



## About the Awards

The Equestrian Victoria Awards are held annually and recognise outstanding contributions and performances within Victorian equestrian sport. It is the time of year when we come together to celebrate achievements across age, disciplines and role.

After the challenges of 2020, bringing together our equestrian community is even more important than ever. The gala presentation dinner, to be held on Saturday 31 July at the prestigious Sofitel Melbourne on Collins, provides the entire equestrian community with the opportunity to reconnect with each other to honour our award winners and acknowledge the hard work, dedication, and talent that has continued during the past year despite the challenges that were faced.

It with great pleasure that we again partner with Racing Victoria's Off The Track program to bring the 2021 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. Outlined below are the opportunities available to showcase your brand to all demographics through a visually engaging social media and web communications plan and of course the gala presentation night.

For all information visit [www.evarena.org.au](http://www.evarena.org.au).

## Who you reach

- Communication opportunities reaching
  - **65,000 Facebook followers** (EV + discipline + event pages)
  - **4,500 members**
  - **400 guests on the night**

## What you receive

- Naming rights to the 2021 Award category of choice
- First option to the selected Award category in 2022
- 10% discount on tickets
- VIP seating
- Opportunity to present your sponsored award
- Branding/logo acknowledgement on
  - Venue screens during the evening
  - Program/menu
  - Post event announcements issued by Equestrian Victoria
  - Equestrian Victoria website & the new communication platform [www.evarena.org.au](http://www.evarena.org.au)
- Opportunity to provide one article of interest in
  - 'Around the Stables' monthly e-news
  - EV Arena seasonal e-magazine
- Social media
  - Acknowledgment on applicable award category posts
  - Brand promotion – 3 posts – content (image and wording to be provided)
- Verbal acknowledgement by MCs during the evening
- Media – mention in any media releases associated with the Award
- Opportunity to place pull up banner at the event
- Photo with winner/s
- Ongoing exposure through Award coverage as applicable

## Silver Award Categories - \$300.00 \* 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 - \$400.00 \* per category

- Lifetime Service to Sport
- 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](mailto:events@equestrianvictoria.com.au) or M: 0418 545 703**

Excluding GST  
Note: Some categories may be already secured by 2020 sponsor