

Golden Horseshoe 2012

May 13th – 15th

...being a part of this prestigious event...

What is the Golden Horseshoe Ride?

This prestigious event is the longest running and toughest endurance ride on the calendar; the ultimate challenge for horse and rider of completing 100miles (160km) in two days over the rugged and challenging Exmoor terrain. Such an event attracts media attention, not only at the event but in the months prior to the event as well. The Golden Horseshoe Ride 2008 was seen by eleven million BBC Countryfile viewers as reporter Adam Henson trained hard for the two day 50mile (80km) class, proving how this event attracts interest from the general public as well as those already “horsey”.

In 2010, audio reporting provided information for over 300 radio stations around the country, and the recorded interviews were used on five web sites for several weeks afterwards.

In 2011, Olympic event rider Mary King took part and raised interest throughout the UK and France, as she completed 25 miles accompanied by Young Rider Abby Chisholm.

The Golden Horseshoe Ride began life in 1965 – an idea of author Ronald Duncan and Col. Mike Ansell, and sponsored by the Sunday Telegraph, and originally covered a course of 50miles. Over the years the Golden Horseshoe Ride has grown to include two 50mile classes, a 75mile Exmoor Stag class and the ultimate 100mile Golden Horseshoe class. The Golden Horseshoe Ride has developed into a premier event in the Endurance GB calendar and yet retains the special atmosphere of the original ride, which is so inviting to participants and spectators alike. Many competitors return every year and with



our highest entry in 2011, we look forward to seeing many more in 2012.

As well as riders from across the country and abroad, this event attracts many spectators to the pre-ride vettings and pleasure ride classes.

Endurance is about enjoyment for everyone, so the Golden Horseshoe Ride will continue to develop to

give as many people as possible that special experience year on year. Our sponsors matter to us as much as the riders and spectators, and we want to develop the Golden Horseshoe Ride to give as much to our sponsors as possible. To achieve this, we offer a variety of

ways you can target potential customers to make this a winning marketing solution as well as an enjoyable event for everyone.

There are four major classes for riders and their horses competing at the Golden Horseshoe 2012. **The Golden Horseshoe** class is the full 100mile (160km) distance ridden over two days and this class attracts those riders competing at the very top level of Endurance competition.

The Exmoor Stag class covers a distance of 75miles (120km) over two days, and entrants are often riders who wish to test their skills on the Exmoor terrain over 75miles before attempting 100miles in future years.

The Exmoor Eighty class allows advanced level riders to compete over 50miles (80km) in a day on this tough terrain, where their horse may not be able to compete over higher distances. This enables these horses and riders to experience the Golden Horseshoe ride at a level of which they are capable.

The Exmoor Experience class is also 50miles (80km) but this class is spread over two days, enabling riders at lower levels to experience the Golden Horseshoe ride and encourages progression to compete at higher levels in future years.



Each of these classes provides riders of different levels with a suitable challenge, and all are watched with great interest by the spectators and media following the event.

Media coverage begins several months prior to the ride, builds up to the event and continues through the months afterwards, giving prolonged and extensive recognition to our sponsors.

Riders at the event come from all over the UK, so success at the Golden Horseshoe is widely reported.

These are just a few of the publications which covered the Golden Horseshoe last year.

Nationally

The Daily Telegraph

Farmers Guardian

Horse and Hound

The Native Pony

The Arabian Magazine (global distribution)

Horse Magazine

Horse and Rider

Locally

Western Morning News

Ashbourne News Telegraph

This Is Somerset

Ridgeway Rider

West Somerset Free Press

- and many more

Radio

Interviews with the organiser were broadcast by radio stations in the South West on successive days during the weekend prior to the actual competition taking place.



Web Sites

Endurance.Net

Voices For Horses

Horse Hero (which is currently showing **four** videos of the 'Horseshoe')

Horse and Hound online

Horse Talk (New Zealand)

Which level of involvement is right for you?



Sponsorship of the Veterinary Team and Vetting Areas

The vetting areas are of most interest throughout the ride, from the pre-ride vetting held on the Sunday afternoon where every horse competing at the Golden Horseshoe 2012 will be first presented, to the very last vetting of the last horse to complete the ride. The excitement is evident as our commentator gives a running commentary on the riders and horses, and spectators look on to see who will pass and, despite the best preparation and riding, which horses and riders will fail the vetting....

The veterinary team consists of six vets, six vet writers and two stewards. All of these people could be advertising your product with, for example, branded baseball caps etc.

There are two vetting areas, one at the Venue where the ride starts and finishes and for those riders competing over a distance of 50miles (80km) on any day, there is a Halfway venue with a vetting area as well. Both vetting areas have plenty of space for sponsors' banners and information, and with a complimentary advert in the ride programme, sponsorship of the vet team and vetting areas is very reasonable at **£2000**

Sponsorship of the main marquee

The main marquee at the venue is a hive of activity for four days, as it contains trade stands, displays about the 'Horseshoe', catering, secretaries, web master, stage for prize-giving, etc. Sponsorship of this marquee would provide ongoing exposure for your company throughout the ride, as **every** rider, crew, supporter, visitor, and official will use this marquee at some point during the event.

There is space inside to put up promotional material, and the marquee can also support banners on its exterior. A complementary advert in the programme, and space for a trade stand in the marquee are included in this sponsorship.

This sponsorship is available for **£1500**



Sponsorship of the Farrier Team

The Golden Horseshoe Ride could not run without an excellent Farriery Team.

We have two farriers who work both at the venue and Half-Way, as well as covering every Check Point on the route throughout the ride.

The Farrier Team can be branded with caps, signage, etc. and is available for **£800**

Sponsorship of the Ride Programme

Our Ride Programme automatically goes to all competitive riders and officials, and a further 200 – 300 are sold at the event itself.

Sponsorship of the programme puts your company logo on the front cover, and a full colour advert on the back cover. This is available for **£300**

Syndicate Sponsorship

We recognise that many potential sponsors are not able to commit a large sum to this event, but nevertheless would like to be associated with it.

With this in mind we have created a ‘Syndicate Sponsorship’ level.

This gives you a Free trade stand at the event, a Free full page advert in the Ride Programme, and a web link on the Golden Horseshoe web site.

Syndicate Sponsorship is available for **£250**

If none of the above sponsorship opportunities appear to meet your needs, please contact me to discuss any further ideas you may have.

We have space for trade stands, priced from £18 (outside space)
or from £48 (inside space)

Advertising in the Ride programme is at the following rates:

Full page colour	£50
Full page B/W	£30
Half page B/W	£20

Coming on board....

To discuss your sponsorship of the Golden Horseshoe Ride 2012, please contact Barbara Wigley at: The Old Forge, Luckwell Bridge, Wheddon Cross. Somerset. TA24 7EG

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