



— *It's* —  
**KELSALL  
HILL**

**Advertising  
& Sponsorship  
Opportunities  
at Kelsall Hill  
Equestrian Centre**



Picture courtesy of Mark Clayton Photography



	Cost (£)	Title Sponsor	Banner (1,12 months)	Social Media	Newsletter	Website Links	Hospitality	Bespoke Packages
2		Packages Available						
3		Centre Opportunities						
4		Why Invest At Kelsall Hill						
5		What The Professionals Think...						
6		Website Statistics						
7		Social Media Statistics						
8		Room Hire						
9		Urchins Kitchen						
10		Bespoke Options						
11		Facility Sponsorship						
12	£1500	Grandstand Arena Sponsorship	X		X	X		
13	£600	Primrose Arena Sponsorship	X			X		
14	£800	Lakeview Arena Sponsorship	X		X	X		
15	£600	Lakeside Arena Sponsorship	X			X		
16	£1000	Gallop/XC Schooling Sponsorship	X		X	X		
17	£1800	Sponsor a Showjump			X	X		X
18		Competition Sponsorship						
19	£5000	British Show Jumping	X		X	X		X
20	£1000	Unaffiliated Junior Show Jumping Series	X		X	X		
21	£1000	Unaffiliated Senior Show Jumping Series	X		X	X		
22	£400/ £1500	Arena Eventing Winter Series (Per Class)	X		X	X		
23	£400/ £1500	Arena Eventing Summer Series (Per Class)	X		X	X		
24	£5000	British Dressage			X	X		X
25	£1000	Unaffiliated Dressage Series	X		X	X		
26	£2000	Hunter Trials and Tri-Phase Eventing	X		X	X		
27	POA	Demonstrations	X		X	X		
28		British Eventing						
29		Eventers Quotes						
30	£4500	Main Event Sponsors	X	X	X	X	X	
31	£500	Official Clothing Sponsors				X		X
32	£1000	Premium Section Sponsorship	X		X	X	X	
33	£150	Section Sponsorship			X	X		
34	£350	Dressage Arena Sponsorship	X		X	X		
35	£400	Showjumping Arena	X		X	X		
36	£1000	Cross Country Fence Sponsorship Feature Fence: Water Complex			X	X		
37	£800	Cross Country Fence Sponsorship Feature Fence: Ski Jump			X	X		
38	£300	Cross Country Fence Sponsorship			X	X		
39	£70/ £120	Programme Sponsorship						X

## A Centre of Opportunity

Our new centre, revamped outdoor arenas, farm ride, cross country courses, cross country schooling area, gallops, stables, café and meeting rooms offer the riding community a first class opportunity for equestrian activities and sport run by our own team. Not only that but the increasing portfolio of diverse external bookings means there's a growing footfall from outside our normal catchment. In 2022 we averaged 400 competitors a week not including routine facility and in 2023 it looks set to be closer to 525 competitors a week attending competitions using our facilities, this doesn't include hire numbers, spectators or visitors.

We can offer you more than just a branding opportunity as we have meeting and conference rooms which are available for hire so if you want an offsite meeting with your team or clients then we can provide you with hospitality at our events, a meeting room layout of your choice, delegate packages and a backdrop of stunning Cheshire countryside.



If you think our centre attracts the demographics that you're targeting with your brand then there's a great opportunity for you to connect with your customers in a variety of ways. Whether it's a targeted campaign for a specific series or an annual brand presence that you're after we may be able to help you. In this booklet we've tried to outline than many and varied ways to partner with us and how much that investment will cost.





## Why Invest at Kelsall Hill?

Since the start of our diversification into equine facilities we've always listened to our customers and tried to offer a great product at a fair price. We love to hear from our clients so that we can keep repeat business and grow the client base. In 2022 we won the 'Best Equestrian Centre' award from the Cheshire Farms Competition and in 2023 we were finalists in the Farmers Weekly Awards - Diversification category and won the Equestrian Business Awards, Event Venue Of The Year category nominated by our customers. It's not for us to say whether we're achieving our goal but here's what our clients say about us:

- Brilliant customer service. Great disability access. My horse goes well here with a great deal of different activities for horse and rider to do. Easy parking. Super venue.
- Absolutely fantastic venue!! Brilliant balance between volume of competition and availability of facilities for training. Huge investment in the centre in the last few years, very well used and has provided a first class facility. I don't know of any other venue that provides a farm ride, gallops, XC training complex, 2 outdoors, 2 indoors, Arena eventing, dressage, British eventing, BSJA and the list goes on.
- Great, friendly venue who are always putting a great diversity of different competitions for any rider. Always willing to help and fantastic cafe!
- Kelsall has a wide variety of affiliated and unaffiliated events and competitions on throughout the year. The staff are always helpful and polite. The organisers listen to the riders and work hard to make a real variety of competitions available. There is a lovely dog friendly cafe making it a great place to socialise with likeminded friends and family.
- Their British Eventing horse trials are one of the best I've attended. From staffing, ground preparation, layout of courses, and trade areas, all top notch.
- State of the art facilities always investing and advancing to suit the customer base and widen their catchment area of clients.
- Kelsall have incredible facilities, always kept in immaculate condition. They always have a huge variety of competitions for all levels to attend and each one is always run efficiently and well managed. It is one of my favourite venues!
- The venue has everything we need from gallops, arena eventing to BD comps the surfaces are fantastic, the staff are all really friendly and helpful. It deserves to hold more internationals not just eventing. And to finish it off the food is lovely!
- The owners have brought the facilities at Kelsall on beyond recognition! I've been going there for years and it's gone from good to amazing! Massive variety of events on every week, plus facility hire, livery, shopping, eating! Superb venue.

