



2025 EQUESTRIAN VICTORIA

ISV STATE CHAMPIONSHIPS

9 -13 APRIL 2025

BONEOPARK EQUESTRIAN CENTRE



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2025 SPONSORSHIP PACKAGES

Kate Sheffield
PHOTOGRAPHY

Victoria's leading grassroots event

The 2025 Victorian Interschool State Championships serves as one of the most significant pathway events for grassroots riders Australia wide and offers the unique opportunity for riders to compete at a State level event.

Fostering camaraderie and collaboration, the event brings equestrian communities from four disciplines together for four fantastic days of competition. The impact of the event spreads wide, with rider's each spending months training and competing to qualify as the best in their State.

With spectators, family members and competitors expected to grace Boneo over the four days, it will be a competition not to miss!





About the event

Celebrating our love of the horse

By joining as a sponsor, the 2025 Victorian Interschool State Championship competition offers you a unique opportunity to showcase your brand to over 1,800 riders, families and spectators across the weekend. The competition provides the unique opportunity to target an engaged age bracket of 8-18 years old, with strong consumer spending drive.

This competition relies heavily on our sponsors to ensure that we are delivering the best possible experience for our young riders and spectators.

In addition to the sponsorship packages below, we are happy to discuss other opportunities as to how Interschools can increase your brand's reach. Please reach out to Mary-Anne McPherson at isvteam.manager@equestrianvictoria.com.au with any questions.

1,800

Riders, family
members and
spectators expected

450

Competitors from
across Victoria

5

Days of exciting
competition

Naming Sponsorship

5 Days



- Naming rights for the 2025 Equestrian Victoria Interschool Championships and recognition for the remaining calendar year as a Major Event Sponsor and Partner.
- Branding of the 2025 Equestrian Victoria Interschool Championships merchandise to follow naming partner's branding guidelines, plus Discipline colours to align with naming partner's brand colours.
- Logo and brand name of Naming Partner on the event website, on Equestrian Victoria's website, on Equestrian Victoria's Arena website, on all advertising, and on any other event news or correspondence.
- Dedicated communications plan to be discussed with Naming Partner and the Event Organisers, and rollout to commence 8 weeks prior to the event start date.
- Recognition on the event's social media accounts.
- Full partnership announcement across all 2025 Equestrian Victoria channels.
- Sponsor appreciation announcements from the commentator throughout the event.
- Opportunity to provide Naming Partner jump.
- The opportunity to provide promotional goods for the rider bags.
- Media walls, welcome signs and miscellaneous signage (to be provided by EV).
- General signage placement around the grounds (to be provided by Naming Partner).
- Photo and presentation opportunities with winners.
- Business name on championship rugs. Led by branding of Naming Partner however placement to be shared with discipline sponsors where relevant.
- Premium Trade site allocated to Naming Partner with power access (provided at cost).



Some further activations offered to the naming sponsor may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

Dressage Discipline Sponsorship

5 Days



- Comprehensive content plan and pre-event activations, for example a pre-event discount code, athlete interviews or social campaign (TBD with sponsor)
- Class Sponsorship and Presentation involvement (pending availability)
- Weekly social media post in the month leading up to the event
- Daily social post during the event
- 2 discipline-specific reel collaboration posts on Instagram
- Video Interview with guest interviewer
- Naming rights on Rugs and Ribbons (to be shared with naming rights sponsor)
- Logo inclusion on media wall
- Featured inclusion in the event Scavenger Hunt
- Company logo on printed material (if applicable)
- Full page colour advertisement in the event program
- Half page article in the event program
- Trade stand at cost price + premium location in the trade village
- 900 x 1800mm signage in the main discipline area + an additional 3 x signage in outdoor locations. To be provided by sponsor
- Logo and link on homepage of the ISV Championships website
- Promotional material for rider bags



Some further activations offered to the naming sponsor may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

