



Eventing IRELAND

**SPONSORSHIP TIER
STRUCTURE**

What is eventing?

Eventing is the ultimate test for horse and rider due to its unique combination of dressage, show jumping and cross country in one thrilling competition.

Men and women, both amateur and professional, compete side by side. The cross country is the most popular aspect and is thrilling to watch!



CROSS COUNTRY

Horses and riders tackle huge, natural obstacles while galloping across country in the most exciting phase for horse, rider and spectators alike. Technical perfection, peak condition and sheer bravery are required for this aspect of eventing.

SHOW JUMPING

One of the most popular equestrian disciplines - riders must use skill, accuracy and judgement to jump a course of showjumps cleanly and within the time limit. It is really enjoyable to watch the horses strive to clear the fences without knocking poles.



DRESSAGE

Dressage combines supreme control and technical excellence. The slightest unseen shift in balance and signals from the rider alters the direction and movement of the horse. It is a test of harmony and partnership between horse and rider.

Fact & Figures

- The eventing season is from **March to October** with training events taking place from January to March.
- In 2023 Eventing Ireland will host **37 national events and 6 international events**. This includes two new venues to the calendar.
- Eventing Ireland is split in to **five regions** which look after the events run in their region. These are the Northern Region, North Leinster, South Leinster, Western and Munster regions.
- The number of national entries is growing year on year **with 2023 entries expected to exceed 6000**. This does not take into account all the training events that are put on pre-season and during the season.

- Memberships and horse registrations have been **steadily increasing**
- EI introduced **12 month rolling memberships** and registrations in 2019
- Athletes can start eventing in the year of their 12th birthday – there is no upper limit!
- Ponies must be 5 years of age to compete and a minimum of 138cm
- Horses must be 4 years of age to compete at the lowest level and a minimum of 148cm
- Eventing Ireland has **three Amateur Leagues** specifically for non-professional athletes aged 21 years and over (EI90 Amateur, EI100 Amateur, EI110 Amateur)
- The lowest level in an Eventing Ireland competition is EI80 – where fences are a maximum height of 80cm.
- The highest level of competition is an EI120 which will see **Ireland's top horse and athlete combinations** going through their paces. It is not unusual to see past, present – and future - Olympians competing at this level or below
- During the season, we can expect up to **15,000 hits per week on the website** with people looking for results, making entries and renewing memberships and registrations
- Our social media reach is growing every week with over **15,000 followers on Facebook** and **2,500 on Instagram**
- 64% of entries in 2022 were in Grass Roots classes (EI80, EI90 and EI100 classes)
- Inaugural Grass Roots Championships taking place in July
- Our National Championships is taking place at Castle Irvine Necarne in September
- Athletes 18 years and over make up 26% of the total membership
- Underage athletes (ponies and juniors) make up 21% of the total membership
- Huge demand for day tickets for the training classes (EI80 (T), EI90 (T), EI100 (T))