## What the Professionals Think...



"Having been to competition centres all over Europe, I can say with confidence that this is definitely one of the best. We are so lucky here in the North West to have this venue right on our doorstep. Our aim is to make Kelsall Hill the number one centre in England, with top class facilities for all, and unbelievable both indoors and outdoors." **MIKE FLORENCE**



"The significant investment that has been made into the facilities at Kelsall Hill has produced a first-class equestrian venue, for competitions, training and events. It has proved to be a popular addition to our venues in the North West with British Dressage members and we look forward to building on this success in the years ahead." **JASON BRAUTIGAM - CEO BRITISH DRESSAGE**



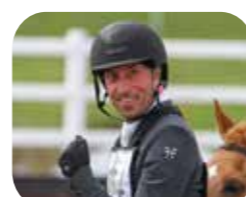
"The primary consideration in looking for a training venue is the quality of the arenas - the arenas here are super, the surface, the lights, the speaker system, the overall fee of the venue is excellent, world class!" **GEORGINA SHARPLES - PARA DRESSAGE PERFORMANCE MANAGER, BRITISH EQUESTRIAN**



"One of the best indoor facilities in the UK Great for training, producing and competing horses to a high standard." **WILLIAM WHITAKER - INTERNATIONAL SHOWJUMPER**



"Kelsall Hill EC has superb facilities and has a first-class management and supporting team. Over many years of International course designing, I had the pleasure of working at many first class venues. Kelsall Hill is one of these ELITE equestrian centres, with the facilities they have, will give competitors the opportunities for progression in all equestrian disciplines." **PETER GILLESPIE - ADVANCED COURSE DESIGNER, BRITISH SHOWJUMPING**



"It was our first time to Kelsall in April 2023 for the BE event, the track was awesome, the venue is amazing and so you very much get our vote!" **TIM PRICE - EQUESTRIAN SPORTS NEW ZEALAND (THEN RANKED EVENTINGS WORLD NUMBER 1)**



"Kelsall is fantastic venue that just keeps on improving. I love going there training as well as competing!" **BEN HOBBDAY - EVENT RIDER AND SOCIAL MEDIA SENSATION**



# Website Stats

[www.kelsallhill.co.uk](http://www.kelsallhill.co.uk)

We can help you reach your customers through our social media and website presence.

In the 12 month period 11/11/22-11/11/23 we had 101780 website users in total, over 95% of whom are UK based, most in the North West riding community. Users viewed our web pages 94500 times!



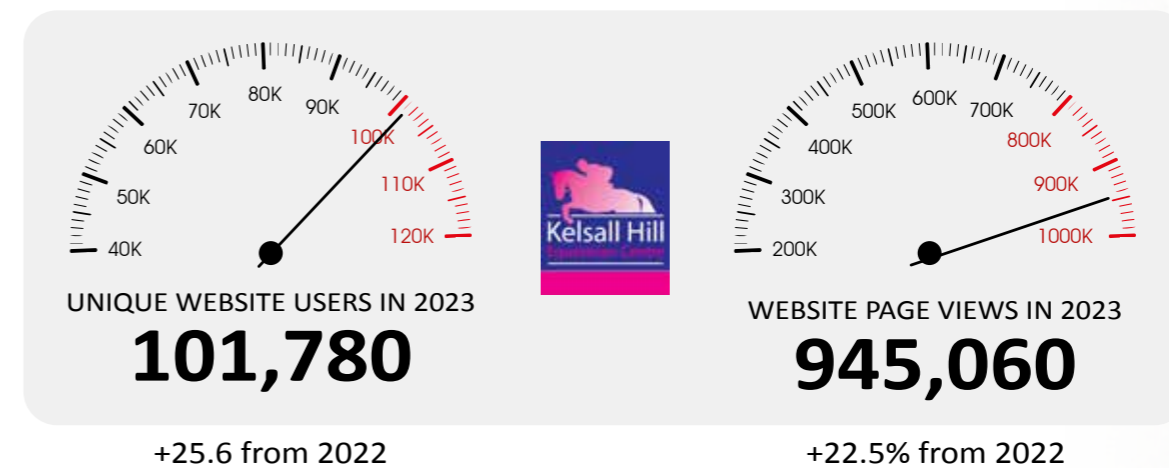
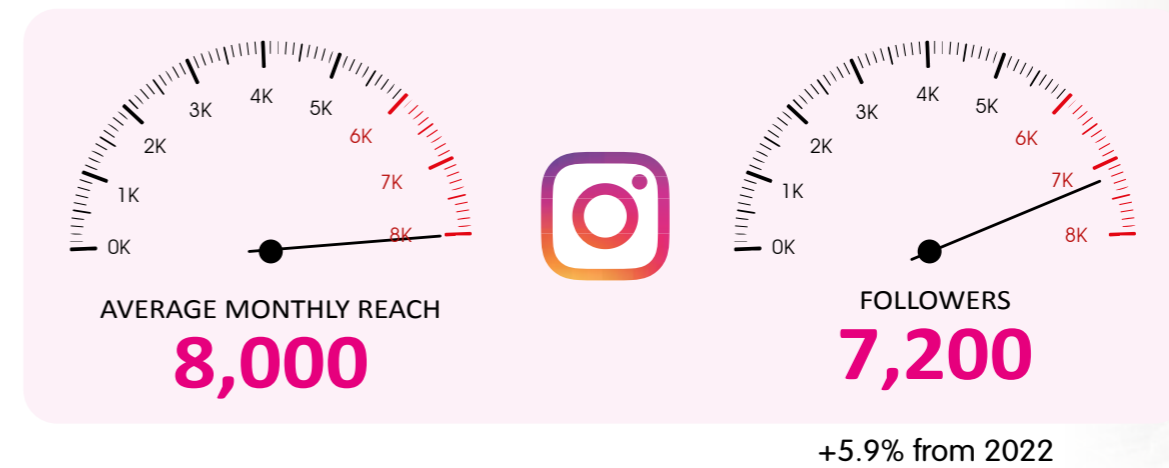
Page path and screen class	Views	Users	Views per user
	945,060 100% of total	101,780 100% of total	9.29 Avg 0%
1 /	215,956	70,771	3.05
2 /equestrian-centre/	179,022	54,353	3.29
3 /equestrian-centre/times-results/	162,112	32,378	5.01
4 /forthcoming-events/	99,242	37,086	2.68
5 /equestrian-centre/competitions/	21,600	12,574	1.72
6 /equestrian-centre/equestrian-facilities/	17,093	11,071	1.54
7 /equestrian-centre/facilities-status/	11,104	8,323	1.33
8 /urchins-kitchen/	7,970	5,095	1.56
9 /about-us/	6,830	5,218	1.31
10 /urchins-kitchen/our-menu/	5,574	3,348	1.66

