

**Proposal
To
Sponsor
At the**

**WHITEHEAD VIZARD
WILTON HORSE TRIALS**



**On
Saturday 31st July & Sunday 1st August 2010**

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PROPOSAL

To sponsor at the Wilton Horse Trials which will take place on Saturday the 31st July and Sunday the 1st August 2010? On Saturday there will be Novice and Junior Regional Novice Sections and one Intermediate Section and on Sunday Intermediate, Open Intermediate and two Novice Sections.

BACKGROUND TO THE EVENT

Wilton Horse Trials is run in Wilton Park owned the Earl of Pembroke and the Wilton House Trust. The first Wilton Horse Trial was run in 1976 and it has always been a well renowned and popular event. It has a reputation for being a very friendly and efficiently run and is well supported by local companies and the local community.

In 1998 it was taken over by the present organiser, Anthony Fooks, a British Eventing Technical Adviser for over 20 years. During the past few years the layout and the cross-country courses have been changed fairly dramatically. The date at the end of July and beginning of August does not clash with any other major 1 or 2 Day Events in the country and has always attracted a very high class International entry with many of our Olympic and European Gold Medal winning Team and many of the "Stars of the Future" and potential 2012 team members. Competitors come from Cornwall to Kent and up to Warwickshire and Leicestershire.

There is easy access into the Park via the Netherhampton gate. A hard track leads to a grass parking area, which is beside a section of the Intermediate course and overlooks the Show jumping arena. All areas of the site are easily reached from this point.

In 2010 Wilton Horse Trials will again be Title sponsored by Salisbury based solicitors Whitehead Vizard, this is their third consecutive year.

We also run an Area Trial for the Junior South Western Region; this will feature many of the young stars of the future. Junior riders are aged from 14-18 years old

THE SPORT OF EVENTING

The terms Novice and Intermediate refer to the qualification level of the horses that compete and there will be numerous famous international riders in both classes. Many of the countries involved in the sport of eventing base their leading riders in England in order to benefit from the broad spectrum of professionally organised events that take place in this country at all levels.

Eventing is unique in that it is the only sport in which a World or Olympic champion can compete on level terms with a vastly less experienced amateur rider on horses of a similar experience.

A One Day Event consists of three phases.

Dressage: a predetermined set of manoeuvres to be followed as closely as possible by the horse and rider as a combined effort, with points awarded for accuracy and smoothness of performance.

Show Jumping: an arena competition where the horse and rider jump a set course of temporary fences, in which penalties are, applied both knockdowns and/or exceeding the time allowed.



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Cross Country: the highlight of the event where horse and rider compete over a set of fixed obstacles, constructed from natural components i.e. logs, earth banks, stone walls and water. The horse and rider combination is judged on their performance both in jumping the obstacles and completing the course within the optimum time.



THE EVENT LAYOUT

Dressage takes place beside the tranquil river Nadder and overlooks Wilton House and gardens and in adjacent to the historic Palladian Bridge.

Show jumping is at the southern end of the Palladian field, in an area bordered by mature lime trees. The Trade stands and the hospitality marquees border on to the arena on two sides.

The Cross-country courses consist of approximately twenty obstacles each laid out within the beautiful rolling pastures of Wilton Park. They are easily accessible and afford excellent views and viewing. There are two water jumps on the Intermediate course and one on the Novice course.

This exciting branch of equestrian sport set in such a traditional British parkland environment provides the perfect backdrop for the entertainment of Sponsors, their guests and other visitors. All are encouraged to take a guided tour of Wilton house and its magnificent gardens and grounds to make it a most memorable day for all members of the family. Sadly the House and gardens are not able to be accessed directly from the Horse Trials.



SPONSORSHIP PACKAGE

Signage & Banners

Signs and Banners will be placed at the most appropriate place at the jumps or site sponsored by a Company, these will be placed in agreement with the Organiser.

Companies sponsoring a Section will have their name printed on the top of every competitor's number.

Hospitality

A number of Car Passes will be given the Company to allow them and their guests to gain access to the site and lunch tickets will be available for collection from the Secretary's marquee on the day. Additional Car Passes and Lunch Tickets may be available to purchase at an agreed price.

Tours of the Cross country course

A vehicle and driver will be available to give guided tours of the cross-country course whilst it is being ridden.

Prize Presentations

A Company representative(s) will be asked to present the prizes and rosettes on both days. It is anticipated that there would be either a local or national photographer present at some if not all prize - giving's.

