



# Subaru Houghton International 27<sup>th</sup> – 30<sup>th</sup> May 2010

Join the action in 2010





# Subaru Houghton International 27<sup>th</sup> – 30<sup>th</sup> May 2010

## Commercial Opportunities

We can offer affordable and cost-effective commercial and promotional opportunities to communicate with an affluent community through association with one of the country's fastest growing international equestrian competitions.

Set in a stunning location and featuring some of the world's leading horses and riders.

Since the first running of The Subaru Houghton International in 2007, the event is now firmly established in the International and local calendar as a social, sporting and family occasion.





# Subaru Houghton International

## 27<sup>th</sup> – 30<sup>th</sup> May 2010

### Why become associated with Eventing?

Eventing has a high AB audience:

- Competitors & owners            AB 63%            C1 37%
- Spectators                            AB 72%            C1 28%
  
- 2.5 million people ride regularly in the UK
- 17.68 million nationwide have an interest in non-racing Equestrian sport

### Why Houghton?

- Located in the heart of West Norfolk, easily accessible from the Midlands and all of East Anglia
- Extremely popular with riders and owners from all over the world; meaning well known names and excellent young horses
- A range of classes including competitions for children aged 12 upwards
- Plenty of non-equestrian attractions for visitors of all ages and interests, including:

**Celebrity Cricket Match, Craft Stalls, Specialist Food Outlets, Trade Stands, New Sunday Dog Show, all in a beautiful setting.**



# Subaru Houghton International

## 27<sup>th</sup> – 30<sup>th</sup> May 2010

### The Event

- The Subaru Houghton International is an expanding annual social, cultural and sporting event that has grown more than 30% year on year, in terms of visitor numbers and trade stands.
- Running an international equestrian event at the highest level class ensures that Houghton attracts many of the world's leading horses and riders.
- The number and variety of trade stands continues to increase significantly. In conjunction with plenty of entertainment for both the equestrian and non equestrian-minded, gives The Subaru Houghton International four days of top class competition and great family days out.
- In 2009, more than 11,000 people visited The Subaru Houghton International and more than 600 horses competed over four days.
- The Subaru Houghton International has strong brand values – partnership, success, visual, precision, elegance & family fun.





## Subaru Houghton International 27<sup>th</sup> – 30<sup>th</sup> May 2010

### What is on offer?

The event's loyal Title Sponsor is Subaru (UK) Ltd and we can offer other companies the opportunity to gain a commercial return from a partnership with the Subaru Houghton International.

There are a number of opportunities ranging from a small class sponsorship, an International Fence Sponsorship through to being a higher profile Associate Sponsor.

Our philosophy is to customise the benefits to suit a sponsor's aims and requirements and to work closely to develop a mutually beneficial relationship. There may well be additional opportunities and ambitions which can be explored, which we would be very happy to discuss.

The event also provides the perfect opportunity to entertain your clients or customers, offering bespoke hospitality with additional company opportunities for private entertaining eg. a Marquee at the Water Jump or private marquee adjoining the Main Arena.



# Subaru Houghton International

## 27<sup>th</sup> – 30<sup>th</sup> May 2010

### Associate Sponsor

There are a range of significant benefits offered to an Associate Sponsor which can include:

- Access to Exclusive Sponsors' area adjacent to the Main Arena
- High profile branding around the event site which will include:
  - Branded feature fence/s on the Cross Country Course
  - Advertising boards on the entrance and exit of the event
  - Company logo to appear on front cover of event programme
- Full page colour advertisement in Event Programme
- Hospitality places over the duration of the event to include all tickets valid for all 4 days, forward parking, morning coffee and pastries, Luncheon with wine, Afternoon tea. A private complimentary bar will be open to Associate Sponsors and their guests from 10.30am daily
- Invitations to the event reception hosted by The Marquess of Cholmondeley at Houghton Hall
- Near unlimited number of additional event passes for employees of the Associate Sponsor's company or firm – exact nos. to be discussed
- Opportunity to present a prize for the International classes
- The right to erect a Company trade stand/display area at an agreed location FOC

**Cost: from £3500 + VAT**





# Subaru Houghton International 27<sup>th</sup> – 30<sup>th</sup> May 2010



## The Eventer's Grand Prix

A fast paced and exciting mixture of show jumps and cross country fences, the Eventer's Grand Prix classes are staged in the main arena which benefits from the splendid backdrop of Houghton Hall. This competition has a class for everyone – there are 3 different classes from small through to large fences and this exciting competition has proved to be extremely popular. In 2009 over 200 horses competed in this class.