Jumping Discipline Sponsorship

5 Days



- Comprehensive content plan and pre-event activations, for example a pre-event discount code, athlete interviews or social campaign (TBD with sponsor)
- Class Sponsorship and Presentation involvement (pending availability)
- Weekly social media post in the month leading up to the event
- Daily social post during the event
- 2 discipline-specific reel collaboration posts on Instagram
- Video Interview with guest interviewer
- Naming rights on Rugs and Ribbons (to be shared with naming rights sponsor)
- Logo inclusion on media wall
- Featured inclusion in the event Scavenger Hunt
- Company logo on printed material (if applicable)
- Full page colour advertisement in the event program
- Half page article in the event program
- Trade stand at cost price + premium location in the trade village
- 900 x 1800mm signage in the main discipline area + an additional 3 x signage in outdoor locations. To be provided by sponsor
- Logo and link on homepage of the ISV Championships website
- Promotional material for rider bags



Some further activations offered to the naming sponsor may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

Show Horse Discipline Sponsorship

1 Day



- Trade stand at cost price + premium location in the trade village
- 900 x 1800mm signage in the main discipline area + an additional 3 x signage in outdoor locations. To be provided by sponsor
- Class Sponsorship and Presentation involvement (pending availability)
- Weekly social media post in the month leading up to the event
- Daily social post during the event
- 2 discipline-specific reel collaboration posts on Instagram
- Company logo on printed material
- Full page colour advertisement in the event program
- Half page article in the event program
- Logo and link on homepage of the ISV Championships website
- Promotional material for rider bags
- Video Interview with event interviewer
- Naming rights on Rugs and Ribbons
- Inclusion in Scavenger Hunt



Some further activations offered to the naming sponsor may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

It is imperative to us that we provide the most positive value exchange for our sponsors, and as such, we invite you to a strategic 1:1 to explore additional activation opportunities.

Combined Training Discipline Sponsorship

2 Days



- Comprehensive content plan and pre-event activations, for example a pre-event discount code, athlete interviews or social campaign (TBD with sponsor)
- Class Sponsorship and Presentation involvement (pending availability)
- Weekly social media post in the month leading up to the event
- Daily social post during the event
- 2 discipline-specific reel collaboration posts on Instagram
- Video Interview with guest interviewer
- Naming rights on Rugs and Ribbons (to be shared with naming rights sponsor)
- Logo inclusion on media wall
- Featured inclusion in the event Scavenger Hunt
- Company logo on printed material (if applicable)
- Full page colour advertisement in the event program
- Half page article in the event program
- Trade stand at cost price + premium location in the trade village
- 900 x 1800mm signage in the main discipline area + an additional 3 x signage in outdoor locations. To be provided by sponsor
- Logo and link on homepage of the ISV Championships website
- Promotional material for rider bags

Some further activations offered to the naming sponsor may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)



Sport Horse Discipline Sponsorship

1 Day



- Trade stand at cost price + premium location in the trade village
- 900 x 1800mm signage in the main discipline area + an additional 3 x signage in outdoor locations. To be provided by sponsor
- Class Sponsorship and Presentation involvement (pending availability)
- Weekly social media post in the month leading up to the event
- Daily social post during the event
- 2 discipline-specific reel collaboration posts on Instagram
- Company logo on printed material
- Full page colour advertisement in the event program
- Half page article in the event program
- Logo and link on homepage of the ISV Championships website
- Promotional material for rider bags
- Video Interview with event interviewer
- Naming rights on Rugs and Ribbons
- Inclusion in Scavenger Hunt



Some further activations offered to the naming sponsor may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

Social Sponsorship Opportunities



The Victorian Interschool State Championships are a true community event, offering a range of fun off-horse activities for the riders and their families.

Welcome Dinner

Hobby Horse

Scavenger Hunt

*Social
Entertainment*

Prizes



Some further activations offered to the social sponsors may include:

- Product placement opportunity in main arena's/stabling area's
- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

Thank you

For reviewing this proposal

The 2025 Victorian Interschool State Championships is also open to discussing Product (Contra) sponsorship options, such as:

- Accommodation—for officials
- Supply of plants & flowers to decorate
- Vehicles for Officials transport during the event
- Printing—brochures, program
- Security— for restricted access areas
- Gifts/mementos for officials, competitors, volunteers
- Advertising & promotional support
- Entertainment
- Prizes for competitors

Please reach out to Mary-Anne McPherson at isvteam.manager@equestrianvictoria.com.au with any further questions.



