Sept, Autumn 17 Sept

### **BENEFITS**

All sponsors whether private / business enjoy the following benefits at the Summer & Autumn Shows:

- We welcome sponsors who wish to present their rosettes & trophies in the ring
- Free entrance /parking for their party
- Use of hospitality tent with light refreshments. Lunch can be booked for an extra £5 per head
- Line credits in the schedule attached to their class
- Name on trophy (unless they are supporting an existing Challenge Trophy)

In addition, all **business sponsors** whether small crafter, e-sponsor or full business package get

- Website /facebook exposure and links where applicable and /or facebook links
- e-advertisement if no direct links
- Banner rights (must be provided ahead of time)

**Full Business Plus** package also gives a **free advertisement** in both the electronic and hardcopy schedules. Copy for the advertisement must be submitted in good time. The free space is 1/8 page ie small business card per class. Larger spaces are available for those entering a multi-class package see details below or we will be delighted to discuss your requirements with you.

### **TRADESTANDS.**

Tradestand rights are linked to sponsorship ie ONLY sponsors may have a tradestand. However, since space is limited pitches will be granted on a first come basis with longterm existing sponsors being given preference. We will endeavour to ensure there is no direct competition between stands. Tabletop rights will be granted to charities and small crafters.

### **COSTS –**

#### **Summer Show classes:**

- |   |     |
|---|-----|
| • Private & Crafter/small business sponsorship  | £27 |
| • E Sponsor                                     | £35 |
| • Business plus                                 | £45 |
| • Rosettes only (where challenge trophy exists) | £15 |

#### **Autumn Show classes.**

*This schedule is slimmer and with the exception of Gala sponsors only line credits and mini ads are carried.*

- |  |     |
|--|-----|
| • Single class at Autumn show is                                       | £30 |
| • Addition of an Autumn class to Summer sponsorship per showing class. | £25 |

### **CHAMPIONSHIPS**

- |   |     |
|---|-----|
| • Championships (10 x Summer; 3 x Autumn) | £55 |
| • Supreme Champ (1 x Summer; 1 x Autumn)  | £65 |
| • Budget Show - 2 championships           | £25 |

### **Packages inc Advertising:**

- |  |      |
|--|------|
| • 1/8 page (1 class) - included in sponsorship     | £45  |
| • Quarter page (landscape or portrait – 2 classes) | £80  |
| • Half page (3 classes)                            | £125 |
| • Full page (5 classes)                            | £210 |

### **SOUTH DOWNS SHOWING SERIES GALA**

There are much greater costs with the Gala, many more luxury rosettes plus individual trophies so **each of the 6 Finals are £125**

**The Championship** requires an even greater number of rosettes, sashes, trophies and bouquets of flowers so has much higher costs. We estimate that we require **at least £200** to pay the costs of this Championship.

The entire Gala could be sponsored for £1,000. Benefits would cover the inclusion of your company name within the Series Title as it goes out to other local shows.

**BUDGET SHOW** - This is a no frills show so class sponsorship only covers an unblocked set of rosettes and inclusion in a general list of sponsors. Horse Classes: £15 each (only £10 if added to another package); There are 2 Championships.

Dogs – cf separate package (in brief £15 covers 2 dog classes. Dog related Tradestands are required to cover 4 classes or a championship.

**ONE DAY EVENT.** 5 classes & 1 Champ - Each class covers 3 disciplines (ie 4 sets of rosettes) Cost: same as Summer business Sponsorship of X Country fence by addition of provided corex board: £10. Sponsoring of new Jump -POA in region of £150