

# SPONSORSHIP

Ride the Excitement 8 – 12 June 2017



***Saddleworld***  
MELBOURNE INTERNATIONAL  
3 DAY EVENT



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# MI3DE - Ride the Excitement !

## 60 Years of Spectacular Equestrian Sport

### EVENT INFORMATION

#### Saddleworld Melbourne International 3 Day Event

Eventing is one of the most exciting and demanding equestrian sports. It tests the partnership between horse and rider to the absolute limit. Boldness, agility, stamina and precision are all required in equally great measure and it takes some exceptional riding, ice cool nerves and a horse that is fit and careful to be right there in the mix at the end of two jumping rounds. Best described as an equine triathlon, Eventing is an exciting spectator sport offering the thrills and spills of dressage, cross country and show jumping.

Equestrian is the only Olympic competition involving animals and one that sees men and women compete against each other.

MI3DE was first held in 1957 and has developed into the ultimate annual proving ground for some of Australia's best riders and horses. Every June, Queen's birthday long weekend, the finest horse riders in the country arrive at the picturesque Werribee Park precinct, to compete at Victoria's premier eventing competition. The cross country course winds its way past the Werribee Park Open Range Zoo, the beautiful Mansion Hotel and Spa, through the stunning State Rose Garden, across the Werribee Park Polo fields and the National Equestrian Centre.

With plenty of indoor and outdoor activities on offer, including pony rides, guided cross country course walks, equestrian education and entertainment as well as a trade exhibition, there is something for everyone, the young and the old.

The event welcomes all visitors to the MI3DE, to enjoy a day out with family and friends in the fresh air and beautiful surrounds of the Werribee Park precinct whilst enjoying some of Australia's best equestrian sport.

#### **The Event comprises: In 2017 MI3DE will host the Oceania Young Rider Championships**

- CCI1\* and Junior 1\*, CCI2\* and CCI3\*
- Approximately 200 competitors
- Dressage on Friday & Saturday
- Cross Country on Sunday
- Show jumping on Monday
- Sponsor hospitality at key locations
- Winter trade village, including food & wine
- More than 8,000 spectators

#### **Evening Features:**

- Young Eventing Horse Classes on Thursday
- Grand Prix dressage on Saturday
- Grand Prix dressage freestyle on Sunday

#### **SPONSORSHIP ENQUIRIES:**

Janet Houghton  
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## CONSIDER SPONSORING MELBOURNE INTERNATIONAL 3DAY EVENT

### Attributes of MI3DE:

- Participants from all over Australia
- Very large numbers of equestrian spectators, including international visitors
- Predominantly a group of enthusiasts willing to spend money on their chosen sport
- Eventing attracts a wide range of products & services
- Dedicated & enthusiastic participants all levels of the sport, from pony club to Olympic level
- Equestrian is not gender separate, it is the only sport where male and female athletes compete on equal terms.

### VIP Marquee Locations:

Adjacent to the dressage and show jumping arena the VIP Sponsor Marquee provides a comfortable retreat for sponsors to view many of the features and presentations and meet some of Australia's best eventing riders. Full catering during the entire event. On cross country day sponsors can watch all the action at the main water jump in the VIP marquee. Light food is provided throughout the day.

### Official Program:

The official program is a great memento of this spectacular event. 2000 full colour programs are produced and are provided to all competitors, officials, sponsors and traders and are available at a small cost to spectators

## NAMING RIGHTS SPONSORSHIP

Investment \$40,000 Cash

### RECIPROCAL BENEFITS:

- "Your Company Name" Melbourne International 3 Day Event. Name or logo used on all advertising, website, program, merchandise, ticketing, posters, entrance signs. Also on presentation rugs, sashes and rosettes.
- VIP Marquee at the Main Arena to display your company signs and be known as the "Your Company Name" VIP Marquee
- Double page article and advertisement on inside front cover of the Official Program\*
- Opportunity to supply signs to be placed on the main arena fence line and throughout the cross country course.\*
- Ten VIP Season's Passes for your guests to have access to the VIP Marquee at the Main Arena and in the VIP Marquee located at the main water jump on cross country day. Refreshments included at both locations.
- Opportunity to have a cross country jump constructed dedicated to your company brand.\*

## PARTNER SPONSORSHIP

Partner with Saddleworld MI3DE - Packages can be tailored to suit your investment:

Bronze Partner	\$ 5,000
Silver Partner	\$ 7,500
Gold Partner	\$10,000
Platinum Partner	\$12,000

Using the guidelines from class sponsorship we can customize your benefits accordingly:

- Program Advertising
- Signs on the main arena
- Signs on the cross country course
- Cross country jump naming rights
- VIP Season Passes
- Day Passes
- Trade Exhibition stand at cost
- Promotion of product via rider and officials bags

All Partner Sponsors will automatically receive:

- A link to your website from the MI3DE website
- Company logo on all advertising & correspondence
- One cross country fence branded with company signs
- Voice over advertising throughout the event
- Opportunity to purchase additional passes 'at cost'
- Social media promotion with the opportunity to provide interactive prizes

**MEMBERS MARQUEE/s** on Cross Country at the **MAIN WATER JUMP** (opposite the VIP marquee) and **beside the MAIN ARENA** on dressage & jumping days.

Investment \$12,000 Cash

Benefits as detailed above.