The Class Sponsor for the 3 Eventer's Grand Prix Classes is offered:

- Credit as the sponsor of all 3 Eventer's Grand Prix Classes
- Branding on the riders' number bibs
- Extensive branding around the main arena
- Branding on one of the International cross country fences
- Full page colour advertisement in the event programme
- Hospitality places with additional complimentary admissions passes
- Invitations to the event reception hosted by The Marquess of Cholmondeley at Houghton Hall.

**Cost: All 3 classes £3,000 + VAT or Open Class £1500 + VAT, Intermediate & Novice Class £850 + VAT each**



# Subaru Houghton International 27<sup>th</sup> – 30<sup>th</sup> May 2010

## Cross Country Fence Sponsor

The range of benefits for a Cross country fence sponsor can include:

- Company branding on or around a fence on the cross-country course.
- The right to erect a Company trade stand/display area at an agreed location at 40% discounted rate.
- Hospitality places over the duration of the event to include all tickets valid for all 4 days, forward parking, morning coffee and pastries, Luncheon with wine and afternoon tea. A private complimentary bar will be open from 10.30.
- Invitations to the event reception hosted by The Marquess of Cholmondeley at Houghton Hall.

### ***Cross Country Fence Sponsor explained:***

The second phase of the competition is the cross country where each competitor will jump around a course of solid fences at speed. This takes place through the beautiful Deer Park over a distance of approximately 5000m. Each of the fences can be branded with a company's advertising board. Often these fences can be themed for a sponsor however this is dependant upon time, practicality and cost. All fences will benefit from regular commentary from our professional commentators e.g. *".....Pippa Funnell has cleared the Edward Parker Wines Dray at fence at 16....."*

**Cost: From £500 + VAT**





# Subaru Houghton International

## 27<sup>th</sup> – 30<sup>th</sup> May 2010

### Additional Classes

The management of Subaru Houghton International pride themselves on having created an inclusive event. Running alongside the International classes we also host a number of smaller classes for younger horses, younger riders and the older more mature hobby riders. This gives everyone a unique opportunity to compete in the International Areas and enjoy the atmosphere and spectacle for themselves. Over the past few years these classes have grown significantly and proved to be extremely popular - over 250 competitors took part in these classes in 2009. A Class sponsor for one of these classes can be offered:

- Credit as the Class sponsor in the programme
- Branding on the riders' number bibs
- Branding around the main arena
- Branding on one of the show jump fences to be used in all these non international classes.
- Invitation to the event reception hosted by The Marquess of Cholmondeley at Houghton Hall.

**Cost: £200 + VAT per class**





## Subaru Houghton International 27<sup>th</sup> – 30<sup>th</sup> May 2010

### Houghton can provide you with.....

- A strong affiliation to one of Team GBR's most successful Olympic sports in the build up to 2012
- Access to a significant AB audience
- Hospitality in a spectacular setting at a premier sporting event
- Opportunity for extensive workforce appreciation
- Dedicated and experienced Sponsor liaison team – helping you to maximise the return on your investment
- Proactive Media Relations – promoting your involvement in the event
- Professional, forward thinking and creative approach to sponsorship with flexibility and willingness to meet the aims and aspirations of all sponsors



# Subaru Houghton International

## 27<sup>th</sup> – 30<sup>th</sup> May 2010

## Explanations

### Hospitality

Sponsors' Hospitality is a relaxed and informal affair which takes place in the VIP marquee which overlooks the Main Arena. This marquee has the stunning backdrop of Houghton Hall at one end and a private garden area next to the Main Arena. Lunch is a buffet service running from 12.30-2.30pm daily.

There is a complimentary Bar in the VIP marquee serving soft drinks, wine, beer and Pimm's

There is a dedicated hospitality team on hand all day to ensure you & your guests have an enjoyable and informed day.

There will be Subaru courtesy cars to drive guests around the course on request.

### Event Reception

This is hosted by Lord Cholmondeley on the front lawn of Houghton Hall and is a relaxed and informal drinks party for riders, owner, officials and sponsors and is usually held on the Thursday evening.

### Event Schedule

The International Dressage phase of the competition takes place on Thursday and Friday. There will be Cross-country on Friday and Saturday and the finally the Show Jumping will take place on Saturday and Sunday depending on the class. There will be many other classes taking place in the various arenas during the course of the 4 days.

### Branding

At Houghton we only accept advertising boards rather than banners. The production of these boards can be arranged for you through our supplier Henson-Franklyn.



## **Subaru Houghton International** **27<sup>th</sup> – 30<sup>th</sup> May 2010**

For further details on all aspects of involvement with the The Subaru Houghton International, please contact:

Alec Lochore or Di Wass

MEM Ltd.

2 Gate Cottage, Field House, Brancaster, Kings Lynn, Norfolk PE31 8AG

08456 209961 [alec@musketeer.co.uk](mailto:alec@musketeer.co.uk)

The Subaru Houghton International is run by Musketeer Event Management Ltd. Company reg. No: 03874335