If you partner with us we'll do our utmost to offer you a great return for your investment and our best efforts to deliver on the package that you agree to. Data from Google Analytics.

# Social Media Stats

[@kelsallhill.co.uk](https://www.instagram.com/kelsallhill.co.uk)

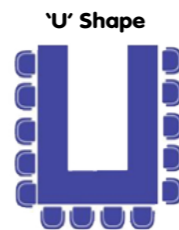
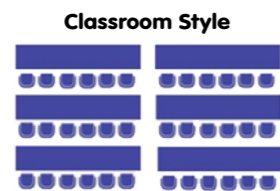
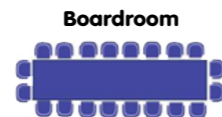
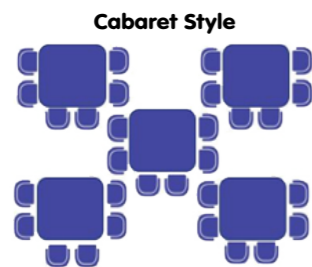
We can help you reach your customers through our social media presence. Here's our numbers for Facebook and Instagram for the period 11/11/22-11/11/23 compared to the same period a year before.





## Room Hire

With multiple suites and functions rooms here in our new centre we have different options available to suit a variety of events.



Room hire duration times for half day hire 9am-1pm, 1pm-5pm, full day 9am-5pm extended hours are charge at £30/hour, bespoke options available by agreement.

£150 half day / £300 full day  
Delegate packages from £38/pp

## Urchin's Kitchen

Our café, named after a local ice age feature in Primrose Wood on the farm boundary, can provide you with any catering needs that you might have.

If you want a function, a buffet for clients, large meeting or small then we can offer you packages to suit all tastes and budgets.

Our in house team already caters for our growing footfall from passersby, camps, competitions, conferences and events. A licensed bar is available.



Not only that but we have bespoke options for branding in the cafe too.

Bespoke Packages are Priced Accordingly



## Bespoke Options

We've already got a number of bespoke options in the centre but here's a few ideas which might be interesting for a brand placement.



Increase your brand presence with some bespoke art work in our centre. If you can see a location that might suit your brand then please let us know, get creative and let artistic juices flow with your own ideas to suit your brand. There's plenty of potential so let us know if you have an idea and we'll see if we can turn it into a reality.

There are a variety of locations depending on your target audience and while space allows we can offer you a choice of locations.

### Package Includes:

- Bespoke artwork designed at your cost in the placing of your choice.
- An annual agreement, discounts can be done for 3 or 5 year packages.
- Company link and logo on our website on the arena facility page.

You are responsible for your designing your artwork and getting the sign printed. In some circumstances you may be responsible for installation and restoration once the agreement terminates. If its simply a di-bond banner we will hang the banner once its delivered if we can. Your deal will start once the sign is in place. If you need any assistance with design please get in touch and we can help you.

Bespoke To Package

## Facility Sponsorship Annual Packages - or longer...

		Cost (£)	Banner (1, 12 months)	Newsletter	Website Links	Bespoke Packages
11	<b>Facility Sponsorship</b>					
12	Grandstand Arena Sponsorship	£1500	X	X	X	
13	Primrose Arena Sponsorship	£600	X		X	
14	Lakeview Arena Sponsorship	£800	X	X	X	
15	Lakeside Arena Sponsorship	£600	X		X	
16	Gallop/XC Schooling Sponsorship	£1000	X	X	X	
17	Sponsor a Showjump	£1800		X	X	X





## Grandstand Arena Sponsorship

Increase your brand presence with a banner in the grandstand arena. With competitions, camps and demonstrations running throughout the year it's a great way to get customers to see your brand!

There are a variety of locations depending on your target audience and while space allows we can offer you a choice of locations so you can target the grandstand spectators or Urchin's Kitchen customers.



### Package Includes:

- The placing of 1 x 6m x 1m di-bond advertising board.
- An annual agreement, discounts can be done for 3 or 5 year packages.
- Company link and logo on our website on the arena facility page.