OUR NUMBERS in 2023

37

National
Events

6

International
Events

Increasing

Rise in membership
and registrations



ENGAGEMENT

Facebook



15,000
facebook followers



2,500
Instagram

Eventing Ireland website

84%
return
weekly

15,000
hits per week
during the
season

Repeated
check-in for
news/
entries/
results



FOLLOWERS

as of 9th March 2023



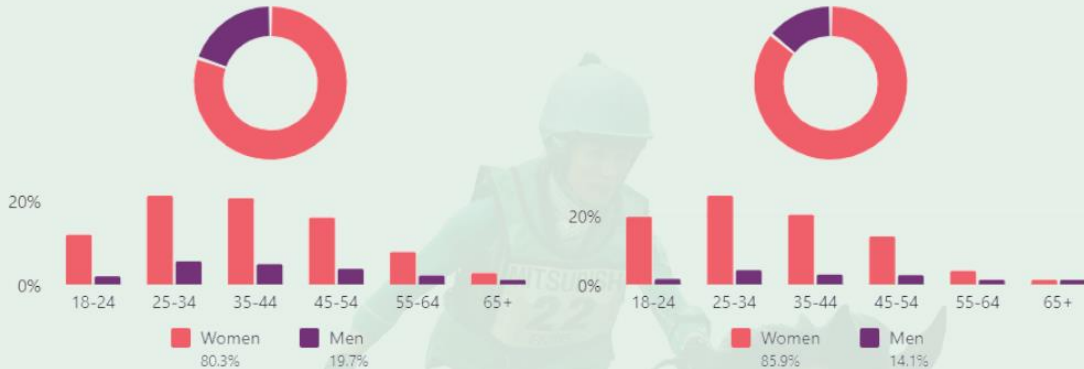
5,424

Age & gender



2,557

Age & gender



POST REACH during Eventing season



over 77.3k
in a 90 day period



over 9.7k
in a 90 day period

The post announcing the new Grass Roots Championship recieved the highest number of comments on any Eventing Ireland post

The following is the proposed sponsorship tier structure for Eventing Ireland. There are three specific tiers, with Gold being the highest tier and Bronze being the lowest. There are also opportunities for regional sponsorship.

1. Gold Package

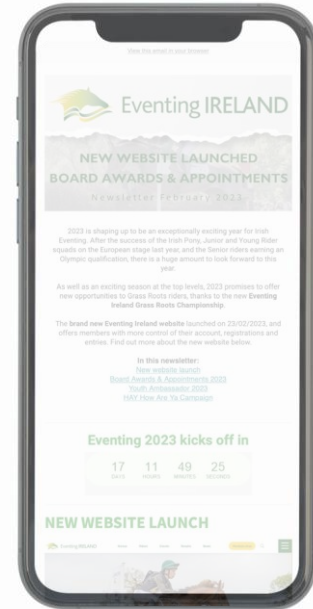
- Dedicated sponsored league in conjunction with EquiRatings Stats Centre
- Dedicated newsletters (advertorial) (content to be provided by sponsor)
- A maximum of six newsletters per season at agreed dates
- Graphic/logo in all EI newsletters and EI website
- Dedicated monthly feature posts across all social channels, eg. product info or new product launch (content to be provided by sponsor)
- Dedicated monthly results posts, e.g. “Treo Eile TB Eventing League, current standings:” or eg. interview/Q&A with a rider in the league’s top 6 on socials and EI homepage
- Weekly socials tags through event/result update posts
- Full page advert in every event programme (approximately 37 per annum in the North and South)

Total package cost: €4,000

- This includes €1000 prize fund to the winner of the sponsored league
- The management of the Stats Centre league by EquiRatings
- The administration of the league, social media content, including interviews & videos

2. Silver Package

- Dedicated Sponsored league featured under the relevant generic league heading (ie: Pony Leagues)
- Three featured page articles in EI newsletter (content to be provided by sponsor)
- EI newsletters are sent monthly during the season (March – October) and bi-monthly off-season (October – February)
- Graphic/logo in all EI newsletters
- Weekly socials tags through event/result update posts
- Half page advert in every event programme



Total package cost: €2,500

- This includes €500 in prize fund to the winner of the league
- The management of the Stats Centre league by EquiRatings
- The administration of the league, social media content and inclusion of advert in event programmes

3. Bronze Package

- Inclusion of graphic/logo in the Sponsors section of the Eventing Ireland newsletter
- Weekly socials tags and shares to stories through event/result update posts
- Logo in every event programme

