

SPONSORSHIP

Ride the Excitement 10 – 14 June 2021

Furphy Media Melbourne International 3 Day Event



Equestrian Victoria

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EVENT INFORMATION

Furphy Media 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 competing 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.

In 2021 MI3DE will host:

- CCI2* and Junior 2*, CCI3* and CCI4* Championships
- Approximately 200 competitors
- Dressage: Friday & Saturday
- Cross Country: Sunday
- Show jumping: Monday
- Sponsor hospitality at key locations
- Winter trade village, including food & wine
- More than 8,000 spectators

Evening Features:

- Young Eventing Horse Classes - Thursday
- One Round Speed Jumping Stakes – Sunday
-



Attributes of MI3DE:

- Participants from all over Australia
- 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 at 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/Lounge provides a comfortable retreat for sponsors to view many of the features and presentations and meet some of Australia's best eventing riders. On cross country day sponsors can watch all the action at the main arena or visit the VIP marquee located right beside the Peppermint Grove water jump. Complimentary food & drink is provided in the VIP Lounge throughout the event.

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 *plus gst*

RECIPROCAL BENEFITS:

- "Your Company Name" Melbourne International 3 Day Event. Name or logo used on all advertising, website, social media, program, merchandise, ticketing, posters, presentation rugs, sashes and rosettes.
- 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.* Note: Event sign at front gate provided by organisers.
- 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.
- Social media promotion and brand giveaways, logo inclusion on EV website
- Opportunity to have a cross country jump constructed dedicated to your company brand*



PARTNER SPONSORSHIP

Partner with MI3DE & 'ride the excitement' - Packages can be tailored to suit your investment:

Bronze Partner	\$ 5,000 <i>plus gst</i>
Silver Partner	\$ 7,500 <i>plus gst</i>
Gold Partner	\$10,000 <i>plus gst</i>
Platinum Partner	\$12,000 <i>plus gst</i>

Partner sponsorship benefits will be customised and options can include:

- Program Advertising
- Signs on the main arena
- Signs on the cross country course
- Cross country jump naming rights
- VIP Season Passes
- GA Season Passes
- Trade Exhibition stand at 20% discount
- 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



CLASS NAMING RIGHTS SPONSORSHIP

CCI 2* Junior Class \$ 7,500 *plus gst*

CCI 2* Class \$ 7,500 *plus gst*

CCI 3* Class \$10,000 *plus gst*

CCI 4* Class \$12,000 *plus gst*

RECIPROCAL BENEFITS:	CCI 2* Junior	CCI 2*	CCI 3*	CCI 4*
VIP Season Passes	3	3	4	5
GA Season Passes	2	2	4	6
Signs	2	2	4	4
Program Advert.	Full colour	Full colour	Full colour	Full colour & article
Trade Stand @ 20% discount	3m x 3m	3m x 3m	6m x 3m	6m x 6m
Presentation involvement	✓	✓	✓	✓
Rider bag & promo material	✓	✓	✓	✓
Sash/rosettes inscribed	✓	✓	✓	✓

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

YOUNG EVENT HORSE CHALLENGE

The Young Event Horse classes are now an established part of the event. In 2021 The Young Event Horse Challenge will be held on Thursday & Friday evenings in Indoor Arena 1. Classes for 4yo, 5yo & 6yo horses. The horses will be assessed on their potential for eventing by a panel of judges.

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

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



CROSS COUNTRY FENCE SPONSORSHIP from \$2,000 + gst

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.

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.

The water jumps attract the biggest crowds on cross country day and provide great photo opportunities for the media.

FIRST WATER JUMP:	\$ 7,500 Partner Sponsor Benefits
SECOND WATER JUMP:	\$ 7,500 Partner Sponsor Benefits

CUSTOM BUILT CROSS COUNTRY FENCES:

*Cross country fences can be purpose built to showcase your brand. International course designer, 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

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.



Everyone has to start somewhere... Help us give riders the best start possible

Recognise a young Amanda Ross?



Spring Horse Trials September 2021

Each year in September Eventing Victoria conducts the Spring Horse Trials. We have classes for riders from 3* level all the way down to EVA65. As well as providing the upper level riders with a solid run into The Australian International Event in Adelaide, we offer the lower classes for riders and horses just beginning their Eventing Careers.

We had up to 550 horses entered last year over nineteen classes!

We are looking for sponsorship to help us continue our quest to bring top quality courses to the grassroots, high performance and everyone in between.

All Naming class sponsors have their names on the trophy rug, signs on a cross country fence and around the venue plus social media promotion.

GRASS ROOTS INVESTMENT:

EV65 - EV105 \$300+ per class

1* - 3* Classes \$1000+ per class

We run two EV65 classes and four classes each of EV80, EV95 and EV105

Amanda Ross a grass roots success story!





FURPHY MEDIA MELBOURNE INTERNATIONAL 3 DAY EVENT CONTRACTUAL AGREEMENT / SPONSORSHIP CONFIRMATION

SPONSORSHIP CONFIRMATION:

Company Name: _____

ABN Number: _____ Email: _____

Company Representative: _____

Company Address: _____

Postcode: _____ Telephone: _____

Website: _____

I/We agree to the sponsorship arrangement as set out in the **2021 Melbourne International 3 Day Event** sponsorship information.

Sponsorship Type & Amount: _____

Customised items: _____

I understand that any sponsorship payments will be non-refundable in the case of a sponsor withdrawing from the Event.

Please complete, sign and return this form. An invoice will be forwarded by Equestrian Victoria for 30% deposit to secure your sponsorship. A confirmation letter will also be sent to you from MI3DE.

Signed: _____

Date: _____