You are responsible for your designing your artwork and getting the sign printed we will hang the banner once its delivered. Your deal will start once the sign is in place. If you need any assistance with design please get in touch and we can help you.

Package Price: £1500/year or £29/week

## Primrose Arena Sponsorship

Increase your brand presence with a banner in the Primrose Arena. With competitions, camps and demonstrations running throughout the year it's a great way to get customers to see your brand!

There are a variety of locations depending on your target audience and while space allows we can offer you a choice of locations for your banner placement.



### Package Includes:

- The placing of 1 x 6m x 1m di-bond advertising board.
- An annual agreement, discounts can be done for 3 or 5 year packages.
- Company link and logo on our website on the arena facility page.

You are responsible for your designing your artwork and getting the sign printed we will hang the banner once its delivered. Your deal will start once the sign is in place. If you need any assistance with design please get in touch and we can help you.

Package Price: £600/year or £16/week



## Lakeview Arena Sponsorship

Increase your brand presence with a banner in our lake view arena. With competitions, camps and demonstrations running throughout the year it's a great way to get customers to see your brand! One of the first things customers see when they enter the site.

There are a variety of locations depending on your target audience and where space allows we can offer you a choice of location within the arena.



### Package Includes:

- The placing of 1 x 6m x 1m di-bond advertising board.
- An annual agreement, discounts can be done for 3 or 5 year packages.
- Company link and logo on our website, on the arena facility page.

You are responsible for your artwork and getting the sign printed we will hang the banner once its delivered. Your deal will start once the sign is in place. If you need any assistance with design please get in touch and we can help you.

Package Price: £800/year or £19/week

## Lakeside Arena Sponsorship

The arena ditches, steps, and ramp are perfect for our arena eventing competitions in winter! This arena is also used as the warm up for summer showjumping, our British Eventing showjumping, summer arena eventing and dressage if events are held outside.

There are a variety of locations depending on your target audience and where space allows we can offer you a choice of location within the arena!



### Package Includes:

- The placing of 1 x 6m x 1m di-bond advertising board.
- An annual agreement, discounts can be done for 3 or 5 year packages.
- Company link and logo on our website, on the arena facility page.

You are responsible for your designing your artwork and getting the sign printed we will hang the banner once its delivered. Your deal will start once the sign is in place. If you need any assistance with design please get in touch and we can help you.

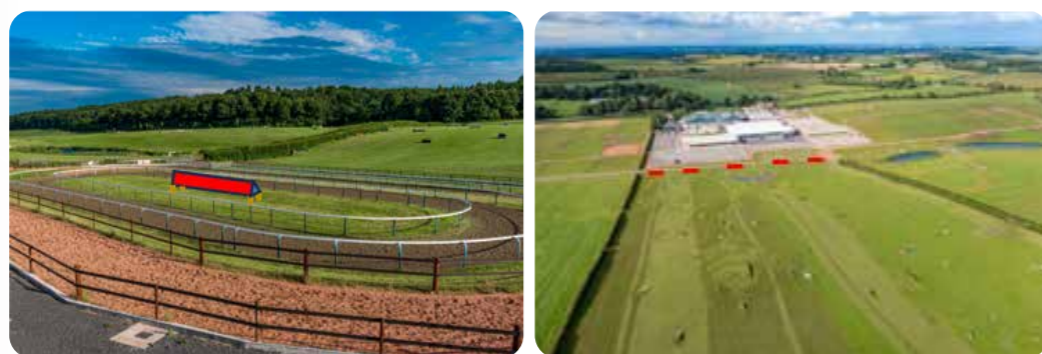
Package Price: £600/year or £16/week



## Gallop/XC Schooling Sponsorship

Increase your brand presence with a banner placed on the side of the gallops, or in the cross country schooling area. Banners will be placed in a location by agreement. With competitions, camps and demonstrations running throughout the year, it's a great way to get customers to see your brand!

There are a variety of locations depending on your target audience and while space allows we can offer you a choice of location.



### Package Includes:

- The placing of, 1 x 6m x 1m, di-bond advertising board.
- Extra banners on request will attract additional investment charges.
- An annual agreement, discounts can be done for 3 or 5 year packages.
- Company link and logo on our website on the facility page.

You are responsible for designing your artwork and getting the sign printed we will hang the banner once its delivered. Your deal will start once the sign is in place. If you need any assistance with design please get in touch and we can help you.

Package Price: £1000/year or £19/week

## Sponsor A Show Jump

Increase your brand presence with a bespoke show jump. We are constantly running competitions, and on the look out for new and exciting fences for our course designers to use. This would be a great way to get your brand on peoples walls at home, as well as having an arena presence. Choose a design that suits your brand, and we'll get a quote for you to create it. If you already have a fence then all you've got to do is deliver it. Fences need to stay on site for at least 1 year.



### Package Includes:

- The use of your fence in our courses for British Showjumping and unaffiliated showjumping competition.
- An annual agreement, discounts can be done for 3 or 5 year packages.

The cost of your investment will depend on what we need as courses change we sometimes need uprights, oxers and doubles. Please ask us what we need before commissioning any work. With so many competitions running there's bound to be natural wear and tear. Any damage due to normal wear and tear in competition is not the responsibility of Kelsall Hill. If poles become chipped we will no longer be able to use them for BS shows so some spare poles are helpful at the outset.