### Note:

*All amounts quoted are exclusive of gst. If you are not registered for gst please let us know to enable correct invoicing.*

*Signs and advertisement artwork to be supplied by sponsors.*

*Cross country jump construction designed in consultation with our course designer and built by our MI3DE builder.*



photo credit Chris Esh







## CLASS NAMING RIGHTS SPONSORSHIP

**CCI 1\* Junior Class \$ 5,000 + gst**

**CCI 1\* Class \$ 7,500 + gst**

**CCI 2\* Class \$10,000 + gst**

**CCI 3\* Class \$12,000 + gst**

### RECIPROCAL BENEFITS:

#### CCI 1\* Junior

- 2 VIP Season Passes
- Provide 2 signs for display on the fence line of the main arena
- Half page full colour advertisement in the official program
- 3m x 3m Trade Stand at cost
- Provide a rider gift & promotional material to all competitors
- Involvement in presentations to the class winner
- Company name inscribed on class sashes/rosettes/rug

#### CCI1\*

- 2 VIP Season Passes & 2 Seasons Passes
- Provide 2 signs for display on the fence line of the main arena
- Full page full colour advertisement in the official program
- 3m x 3m Trade Stand at cost
- Provide a rider gift & promotional material to all competitors
- Involvement in presentations to the class winner
- Company name inscribed on class sashes/rosettes/rug

#### CCI2\*

- 3 VIP Season Passes
- Provide 4 signs for display on the fence line of the main arena
- Full page colour advertisement in the official program
- 6m x 3m Trade Stand at cost
- Provide a rider gift & promotional material to all competitors
- Involvement in presentations to the class winner
- Company name inscribed on class sashes/rosettes/rug

#### CCI3\*

- 4 VIP Season Passes
- Provide 4 signs for display on the fence line of the main arena
- Full page colour advertisement in the official program
- 6m x 6m Trade Stand at cost
- Provide a rider gift & promotional material to all competitors
- Involvement in presentations to the class winner
- Company name inscribed on class sashes/rosettes/rug

All Class Sponsors will automatically receive:

- A link to your website from the MI3DE website
- One cross country fence branded with company signs
- Company logo on all advertising & correspondence & trophy rug
- Voice over advertising throughout the event
- Opportunity to purchase additional passes 'at cost'
- Social media promotion with the opportunity to provide interactive prizes

## VIP MARQUEE on Cross Country & MAIN WATER JUMP

The most popular spot to see all the action at the big water jump on cross country day. Huge spectator draw card. Your brand on elements of the water jump.

Naming rights to the VIP marquee situated on cross country course beside the main water jump. Marquee signs, product display and 10 Cross Country Day VIP Passes

**Sponsorship: \$7,000 + gst**

## CROSS COUNTRY FENCE SPONSORSHIP

On Cross Country day up to 8,000 spectators walk around the scenic course watching riders & horses tackle the challenging fences. The cross country jumps, designed by International Course Designer Ewan Kellett, provide the perfect space and opportunity for you to display your brand.

### Fence Sponsorship: from \$1,500 + gst

Your product can be promoted by way of sign or display incorporated into an existing cross country fence.

Cross Country fence sponsors receive two passes to the VIP marquee on Cross Country day.

The official program includes all fence names & descriptions. Commentary throughout cross country day includes references to the names of the fences.

Post event you will receive a photograph of your fence being jumped during competition.

FIRST WATER JUMP: \$2,500

MAIN WATER JUMP: \$4,000

The water jumps attract the biggest crowds on cross country day and are most photographed by media.

### CUSTOM BUILT CROSS COUNTRY FENCES:

Cross country fences can be purpose built to showcase your brand. Ewan Kellett will design a fence in consultation with you which will be constructed by his team of builders. Please don't hesitate to contact us to discuss your requirements.

Fence cost: quoted upon design

### YOUNG EVENT HORSE CHALLENGE:

Very successful in its inaugural year, in 2016 The Young Event Horse Challenge will be held on Thursday & Friday evenings in Indoor Arena 1. Classes for 4yo horses, 5yo horses & 6yo horses. The horses will be assessed for their potential for eventing.

**NAMING RIGHTS TO THE YEH CHALLENGE:** \$3,000 + gst

**INDIVIDUAL CLASS SPONSORSHIP:** \$1,000 + gst

Your signs placed on the wall in Indoor 1, assist with presentations, information included in rider bags. Naming rights sponsor will receive a half page colour advertisement in the official program.





# Program Advertising Opportunities

The Official MI3DE program features all class, competitor and sponsor information. It is a great memento of this spectacular event. It is made available to all competitors free of charge and is available for purchase by spectators at the event. The program provides an excellent opportunity to promote your product and brand.

Professionally printed and produced, a limited number of pages are available to advertisers. The artwork specifications are detailed below. Please complete the booking form below.

The program is standard A5 size (148mm x 210mm)

Advertising rates are based on camera ready artwork

Bookings are required by 1 May 2017

Camera ready artwork must be supplied by 10 May 2017

Prices are inclusive of GST

Full payment must accompany the booking

Artwork: Full page 148mm wide x 210mm deep w.3mm bleed

Half page 138mm wide x 98mm deep no bleed

Name/Company: \_\_\_\_\_ ABN: \_\_\_\_\_

Contact: \_\_\_\_\_ Mob. \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

## Advertisement:

Inside Front Cover	\$750	Inside Back Cover	\$750
Full Page Colour	\$500	Full Page Black & White	\$350
Half Page Colour	\$275		

## Payment Details:

I wish to pay the amount of \$ \_\_\_\_\_ to Equestrian Victoria by Cheque / Money order  
Or

Please charge my credit card below:

Visa

MasterCard

Card Number: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Expiry Date: \_\_ / \_\_

Signature: \_\_\_\_\_

## Send booking form to:

Susan\_mckay@bigpond.com

Contact: mob. 0418 397 443