



SHOW JUMPING
WAITEMATA



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SPONSORSHIP OPPORTUNITY
2017/18



SHOW JUMPING WAITEMATA

Show Jumping Waitemata is an equestrian group dedicated to running competitions and providing training events for riders in the greater Auckland area.

Our group's endeavors are enjoyed by all ages – both amateurs and professionals alike. We are governed by Equestrian Sport NZ. Our events are considered to be extremely successful nationally and attract competitors from all over the Pacific.

Our World Cup Premier Show attracted over 650 competitors and 3800 spectators. It was also live streamed and shown on Country TV (est audience of 130,000 viewers).

Show Jumping Waitemata has a huge presence on social media in the Equestrian World. We have over 8000 combined Instagram and Facebook followers. We post regularly with excellent reaches. We regularly do targeted sponsored posts.

If you are interested in targeting the equestrian community we can help you.

OUR EVENTS

Show Jumping Waitemata are excited to announce that this year we are hosting two of New Zealand Show Jumping's most prestigious events including the Federation Equestrian International (FEI) World Cup Final for New Zealand:

SJW New Year Festival including the New Zealand final of the FEI World Cup Jumping New Zealand Series.

March Grand Prix Show.

2018 will be the fifth consecutive year that the World Cup Final has been hosted by Waitemata at Woodhill Sands. The event attracts over 600 of the top horse and rider combinations from all over New Zealand. In previous years we also seen competitors travel from as far of Australia and New Caledonia to attend.

Both the World Cup Final and the March Grand Prix show will hosts rounds which contribute to the hotly contested and prestigious national jumping series.





Taupaki rider Maddy Bult competing in the Pony 1.15m Classic.


EQUESTRIAN SPORT IN NEW ZEALAND

550,000
involved in
equestrian sport.


Equestrian is one of New Zealand's most successful mainstream sports based on participation rates and success.*


Equestrian has won more Olympic medals than any other sport, and is one of Auckland's fastest growing sport and leisure activities.

*Based on SPARC statistics.

 83%
of Equestrian participants are farmers or small block holders

 58%
have an annual household income of \$75,000 with over 30% earning over \$100,000

 98%
They are loyal – 98% indicated that a brand's sponsorship of a sport would influence their buying decision.

 1:4
Rider support crew = 1:4 ratio

SPONSORSHIP PACKAGES

Choose the sponsorship package that best meets your company needs then go to the page indicated for full details and pricing. All packages can be tailored to suit your requirements.

With our vast sponsorship packages you can promote your products or services directly to a captive audience.

Sponsorship offers the following benefits:

- Opportunity to connect with the equestrian market.
- Enhanced image/public awareness.
- Improved customer relations.
- Opportunistic venue for trialing or selling a product or service.
- Enhancing community profile.

	NAMING RIGHTS			SHOW JUMPING CLASSES						JUMP	TRADE			HOSPITALITY	ADDITIONAL ADVERTISING					
	SHOW TITLE	PREMIER ARENA	OTHER ARENA	WORLD CUP OR HORSE GRAND PRIX	SPONSORS CHARITY CHALLENGE	PREMIER ARENA MAIN EVENT	PREMIER ARENA EVENT	CHAMPIONSHIP	NON CHAMPIONSHIP	SPONSORED	TRADE STAND	FLAGS OR BANNERS	PRODUCT INFORMATION OR SAMPLES	NUMBER OF PEOPLE	PROGRAM COVER	PROGRAM ADVERT	SHOW SCHEDULE LOGO	NEWSLETTER	WEBSITE	PRESS RELEASE ACKNOWLEDGEMENTS
GOLD pg number 10	●	●		●	●					○	●	●	●	8	●	●	●	●	●	●
SILVER pg number 12			●		●	●				○	●	●	●	4		●	●	●	●	●
BRONZE pg number 14					●		●			○	○	●	●	3		●		●	●	●
RUBY pg number 15					○			●		○	○	●	●	2				●	●	
EMERALD pg number 16					○			●		○	○	●	●	1				●	●	
SAPPHIRE pg number 16					○				●	○	○	●	●	1				●	●	

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Included in package

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Optional extra



In 2017 we introduced the extremely popular sponsors charity challenge. This event ran as part of the main entertainment for the World Cup Final. This event is open to our show sponsors and included in some of the packages or available as an optional extra.

The event involves matching a well-known horse and rider to compete for your business and charity of your choice. Riders and horses compete wearing your business colours and advertising. The event is high speed and exciting a real crowd thriller.

The winning team will win \$2000 to donate to a charity of your choice. The winning rider will take home very generous prize money.

Being part of this exciting event provides prime time exposure for your business to thousands of spectators and the excitement of following your rider through the event. This class will also be televised.

This event was truly the highlight of the 2017 show so don't miss out!

GOLD SPONSOR \$12,000

Title sponsorship/naming rights of the New Year's World Cup Festival and Grand Prix Show.
The Event would be known as: The "Company Name" World Cup Festival.

Naming rights of the premier arena at both events. The ring would be known as: "Company Name" Arena.

Continuous commentator credits throughout the weekend.

Exclusive inclusion of your company logo on the front of the official programme with one full page advertisement inside.

A branded jump in the main arena, with prime placement during the whole event.



Naming rights of the premier arena at both events. The ring would be known as: "Company Name" Arena.



Branding on any billboard activation.

Opportunity to have all ring crew and officials dressed in sponsor's merchandise (to be supplied by sponsor).

Opportunity to display banners and flags around the show site in prime positions (to be supplied by sponsor).

Opportunity for product information to be given out to competitors and spectators.