Package Price: £1000/year or £19/week



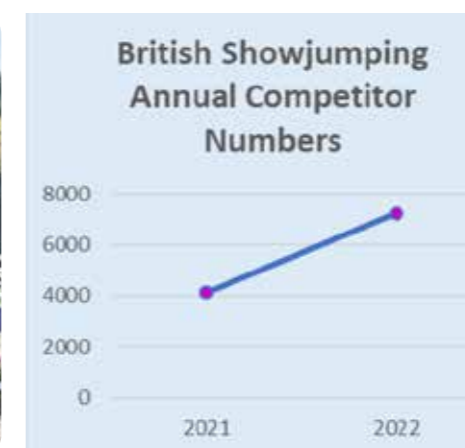
# Competition Sponsorship Packages

		Cost (£)	Title Sponsor	Social Media	Website Links	Bespoke Packages
18	<b>Competition Sponsorship</b>					
19	British Show Jumping	£5000	X	X	X	X
20	Unaffiliated Junior Show Jumping Series	£1000	X	X	X	
21	Unaffiliated Senior Show Jumping Series	£1000	X	X	X	
22	Arena Eventing Winter Series (Per Class)	£400/ £1500	X	X	X	
23	Arena Eventing Summer Series (Per Class)	£400/ £1500	X	X	X	
24	British Dressage	£5000		X	X	X
25	Unaffiliated Dressage Series	£1000	X	X	X	
26	Hunter Trials and Tri-Phase Eventing	£2000	X	X	X	
27	Demonstrations	POA	X	X	X	

## British Showjumping



British showjumping runs throughout the whole year, either outside or in our grand stand arena. With huge growth over the last year, we are welcoming more and more showjumping combinations to compete here. With a wide selection of fences and innovative tracks these events are always competitive! We're running Category 1-3 and have our first international event planned for 2024. Events also include Winter Classics and Pony Premier shows.



### British Showjumping Series Sponsorship

#### Package Includes:

- Series sponsorship packages available.
- Mentioned as series sponsor across social media platforms.
- Branding on the showjumping times and results sheets, and the league table.
- Company link and logo on our website.
- Named in the event title.
- Commentary in the newsletter.

### British Showjumping Series Sponsorship

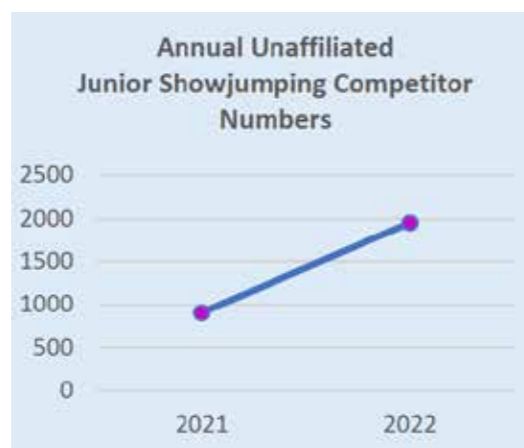
- Bespoke packages for support available for major shows including the International, Winter Classic and Pony Premier show, please ask for details.

Package Price: £5000/series



## Junior Show Jumping Series

Junior show jumping shows have become very popular, starting at 30cm height and going up to 1.20m. Competitions normally run after school has finished on weekdays and during the day, when schools are on holiday or the kids are enjoying half term. Competitors compete for rosettes on the day and each round forms part of a series run in both summer and winter as two series.



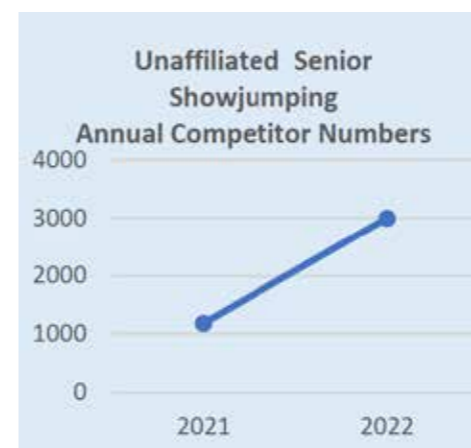
### Package Includes:

- Series sponsorship, being mentioned as title sponsor across social media platforms.
- Branding on the times, results sheets and league table.
- Company link and logo on our website on the Unaffiliated Junior Showjumping page.
- Commentary in the newsletter.

Package Price: £1000 for Winter/Summer Series  
Discount of 10% for both as an annual package.

## Senior Showjumping Series

Senior showjumping remains a popular event. Jump competitions start from 60cm and work up to 1.30m. Competitors compete for rosettes on the day and each round forms part of a series run in both summer and winter as two league series to be league champion. The top twenty in each class also are invited to compete against each other to be crowned champion!



### Package Includes:

- Series sponsorship, being mentioned as title sponsor across social media platforms.
- Branding on the times, results sheets and league table.
- Company link and logo on our website on the senior showjumping.
- Commentary in the newsletter.

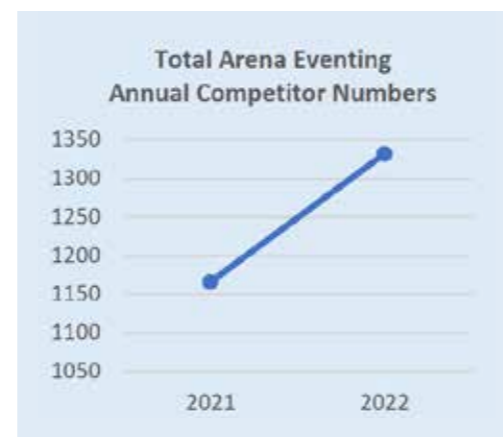
Package Price: £1000 for Winter/Summer Series  
Discount of 10% for both as an annual package.



