



SPONSORSHIP OPPORTUNITIES

About the Awards

The Equestrian Victoria Awards are held annually and recognise outstanding contributions and achievements within Victorian equestrian sport. It is the time of year when we come together to celebrate achievements across age, disciplines and role. And this year, connecting and celebrating with our equestrian community is more important than ever.

2020 has challenged us all do things differently. While our current situation restricts our ability to celebrate in person, we have the opportunity to make this year special, bringing our entire equestrian community together with a virtual celebration over several days in October to honour our award winners.

It with great pleasure that we again partner with Racing Victoria's Off The Track program to bring the 2020 EV Awards to the Victorian Equestrian community.

We would like to invite you to also partner with us to be part of this positive celebration.

Equestrian Victoria understands running a business over the past 5 months has been challenging so we would like to offer you the opportunity to sponsor an award category in 2020 for a significantly reduced investment compared with past years AND this doubles as a deposit for the Award in 2021.

Outlined below are the opportunities available to showcase your brand to all demographics through a visually engaging social media and web communications plan including 'on home ground' video presentations to winners with onscreen branding for your product or service.

What you receive

- Naming rights to the 2020 Award category of choice
- First option to the selected Award category in 2021
- Branding/logo acknowledgement on
 - screen during the live video presentation
 - website category pages
 - EV's soon to be launched EVArena website – www.evarena.org.au
 - nomination forms
- Social media mention on sponsored award category posts and general Awards posts where applicable.
- Opportunity for a standalone post on the Equestrian Victoria Facebook page to promote your product or service.
- Opportunity to provide an advertorial article of interest on EV's soon to be released EVArena website – www.evarena.org.au
- Verbal acknowledgement by award presenter during video presentation
- Media – mention in any media release associated with the Award
- Ongoing exposure through Award coverage as applicable
- 10% discount on tickets in 2021
- VIP seating in 2021

Silver Award Categories - \$100.00 * per category

- Official of the Year
- Event of the Year
- Groom of the Year
- Administrator of the Year
- Club of the Year
- Para Equestrian of the Year
- Volunteer of the Year

Gold Award Categories - \$200.00 * per category

- Lifetime Service to Sport – **NEW!**
- Horse of the Year - Eventing
- Horse of the Year - Jumping
- Horse of the Year - Dressage
- Horse of the Year – Show Horse
- Young Rider of the Year - Eventing
- Young Rider of the Year - Dressage
- Coach of the Year
- Rider of the Year - Eventing
- Rider of the Year - Jumping
- Rider of the Year - Dressage
- Rider of the Year – Show Horse
- Young Rider of the Year - Jumping
- Young Rider of the Year – Show Horse

To secure your sponsorship or to discuss options further, please contact Tracey Button – E: events@equestrianvictoria.com.au or M: 0418 545 703

* Excluding GST