



AUSTRALIAN JUMPING CHAMPIONSHIPS

Presented by Boneo Park

3 - 7 | NOVEMBER
2021



SPONSORSHIP
PROPOSAL



WWW.AUSTRALIANJUMPINGCHAMPIONSHIPS.COM.AU

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ABOUT THE EVENT:

The Pryde's Easifeed Australian Jumping Championships, one of the feature events of the Australian equestrian calendar, will once again be held at the Boneo Park Equestrian Centre from November 3rd - 7th 2021. After a year of disruptions and cancellations of competitions in 2020 there is much anticipation for the return of this major event in 2021. Boneo Park will ensure that the event is run under Covid-safe protocols whilst maintaining the integrity and excitement of the event. In 2021 we will see a much greater emphasis on live streaming and social media highlights of the event, ensuring people at home can keep up to date with all the action.



THE AUDIENCE REACHED

Boneo Park is expecting attendees at the event from across Australia. There is no doubt that this event is one of the highlights of all equestrian enthusiasts' calendars. The event will also be live-streamed to a further 10,000 plus viewers all around the world. The profile of our audience is depicted as predominantly affluent mature age females who enjoy exclusive, distinctive and aesthetic products and brands.

BONEO PARK BRAND

The Boneo Park brand is synonymous with prestige, excellence and world class competition and our vision is to provide a facility and service that promotes excellence, and sets new standards, in Australian horse sport. Boneo Park has also been awarded the right to host previous Australian Championships in the disciplines of dressage and jumping as well as many Olympic and WEG qualifying events - a signal that Boneo Park is amongst the best and most trusted equestrian event organisers in the country.

EVENT LAYOUT

The 2021 event layout will be centered around our famous grass arena which overlooks the wetland lake. Surrounding this central competition arena will be marquees for the extensive trade village, digital screens showing all the event highlights, VIP hospitality in our restaurant 'Arilla' and spectator seating.

SUNDAY VIP EXPERIENCE - FULL DAY

The Boneo Park restaurant, Arilla, will host the VIP area for the entire program of the final day of competition at the Australian Jumping Championships on Sunday 7th November. The perfect opportunity for entertaining guests or watching the event in true style.

This will include

- Exclusive access to Arilla and the Arilla deck offering the best viewing of the jumping for the day, no matter what the weather. (The entire restaurant and restaurant deck will only be open to our VIP guests on this day)
- Coffee and morning tea
- Premium beverages and food served throughout the day

Here guests will have the best view for the entire Sunday program with exclusive viewing from the restaurant and restaurant deck area. There will be plenty of opportunities for mingling with other guests whilst enjoying the best view of the all the final classes.



SPONSOR'S PREMIUM TABLE

Our premium sponsors will have access to a table at 'Arilla' for a pre-booked period of time and for the number of guests listed in your sponsorship package. Here you will enjoy a complimentary two course set meal, two bottles of wine and soft drinks.

WANT TO BE INVOLVED?

Sponsorship packages are designed to secure results and generate value for supporters. We have a range of options available to suit your requirements and budget or tailored packages can also be put together.

PACKAGES AVAILABLE

Option 1: Naming rights to a Feature Championship Class - POA

- Classes Available: Senior Championship, Young Rider Championship, Speed Championship, Mini Prix and Future Stars.
- Naming rights sponsorship to one Championship class including all classes and the final.
- Your company name on all rosettes, sashes and rugs
- Significant Signage, supplied by your company, in the competition arena and along the Boneo Park driveway for the event duration
- 50% discount on a trade stand which will be located in a premium area
- PA Announcements to promote your business throughout the event
- Six Sunday VIP Tickets
- Sponsor's Premium Table for up to six guests on two other days of the Championships,
- Company logo placement on event website
- Opportunity to provide a feature jump, with your company branding, to be used in the competition arena
- Opportunity to display an advertisement on tv screens, shown throughout the event and live stream
- Company logo placement on event flyers
- Opportunity to present prizes to placegetters at the prize giving ceremony and photo opportunities
- Recognition and promotion of your company via the event Facebook page, minimum three posts



Option 2: Championship and Series Sponsorship

For an investment of \$5,500.00 inc GST you will receive the following

- Championship Classes available: Children's Championship, Junior Championships, Amateur Championship
- Series Available: Opal Series, Ivory Series, Pearl Series, Ruby Series, Emerald Series
- Naming rights sponsorship to one 'Series' including all classes and the final.
- Your company name on all rosettes, sashes and rugs relating to that series
- 50% discount on a trade stand which will be located in a premium area.
- PA Announcements to promote your business throughout the event
- Four Sunday VIP Tickets
- Sponsor's Premium table for up to six guests on one day of the Championships, except Sunday
- Company logo placement on event website
- Company logo placement on event flyers
- Logo placement on tv screens during sponsor promotion footage
- Signage, supplied by your company, in the competition arena
- Opportunity to present prizes to placegetters at prize giving ceremony and photo opportunities
- Recognition and promotion of your company via the event Facebook page, minimum two posts

Option 3: Height Class Sponsorship

For an investment of \$2,200.00 inc GST you will receive the following

- Naming rights sponsorship to one height class
- Two Sunday VIP Tickets
- Your company name on all rosettes relating to that class
- Company logo placement on official event website
- Company logo placement on all event promotional flyers
- Signage, supplied by your company, in the competition arena
- Opportunity to present prizes to placegetters at the prize giving ceremony and photo opportunities.
- Recognition and promotion of your company via the event Facebook page, minimum of one post.



TERMS

Please confirm your interest to Fiona Selby by emailing fiona@boneopark.com.au or calling **0402 849802**. Fiona will then issue a contract and invoice with payment terms of 14 days. If payment has not been made by this date you will be removed as an event sponsor.