## Arena Eventing Winter Series

Our winter arena eventing is one of our longest standing competitions, it is held in the Lakeview and Lakeside arenas. Courses combine show jumps with portable cross country fences. Making use of the arenas steps, ditches and water complex. Heights can vary from 60 - Novice depending on the time of year. Competitors compete to be winners on the day and as part of a series. Between 6 and 7 events are held over the winter months, with an additional 6 to 7 days of clear round days.

To add to the fun themed events are held for Halloween, Christmas and Easter with prizes for best fancy dress costumes.



### Package Includes:

- Section sponsorship or series sponsorship package available.
- Mentioned as series or section sponsor across social media platforms.
- Branding on the times and results sheets, and the league table.
- Company link and logo on our website, available on the arena eventing page.
- Name in event/Class title.
- Commentary in the newsletter.

Package Price: £400/section or £1500 for the Series  
Discounts of 10% available for both winter/summer series.

## Arena Eventing Summer Series

Our summer arena eventing series runs on the grass around our ponds, combining a course of show jumps with portable cross country fences and a water complex. The competition course normally runs over 6 days, with an additional 6 days clear round competition. Weather permitting, clients can also train over the courses after each round is complete.



### Package Includes:

- Section sponsorship or series sponsorship package available.
- Mentioned as series or section sponsor across social media platforms.
- Branding on the times and results sheets, and the league table.
- Company link and logo on our website, available on the arena eventing page.
- Name in event/Class title.
- Commentary in the newsletter.

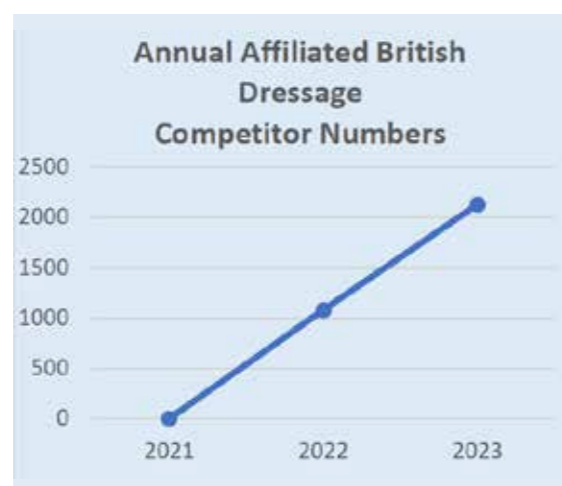
Package Price: £400/section or £1500 for the Series (4 Sections)  
Discounts of 10% available for both winter/summer series.



## British Dressage



Our British Dressage competition schedule has seen significant growth in recent years, with us welcoming everything from grass roots riders to Grand Prix partnerships and dressage to music. We also hold My Quest, Team Quest and Para affiliated competitions. Our calendar also now includes national and international fixtures with Summer Regionals too.



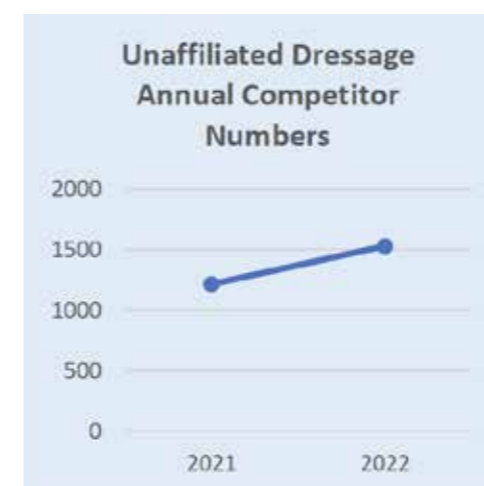
### Package Includes:

- Name in event title.
- Mentioned as series sponsor across social media platforms.
- Branding on the times, results sheets and league table.
- Company link and logo on our website on the unaffiliated dressage page.
- Commentary in the newsletter.

Package Price: £5000

## Unaffiliated Dressage Series

Unaffiliated dressage is held in our grandstand arena throughout the year. These events normally follow on from our affiliated dressage days and we run eventers dressage competitions as well as unaffiliated tests. We try to accommodate those working by running at weekends where possible and in the evenings following a daytime competition.



### Package Includes:

- Name in event title.
- Mentioned as series sponsor.
- Branding on the times, results sheets and league table.
- Company link and logo on our website on the unaffiliated dressage page.
- Commentary in the newsletter.

Package Price: £1000 for Winter or Summer  
Discount of 10% for both as an annual package.



## Hunter Trials & Tri-Phase Events

Our hunter trials allow us to maximize the use of our cross country fences without breaching our British Eventing affiliation agreement which prohibits hosting 3-phase events. Weather permitting, we aim for three events a year. These are then followed on later weekends by what we call tri-phase training days. These feature dressage and showjumping without recorded results. After these phases riders then navigate our hunter trials course, choosing fences based on their training preferences, customizing their experience to the height they want to try. We're offering sponsors a chance to benefit by being the sole sponsor while these events are set up.



### Package Includes:

- Course sponsorship with di-bond banners x6, 3m by 1m in prime location on course.
- Title sponsorship.
- Mentioned as sponsor across social media platforms.
- Brand sponsorship on hunter trial comms, times and results.
- Company link and logo on our website on the hunter trial page.

Package Price: £2000

## Demonstrations

As part of our events calendar we hold demonstrations. We can offer sponsors the opportunity to put their company name to these occasions and create a presence for the event.

