



Developing Partnerships to deliver Quality Events





Background: BEDE Events



Stuart and Anna Buntine have been involved in the equestrian industry all their lives. They both rode at International level, in Europe and Australia for many years, then latterly produced young horses for sale. Stuart is an official within the Sport both nationally and internationally.

With a passion for the sport, they developed BEDE Events in 2004, to promote equestrian sport throughout the UK. Our aim is to develop quality and innovative events that attract a wider audience and develop new ideas to engage with those who attend.

Today the business is one of the leading Equestrian Event management companies in Britain. We are a rapidly growing company that is regularly approached to manage new events; this reflects our standing and respect within our sport.



Leading Innovation – Developing Quality



What is Eventing?



- The Olympic Sport of Horse Trials is the ultimate test of Horse and Rider. It requires grace, agility, daring and speed
- Eventing traces its origins to the training of cavalry horses and is one of the few sports where men and women compete on equal terms
- The partnership between horse and rider is tested to the absolute limit during three demanding stages of the competition
 - Dressage: A test of Discipline and Precision
 - Show Jumping: A test of Accuracy and Suppleness
 - Cross Country: A test of Power and stamina
- A popular sport that has seen an increase in competitor numbers of 45% since 2007



Why Consider Eventing?



Wide Appeal:

- Where 'Town meets Country', Eventing's roots are in the rural community but now its supporters are drawn from the major towns and cities as well.
- Events are recognised as a Great family day out and offer lots to do as well as the Eventing itself.
- Badminton and Burghley attract upwards of 100,000 spectators.



Demographic:

- The sport attracts an upscale audience of competitors and owners (63% AB) and spectators (80% ABC1) the highest AB audience of any sport.
- Over 2.5 million people ride regularly in Great Britain each year and over 33% of the population have an interest in equine sport(excluding racing)*.





Why Consider Eventing cont'

Image:

- It's a sport that has a clean, healthy image and a popular lifestyle choice.
- Eventing offers strong value associations for brands to leverage; Expertise, Success and Integrity *
- Britain is one of the most successful nations in the sport. With an enviable collection of European, World and Olympic team and individual medals
- The sport continues to enjoy substantial Royal Patronage with Zara Philips, a past World and European Champion, being one of the world's leading riders



Low Cost – Big Reach:

- Eventing is a sport for all the family whether watching or competing and above all.....**IT'S AFFORDABLE TO A SPONSOR**



Why BEDE Events?



The UK's leading event Management Company specialising in the sport of Equestrian Eventing. We have a high profile within the sport with competitors, owners and the sport's governing body.

- 8 Events managed – 3 International Level Competitions
- Over 4,000 Competitors attend our events
- Attracting a crowd of over 40,000 throughout the year, with an upmarket audience profile 63% AB, 60:40 female/male split, main age profile 30 -55 years
- Featuring the world's top riders including Olympic, World & European medallists
- Host of Premier Classes Grantham Cup & British Young Horse Championships
- Participation at BEDE events has grown by 50% in last 5 years



Sponsorship Opportunities



BEDE Events have enjoyed long and successful sponsorship associations with a number of different organisations. The management team at BEDE Events works closely with all of our sponsorship partners to create innovative packages capable of delivering increased awareness.



The events are highly effective marketing platform for brands seeking

- Brand awareness
- Trial / testing
- Sales
- Corporate hospitality
- Product launches
- Captive audience that attend events for a 'day out'
- 'On Line and On Event' marketing opportunities
- A distinctive destination for sales incentives and loyalty rewards programmes.



Sponsorship Opportunities-cont'



BEDE Events offer a range of benefits for companies wanting to be engaged across all days of competition, these are tailored to meet the individual company's objectives and budget.

Promotional Opportunities include:

- Extensive on event branding and advertising opportunities
- Naming rights for cross country fences including 'feature' fences and naming rights to event facilities, attractions & services
- Exclusive use of arena side or cross country pavilions for corporate hospitality, sales events, product launches, employee motivation / reward activities etc.
- Access to 'money can't buy' event client hospitality experiences; e.g. course walks, rider appearances, etc.
- Right to create EXCLUSIVE event promotions and media activation programmes.





Corporate Hospitality

Corporate Hospitality can be provided to suit individual requirements, these can include:

- Private facilities or shared tables in Corporate Hospitality Chalets.
- On Course marquee options available, each designed to provide maximum flexibility in terms of style of service, facility, location and budget.
- Corporate Hospitality packages comprise of entrance tickets and forward car parking pass, access passes for guests. Complimentary event programme, running orders, results and times.
- A variety of menus can be provided from silver service to cold buffet, served either on course or in hospitality suits, covering a full range of dietary and budget requirements.



In Summary



We look forward to working with you to develop a successful partnership. In this brochure we have outlined ideas, however these are not exhaustive, we would value your thoughts and ideas to enable us to develop a package to fit your requirements.

“ ...your team have set a very high bar for making us feel so welcome and giving such a rewarding experience as a sponsor”

Charles Renwick, Lycetts. Sponsors of the British Young Horse Championships

BEDE Events is committed to delivering for you



Press Coverage



Comment Mark Phillips Brilliant Belton



IT'S been a privilege to be invited to write this article for the magazine. I have enjoyed the opportunity to write about the Belton horse trials and the people who make it what it is. It is a privilege to be invited to write this article for the magazine. I have enjoyed the opportunity to write about the Belton horse trials and the people who make it what it is.

Stuart has developed a great crowd and atmosphere. All credit to him - Belton is a lot bigger show now than it used to be. There is a moral here for all organisers. If you want a spectator base, you have to entertain your punters and this demonstrated how it can be done

Comment Tina Cook What an opportunity for young riders



EVERY year there are more young riders competing in the sport. The industry has to find ways to support these young riders and give them the opportunity to be successful. It is a privilege to be invited to write this article for the magazine. I have enjoyed the opportunity to write about the Belton horse trials and the people who make it what it is.

Belton is among the high-profile horse trials that do a good job looking after sponsors....it is vital to involve those who are putting their hands in their pockets

Can course-designers ever build a coffin or sunken road-type question rider responsibility has to come into the equation somewhere



I wish when I had taken the time to work for a top jumping or dressage rider