



2024 PETstock EQUESTRIAN VICTORIA

ISV STATE CHAMPIONSHIPS

WERRIBEE PARK NATIONAL EQUESTRIAN CENTRE
6 - 10 APRIL 2024



SPONSORSHIP PROPOSAL



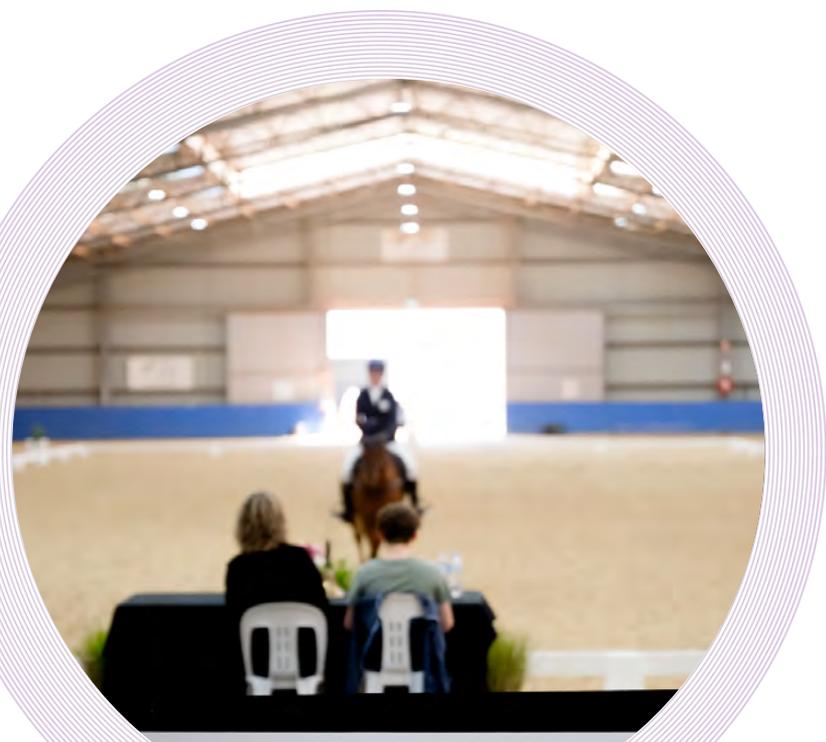
PHOTO: DEREK O'LEARY

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Victoria's leading grassroots event

The 2024 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 Werribee 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 2024 Victorian Interschool State Championship competition offers you a unique opportunity to showcase your brand to over 1,500 riders 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 Nationals can increase your Brand's reach. Please reach out to judithli@equestrianvictoria.com.au with any questions.

1,500

Riders, family members and spectators expected

450

Competitors from across Victoria

5

Days of exciting competition

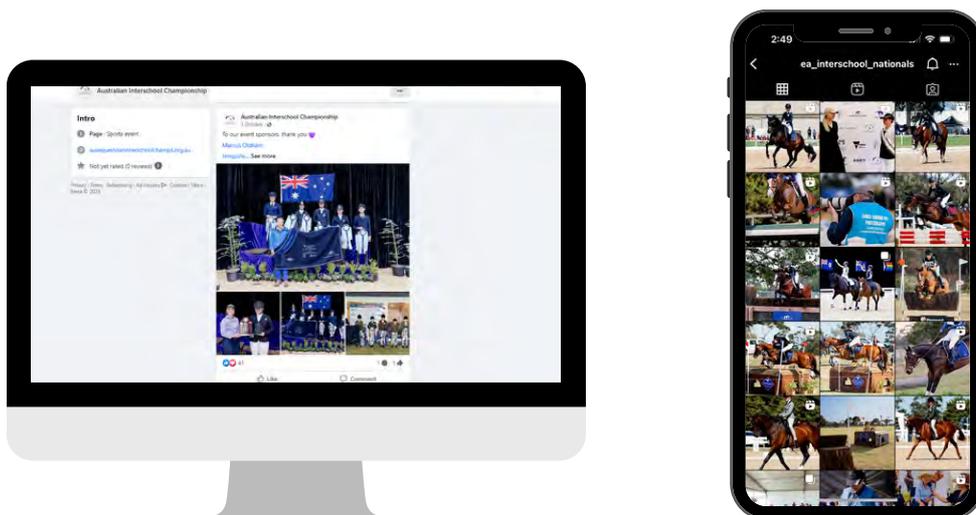
Leading Media to increase your brand awareness

The 2024 Victorian Interschool State Championships offers brands exclusive access to equestrianism's best up-and-coming athletes, and one of the most engaged demographics in the sport (8-18 years old). Utilising leading equine photographers and videographers, the Australian Interschool Championships will engage with a targeted media plan to increase event engagement.

The Equestrian Victoria communication opportunities include:

- Innovative forward-thinking event media campaigns. Most notably, the media from the 2023 Aus Interschool Nationals garnered over 150,000 total event reach & +1,347% growth.
- High quality reel and long format video content.
- 20,000 Confirmed Facebook followers (EV + discipline + event pages)
- Expanded Reach of Social Media Similar Audiences
- Exposure to 1500 competitors, spectators and families expected.
- Promotional opportunities on the new events website - EV Arena
- SEO opportunities

We are proud to be incorporating a comprehensive media and marketing campaign at this event that has shown proven success, and look forward to personalising this campaign to each of our sponsors.



Scavenger Hunt

A new era of spectator engagement

For the second year, the 2024 Victorian Interschool State Championships will offer traders and sponsors the opportunity to engage in the Victorian State Interschool Championship's scavenger hunt. The scavenger hunt will offer each trader who opt's in the opportunity to have 1 activity based at their stand.

Some activities may include:

- A clue which needs to be located in your trade stand
- A photo board outside of your stand
- A specific product to photograph

The Scavenger Hunt was piloted at the 2023 Interschool Nationals, and was completed by over 100 teams (each team with up to 10 members). The heightened engagement was significant, with traders and sponsors reporting an increase in foot traffic during the event.



Thank you

for reviewing this proposal

The 2024 Victorian Interschool State Championships is open to discussing Product (Contra) Sponsorship options by providing value for our competitors and spectators, 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



Dressage Discipline Sponsorship

5 days



2024 Victorian
Interschool
State
Championships

- 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 post's 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 Australian Interschool 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)

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.

\$4,000+ excl GST



Jumping Discipline Sponsorship

4 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 post's 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
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\$3,500 excl GST

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 post's 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 Australian Interschool 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
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\$2,500 + excl GST

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 post's 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 Australian Interschool 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)

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\$3,500 excl GST

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 post's 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 Australian Interschool 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:

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- Discount code activations with class participants
- Activations in the rider retreat (Branded water's/ Advertising playing)

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\$1,500 + excl GST

DRESSAGE

SHOW
HORSE

COMBINED
TRAINING

JUMPING

SPORTING
HORSE

Thank you!

