

# Camphire

INTERNATIONAL  
HORSE TRIALS  
& COUNTRY FAIR

## Sponsorship Opportunities

Brands and businesses can enhance their sponsorship packages with a wide range of event assets. Each package provides **event branding** and **advertising opportunities** as well as a **selection of benefits**, which are shown below. If you are interested in finding out more about sponsorship opportunities at the 2019 Camphire International Horse Trials and Country Fair, please contact us via [info@camphirehorsetrials.com](mailto:info@camphirehorsetrials.com) or +353(0) 86 252 8694



Incorporating the Irish leg of  
the FEI Nations Cup™





# Title Sponsor 2019

- CCI 4 Star (L) €7500 + hospitality marquee
- Sponsorship naming rights on two cross country fences
- Company Logo on event promotion leaflets
- Company logo on the front page of the official programme
- One full page colour advertisement in the official programme
- Presence on the Horse Trials website homepage with link to sponsor
- Complementary admission tickets for each day
- Invitations to the “Welcome” reception at Camphire House.
- Commentary over the public address system on the sponsor, their products, services and brand values.
- Pre-event advertising.



- **Class Sponsorship**

- ❖ CCI 4 star (S) or Presenting sponsor for Nations Cup €7000
- ❖ CCI 3 star (L) €5000
- ❖ CCI 3 star (S) €4000
- ❖ CCI 2 star (L) €4000
- ❖ CCI 2 star (S) €3000
- ❖ CCI 2 star YH (S) €2000
- ❖ Masterclass 4 or 5 yr. old €1,500  
(In association with HSI)

## Associate Sponsor



- Sponsorship naming rights on 2 cross country fences & main arena
- Company logo on event promotion leaflets
- Logo on front page of official programme
- One full page advertisement in the official programme
- Website link to sponsor
- Complementary admission tickets for each day
- Invitations to the “welcome” reception at Camphire House
- Admission to the hospitality tent alongside main arena
- Commentary over the public address system on the sponsor, their products, services and brand values

# Fence Sponsor

- Cross-country course advertising:
  - ❖ On each course there are up to 30 fences, jumped at over 20 miles per hour, over a 6km course providing high action with thousands of spectators on course and live streaming to the rest of the world
  - ❖ Branding and naming rights for fences can be enhanced with advertising boards on the course and near the fence, product displays built into the fence design or alongside the fence, for enhanced sponsor support customised fences can be designed
- Commentary over the public address system on the sponsor, their products, services and brand values augments the visual advertising activities
- A range of cross country fences are available from straight forward fences out in the country (€500) to more prominent and challenging fences (€1000 - €2000) e.g. water complex
- Invitation to the “Welcome” reception at Camphire House
- Complementary Passes



Zara Phillip

EquusPix



# Pre- Event Advertising

- Marketing and PR activities include: social media, leaflets, inserts, adverts, ticket brochures, posters and radio advertising
- On line activities A key information source for all visitors and supporters of the sport is the events official website. Sponsors can be incorporated into the web activity via logos, links news coverage items, exhibitor listings, video links and reciprocal links

## Programme

Full page @ €150

½ page @ €100

*The above are suggestions, packages can be tailored to sponsors requirements*

# Sponsorship Consent Form

Sponsorship Type	"X" for consent	Amount €	Comments	
Title				
Associate				
Fence				
Program				
Social media				
Donation				
A la carte				
NAME			Phone	
Address			Email	
Signature			Date	

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