Total package cost: €1,000

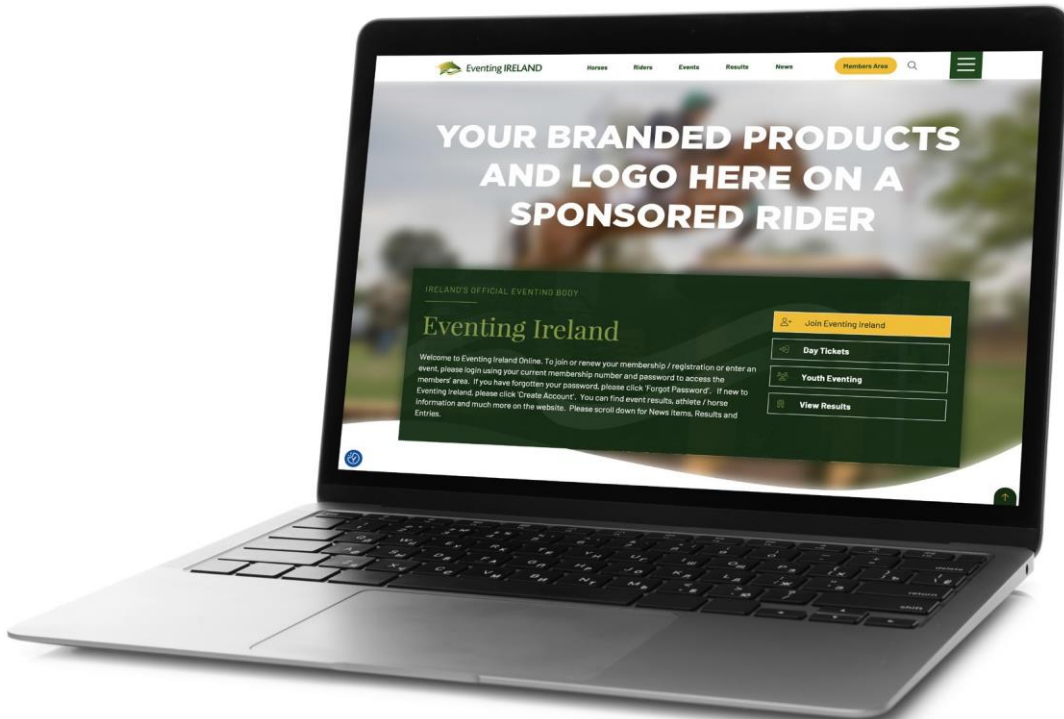
- This will pay for the administration of social media content and inclusion of advert in event programmes



4. Front Page Picture Option

- There is a great opportunity to book the picture on the front of the website – seen by everyone who logs onto our site
- The picture can feature a sponsored athlete/horse wearing your branded product
- The picture would have to be approved for Eventing Ireland use

Cost: €250 per month



5. Regional Sponsorship

There are also plenty of opportunities to sponsor at a regional level. This can be the sponsorship of a fence, a class sponsor or a title sponsor for a national event. Please contact the event organiser directly to see how your sponsorship can be seen by our members! Their details can be found on the website www.eventingireland.com



6. Other Opportunities to Sponsor

Grass Roots Championships (E180-E1100)

Our inaugural Grass Roots Championships will take place in July (venue tbc) and will focus on our grass roots members, which make up 64% of the total entries.

We anticipate large entries for this championship that will have grass roots competitors competing amongst their peers

If you are interested in sponsoring a class at the Grass Roots Championships, please contact Jane (jane@eventingireland.com)

National Championships

Our flagship event is taking place at Castle Irvine Necarne from 9-10 September. Only those who have qualified by obtaining three MERs will be able to compete. Our senior riders, including Olympic athletes, will be competing to earn the privilege of being a 2023 National Champion. For the first time, we will be including the E180 class so a total of 14 classes will be available to sponsor.

If you are interested in sponsoring a class, please contact either Jane (jane@eventingireland.com) or Dora (dorabeacom@live.co.uk)



Deirdre Connolly and Sarah Ennis receive prizes from Faith Morris of NutriScience. Photo: Louise O'Brien Photography

We would love to work with you to find ways to promote your brand to our members so we can:

- Increase your company profile through association with strong brand values
- Align your company with a successful sport with growing yearly membership
- Target an affluent audience
- Have exclusivity within your sector
- Extend your media coverage
- Involve your company with an exciting spectator sport
- Access unique hospitality opportunities
- Gain exceptional value for money and return on investment



Contact Us

**For more information about sponsorship opportunities,
please contact Jane Grace (jane@eventingireland.com)**