Pictured below are two of our sell out demonstrations, Ben Atkins's 'Atkinson Action Performance' and 'Ros Canter and Caroline Moore's: Training to Win'. Opportunities will depend on whether or not demonstration tickets are sold by us or a third party organising the event.



### For events that we run the package includes:

- Sponsors name in event title.
- Branding on the tickets and the opportunity to have brand presence at the event.
- Opportunity to have banners, 2x 6m x 1m on kick board in the arena.
- Trade stand presence.
- Commentary using supplied material during the event.

Package - POA



# British Eventing

April & September Sponsorship Packages



		Cost (£)	Title Sponsor	Banner (1,12 months)	Social Media	Newsletter	Website Links	Hospitality	Bespoke Packages
28	<b>British Eventing</b>								
29	Eventers Quotes								
30	Main Event Sponsors	£4500	X	X	X	X	X	X	
31	Official Clothing Sponsors	£500					X		X
32	Premium Section Sponsorship	£1000	X		X		X	X	
33	Section Sponsorship	£150			X		X		
34	Dressage Arena Sponsorship	£350	X		X		X		
35	Showjumping Arena	£400	X		X		X		
36	Cross Country Fence Sponsorship Feature Fence: Water Complex	£1000			X		X		
37	Cross Country Fence Sponsorship Feature Fence: Ski Jump	£800			X		X		
38	Cross Country Fence Sponsorship	£300			X		X		
39	Programme Sponsorship	£70/ £120							X



"I love it here at Kelsall Hill, the courses are great they have a 3 day feel to them they are very chunky and lots of undulation catering for all levels providing plenty of education."

**ROSALIND CANTER** (Picture courtesy of FRW Photography)  
**INTERNATIONAL EVENT RIDER**



"Following all the really good things I had heard, I decided to take the 4 hour drive to Kelsall Hill and everything was as good as we had hoped. The XC course had a great flow to it as it had lovely sweeping lines and proved very educational with 4 really decent ditches, a big step and a fab water complex. The whole team did brilliantly, next year I will be back with 8 horses!"

**HARRY MEADE** (Picture courtesy of FRW Photography)  
**INTERNATIONAL EVENT RIDER**



"Last year was my first visit to Kelsall Hill and I was hugely impressed by the event, the cross country courses and the going."

**NICOLA WILSON** (Picture courtesy of FRW Photography)  
**INTERNATIONAL EVENT RIDER**



"I always very much enjoy competing at Kelsall Hill. It is a great venue and I especially rate the Cross Country Courses designed by Mark Phillips, he certainly is one of the best Designers in the world and I always enjoy riding his courses."

**ANDREW HOY** (Picture courtesy of Mark Clayton)  
**INTERNATIONAL EVENT RIDER**



"I was very pleased with all my rides, I thought it was a very educational and fair course which although walked big in places rode very well. I was impressed with all aspects of the event and will plan to come back."

**ANDREW NICHOLSON** (Picture courtesy of Matt Nuttall Photography)  
**INTERNATIONAL EVENT RIDER**



"Kelsall Hill is definitely one of the best one day events on the circuit and one that I always try to get to, an outstanding horse trials venue. The cross country courses are fantastic in design and build, whilst being spectator friendly with a 'Barbury-esque' cross country viewing which ensures the event is popular with owners too. The ground was amazing, full credit to the team."

**PIGGY FRENCH** (Picture courtesy of FRW Photography)  
**INTERNATIONAL EVENT RIDER**



"In my opinion, Kelsall Hill is one of the best one-day event courses I've seen in this country. I hadn't planned to run all my horses today but when I saw how fantastic the ground was I thought that I would give them a confidence-giving run before aiming them at Boekelo Horse Trials in Holland. Full credit to the Kelsall Hill team - this is an exceptional event."

**OLIVER TOWNEND** (Picture courtesy of Peter Robinson)  
**INTERNATIONAL EVENT RIDER**



## Title Sponsor

This is the title sponsorship for our BE eventing competition. Maximum opportunities for potential customers to see your brand across the venue. The package covers both our April and September events.



### Package Includes:

- Title sponsor - our horse trials will incorporate the name of the company.
- Hospitality - lunch for up to eight people on either Saturday or Sunday.
- Banners - up to six banners placed around the event site and as a feature at the podium.
- The sponsors will have the opportunity to present prizes rosettes and trophies if desired to the star class.
- Advertising on the scoreboards in the scoring tents.
- Full page advert in our programme.
- Social media support based on supplied content.
- Commentary throughout the event.
- Editorial in our pre-post event newsletter series.
- Annual facility banner in the Equestrian Centre.

Package Price: £4500 - Annual Package  
£3500 for April/£2500 for September sold separately.

## Programme Sponsor

We like to give people a proper old fashioned programme. For each of our BE events we produce a full programme for all spectators and competitors which includes the course maps, details of officials and competitor information. We also use this a vehicle to get sponsors names into peoples lorries to create awareness with full page and half page adverts available.

You will need to provide your finished artwork three weeks prior to the event start date.



### Package Includes:

- Advertising space in our BE programme.

You are responsible for your designing your artwork and getting your artwork to us for the agreed print deadline. If you need any assistance with design please get in touch and we can help you.

Full Page Advert - £120  
Half Page Advert - £70



## Premium Section Sponsor

This package is only available at our April international Horse Trial for the sponsorship of our 2 star International class and our Advanced Intermediate class. Your company will take the title of your chosen class. This is a great way to create company or brand name awareness with the name being printed on competitor numbers, some of which will be the top athletes of our sport.



