



Denmead Horse Shows

Seymour Cottage
Forest Road
Denmead
PO7 6UA

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2023 Sponsorship Package – Benefits and Costs

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:

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|---|-----|
| • 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.

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

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 Secretary: Mr A Hull Committee: Mrs D Gissing Mrs M Miller Mrs P Kerr Mrs A Hughes Mrs L Clarke Mrs K Mrs K Morgan Hilliar

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:

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| • 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