Wilton Horse Trials is pleased to be a Member of the Country Landowners Association.

For further information about the Wilton Horse Trials

Please contact: - Anthony Ffooks (Organiser)

Church Farm, Lamyatt, Shepton Mallet, Somerset BA4 6NP

Tel & Fax: - 01749 812994 (Home) 07779 588274 (Mobile)

Email: - ant@lamyatt.demon.co.uk

Web Site: - www.wiltonhorsetrials.co.uk

COST OF SPONSORSHIP

1. PROGRAMME ADVERTISEMENT	½ Page	£70
	Full Page	£90
2. DRESSAGE ARENAS	SATURDAY AND SUNDAY	£350
3. SHOW JUMPING ARENA	SATURDAY AND SUNDAY	£450
4. CROSS COUNTRY FENCE	SATURDAY or SUNDAY	£250
	BOTH DAYS	£450
WATER JUMP	SATURDAY or SUNDAY	£450
	BOTH DAYS	£900
5. SECTION (Prize Money, Rosettes And overprinted numbers)	INTERMEDIATE	£800
	NOVICE	£600
6. ADDITIONAL SPECIAL PRIZES, TROPHIES ETC		OPTIONAL
7. TITLE OR OVERALL SPONSOR.	Please ring to discuss	

WHAT IS INCLUDED IN EACH PACKAGE?

- | | |
|--|---|
| 1. PROGRAMME ADVERT. | Full or Half Page in the Official Programme.
Camera ready artwork must be supplied. |
| 2, 3 & 4 DRESSAGE ARENAS
SHOW JUMPING ARENA
CROSS COUNTRY FENCE | a) Phase or Fence named after the Company
b) Banners placed beside Fence or Arena
c) Free half page advert in Programme (£70)
d) 2 Complimentary Car Passes (£20)
e) 2 Complimentary Lunch Tickets (£30) |
| 5. SECTION | a) Section named after the Company
b) Free Full page advert in Programme (£90)
c) Numbers printed with Company name (£60)
d) 4 Complimentary Car Passes (£40)
e) 4 Complimentary Lunch Tickets (£60) |

IF THERE ARE ANY VARIATIONS OR COMBINATIONS THAT YOU OR YOUR COMPANY WOULD LIKE TO DISCUSS, PLEASE EITHER TELEPHONE OR E-MAIL ME.

FACTS AND FIGURES

A PERFECT IMAGE

Horse Trials have:

Family participation
A reputation for excellence
Royal patronage
World-class competition
Olympic stature
Zero hooliganism
Equal opportunities for both sexes
Some of the most beautiful settings in sport

WHO'S INVOLVED

The demographic profile of those in the sport is wide but tends towards the more affluent sections of society.

Competitors and Owners

AB 63%

CI 37%

This is the highest proportion of AB adult participation in any sport

Spectators

AB 52%

CI 28%

All are mostly:

Property Owners

Land Owners

Car Owners

Animal Lovers

Professionals

Equestrian Industry

WILTON HORSE TRIALS TYPICALLY ATTRACTS

500 COMPETITORS

3-5000 SPECTATORS

THE WHITEHEAD VIZARD WILTON HORSE TRIALS 31st July & 1st August 2010

PLEASE RETURN THIS WITH YOUR SPONSORSHIP CHOICES TO:

ANTHONY FFOOKS, CHURCH FARM, LAMYATT, SHEPTON MALLET,
SOMERSET BA4 6NP

Please fill in appropriate amount

1. PROGRAMME ADVERTISEMENT	HALF PAGE	£70	£
	WHOLE PAGE	£90	£
2. DRESSAGE ARENAS	SAT & SUN	£350	£
3. SHOW JUMPING ARENA	SAT & SUN	£450	£
4. CROSS COUNTRY FENCE	SAT	£250	£
	SUN	£250	£
	SAT & SUN	£450	£
WATER JUMP	SAT	£450	£
	SUN	£450	£
	SAT & SUN	£900	£
5. SECTION	INTERMEDIATE	£800	£
	NOVICE	£600	£

I WOULD LIKE TO DISCUSS TITLE OR OVERALL SPONSORSHIP

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I WOULD LIKE TO GIVE A SPECIAL PRIZE FOR THE BEST

.....
£

I WOULD LIKE TO GIVE A TROPHY FOR.....

TOTAL £

SIGNED:.....

NAME OF COMPANY.....

ADDRESS.....

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