### Package Includes:

- Your chosen class will take on the sponsor's name. The company name will be on all the competitors numbers within your section.
- Your company name will feature on the scoreboard headers, live scoring and on the entry list in the programme.
- Banner placement - 2 banners will be in prominent locations around the event site
- A full page colour advert in the programme.
- Company link and logo on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Commentary throughout the event - at least 8 times per day.
- Editorial in our pre/post event newsletter series.
- 3 Car passes.
- The rosettes for the section will incorporate the company's colours and company name. The sponsors will have the ability to award prizes and trophies if desired.
- You will receive complimentary hospitality for up to 6 people on your chosen day of the event.

Package Price: £1000

## Section Sponsor

Over the two days we hope to have in the region of 550 rider combinations competing over courses of varying height from grass roots 80cm, 90cm 100cm, Novice and Intermediate. Each day will be broken down into 6 or 7 sections of approximately 40 riders, placing to 10th, Section sponsors get the opportunity for riders to wear their brand name incorporated into their competitor number.



### Package Includes:

- Company name on all competitors' numbers in your section.
- Section titled with the company name, mentioned in programme and on social media.
- Banner placed around the event at our teams discretion.
- Advert in the programme.
- Commentary mention as your section competes.
- Link and logo on Kelsall British Eventing page online.
- Commentary support throughout the event.
- Editorial in our pre-event newsletter.
- 1 Car pass.

Package Price: £150 plus an extra £100 additional section



## Dressage Arena Sponsor

The dressage arenas have been laser levelled to provide competitors with a first class grass surface. For the two days we will erect over 14 arenas in an area away from the showjumping and cross country. Dressage sponsorship is for the arenas on grass but in Spring one of the banners for international classes may be fixed to the arena boards in the Grandstand Arena if the sponsor prefers it. This option will not be available in the Autumn.



### Package Includes:

- Banner placement - up to 4 banners placed around the dressage area.
- Company name in the dressage arena title.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- 2 Car passes.

Package Price: £350

## Showjumping Arena Sponsor

This is a key focal area for our event and is at the heart of the action for two days. With stunning views based right in the middle of the centre the showjumping arena is the perfect location to catch the eye of our spectators.



### Package Includes:

- Arena to carry the company name in the title.
- Banner placement in the arena and warm up arenas - up to 6 banners placed around the arena for the duration of the event.
- Advert in the programme.
- Hospitality - lunch for 4.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Commentary throughout the weekend - at least 4 mentions per day.
- 2 Car passes.

Package Price: £800



## Cross Country Fence Sponsor Feature Fence: Water Complex

The only fences on the cross country course that will cause a splash. Located across the venue there are three water complexes. Always a crowd pleaser these feature fences attract spectators looking for exciting action to watch.



Images courtesy of Mark Clayton Photography

### Package Includes:

- The water complex will carry the company name.
- Banner placement - up to 4 banners to be placed around the water complex.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- 2 Car passes.
- Commentary throughout the weekend - at least 4 mentions per day.

Package Price Per Complex: £1000

## Cross Country Fence Sponsor Feature Fence: Ski Jump

The Ski Jump is one of the most prominent feature fences on the course, with a substantial drop of up to two metres. A real spectacle for photographers and spectators, and always a unique talking point and pivotal divider out on our cross-country course.



### Package Includes:

- The Ski Jump will incorporate the name of the company.
- Banner placement - up to 4 banners placed around the fence/event site.
- Advert in the programme.
- Hospitality - lunch for 6.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- 4 Car passes.
- Commentary throughout the weekend - at least 6 mentions per day.

Package Price: £800



## Cross Country Fence Sponsor

We will have up to 5 different courses of impressive cross-country fences running across the beautiful rolling ground here at Kelsall Hill. This is your opportunity for your company to sponsor a standalone or a 'cluster' of jumps. The cross country is the most exciting part of the event for many people and is an ideal place for exposure to spectators.

Banners need to be 3m by 1m and ideally made from di-bond material. Banners need to be with us 14 days prior to the event start date to guarantee being placed.



### Package Includes:

- Banners - up to two around the fence but not on the fence.
- Advert in programme.
- Hospitality lunch for two.
- Company link and logo.
- Social media support based on supplied content.
- Commentary at least four mentions per day.
- Editorial in our event newsletters.

Package Price: £300

## Official Clothing Sponsor

We would like to offer your company the opportunity to have our team wearing your logo, and ours with official team clothing.

Sponsors will need to supply dual branded work wear to agreed designs.

Each member of staff is visible around the venue site, from the entrance gate, secretaries, car parking, trade stands, sponsors and exit gates, so your company branding will have maximum exposure.



### Package Includes:

- Banner placement - 1 banner to be placed around the event site.
- A full page advert in the programme.
- Social Media Support - based on the content supplied.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Commentary throughout the weekend - at least 2 mentions per day.
- 2 Car passes.

Package Price: £500





# in the news

# Kelsall Hill Equestrian Centre



▲ British Showjumping Magazine



▲ Horse and Hound



▲ Equestrian Life



▲ Equestrian Plus



## NORTHERN ENTERPRISE AWARDS

We have also won 'Equestrian Centre of the Year 2023 - North West' in the Northern Enterprise Awards



### Kelsall Hill Equestrian Centre

Organsdale Farm • Middlewich Road • Kelsall • Tarporley • Cheshire CW6 0SR  
01829 708 241 • admin@kelsallhill.co.uk • www.kelsallhill.co.uk