Prime position trade stand space in the best position available to exhibit your product.

Hospitality package for 8 people while you enjoy watching the main event at the World Cup Festival. This includes food and alcohol. There will also be an opportunity to walk the course that the competitors will jump with an experienced rider before the World Cup Final commences.

Opportunity to present prizes to the winner and to meet the competitors and their horses.

Logo placement in the show schedule.

Acknowledgement on Show Jumping Waitemata Website, Facebook and Instagram each time the World Cup Final is mentioned.

Opportunity for preferential advertising on Show Jumping Waitemata Website for one year.

Acknowledgment and logo placement in all newsletters sent out over a one year period to our email database of over 1500 people.

Complementary inclusion in the Sponsors Charity Challenge (SJW can provide rider if you do not have one in mind)



SILVER SPONSOR \$6,000

Naming rights of one of our other great arenas at both events. The ring would be known as: “Your Company Name” Arena.

Naming rights to a prestigious series event in our premier arena. These events attract more interest and spectator numbers.

Opportunity for product information to be given out to competitors and spectators.

Commentary credits throughout the show.

Inclusion of your company logo and a half page advertisement in the official programme.

Opportunity to display banners and flags around the show site (To be supplied by sponsor).

Complementary trade stand space.

Oppportunity to have branded jump included in the majority of events in the main arena (to be supplied by the sponsor).

Hospitality – For up to four people while you enjoy watching the main event. This includes a shared knowledgeable host. Package to be tailored to suit individual’s needs.

Opportunity to present prizes to the winners of your sponsored event.

Logo placement in the show schedule.

Acknowledgement in all press releases. Acknowledgement on all press releases on Show Jumping Waitemata Website, Facebook and Instagram.

Opportunity to advertise on Show Jumping Waitemata Website for one year.

Acknowledgment and logo placement in newsletters sent out to our email database of over 1500 people for a six month period.

Complementary inclusion in our Sponsors Charity Challenge (SJW can provide rider if you do not have one in mind).



BRONZE SPONSOR \$3,500

Naming rights to a non series class in the Premier arena.

- Inclusion of your company logo in the official programme.
- Opportunity to have branded jump included in the majority of events in the main arena (to be supplied by the sponsor).
- Opportunity to display a banner or flag around the show site (To be supplied by sponsor).
- Commentary credits throughout the show.
- Quarter page advertisement in the official programme.
- Hospitality package for three while you enjoy watching the main event at the World Cup Festival with preferential seating. Opportunity to purchase extra tickets if needed.
- Opportunity to present prizes to the winners.
- Acknowledgement (to a lesser degree than previous packages in press releases on Show Jumping Waitemata website and social media.
- Opportunity to advertise on the Show Jumping Waitemata website for six months.
- Acknowledgment and logo placement in the pre event newsletter.
- Complementary inclusion in our Sponsors Charity Challenge (SJW can provide rider if you do not have one in mind).

RUBY SPONSOR \$1,500

Naming rights to a non premier arena series class.

- Inclusion of your company logo in the official programme.
- Opportunity to have branded jump included in the majority of events in arena one. (to be supplied by the sponsor).
- Opportunity to display a banner or flag around the show site (To be supplied by sponsor).
- Commentary credits throughout the show.
- Quarter page advertisement in the official programme.
- Hospitality package for two while you enjoy watching the main event at the World Cup Festival with preferential seating. Opportunity to purchase extra tickets if needed.
- Opportunity to present prizes to the winners.
- Acknowledgement on the Show Jumping Waitemata website and Show Jumping Waitemata social media page.
- Opportunity to have your company logo included on the Show Jumping Waitemata website.
- Acknowledgment and logo placement in the pre event newsletter.



EMERALD SPONSOR \$1,000

- N**aming rights to a Championship class (non-series).
- Inclusion of your company logo in the official programme.
- Opportunity to display a banner or flag around the show site (To be supplied by sponsor).
- Commentary credits throughout the show.
- 1/8th advertisement in the official programme.
- Hospitality package for one while you enjoy watching the main event at the World Cup Festival with preferential seating. Opportunity to purchase extra tickets if needed.
- Acknowledgement on the Show Jumping Waitemata website, Show Jumping Waitemata social media page.
- Opportunity to have your company logo included on the Show Jumping Waitemata website.
- Acknowledgment and logo placement in the pre event newsletter.

SAPPHIRE SPONSOR \$500

- N**aming rights to a non-championship event.
- Inclusion of your company logo in the official programme.
- Opportunity to display a banner or flag around the show site (To be supplied by sponsor).
- 1/8th advertisement in the official programme.
- Hospitality package for one while you enjoy watching the main event at the World Cup Festival with preferential seating. Opportunity to purchase extra tickets if needed.
- Acknowledgement on the Show Jumping Waitemata website, Show Jumping Waitemata social media page.
- Opportunity to have your company logo included on the Show Jumping Waitemata website.





BECOME A SPONSOR

For further information or to register your interest in joining our stable of sponsors please contact:

Emma Buckingham
emmabuckingham@vodafone.co.nz
021832901

TRADE ENQUIRIES

Our two premier shows are the perfect platform to exhibit your reputable business and/or association to hundreds of horse enthusiasts, their family and friends from around New Zealand.

Complementary Trade stands are included with the Gold and Silver Packages. Trade stands are available to all other sponsor at their cost.

Please contact Emma Buckingham initially if you are interested in a trade stand.

emmabuckingham@vodafone.co.nz or 021832901.

Helen McNaught (Great Britain) surveys the course before getting under way in the World Cup final round at Show Jumping Waitemata's Premier show 2015.

