

Equestrian Gold Coast Club - Dressage Branch

# SPONSORSHIP PROPOSAL



## Contact

Sammie Manton

0417 588 001

[smanton@rbcgroup.com.au](mailto:smanton@rbcgroup.com.au)

[www.equestriangoldcoast.com](http://www.equestriangoldcoast.com)

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# INTRODUCTION

Equestrian Gold Coast Club is proud to include a friendly Dressage committee with an experienced and diverse background, dedicated to developing Dressage on the Gold Coast.

Events are run from the Southport Pony Club grounds, a very well-managed venue which has recently undergone some improvements including a resurfaced fibre indoor arena - an asset not available to many community clubs in Queensland.

We are well placed with our event facilities to offer safe, competitive and non-competitive days to the wider equestrian community and expect to attract great numbers to our events this year.

We are looking for select sponsors to partner with us through a financial contribution which will help our community club to deliver top events with great prizes.

Equestrian Gold Coast Club leads the way for Dressage on the Gold Coast.

# OBJECTIVES



01

To offer a safe environment for people to enjoy their passion for horses, sport and competition

02

To be a source of education to new, current and returning dressage enthusiasts; promoting horse welfare and best-practice dressage

03

To offer a sense to of camaraderie and friendship at both competitive and non-competitive events

04

To increase the membership base through the promotion of quality events and assist the transition to EA competition by pony club members

05

To expose dressage further as a sport to be recognised by council and wider sponsors



## HOW SPONSORSHIP HELPS

Sponsorship allows your business to receive direct exposure and promotion to our club members and event competitors.

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Sponsorship allows us to reduce the fees charged to competitors, incentivising a greater uptake of entries.

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Sponsorship allows us to deliver better quality events to the equestrian community through the provision of rosettes and prizes (can be branded) which we encourage competitors to share on social media platforms. Prizes offer encouragement, memory-making moments and return competitors.

# MEMBERSHIP DEMOGRAPHIC

Our membership cohort comprises over 300 members, being 90% female, 10% male, ranging in ages from 10 to 75 years. The membership primarily comprises equestrians living throughout the Gold Coast region.

For many members, equestrian sport is a passionate hobby whilst working full time in other industries and for others a professional source of income.



# EVENT PARTICIPANTS

Our events attract competitors as well as their family and friends. Events are regularly attended by those living far from the local area, including as far as the Sunshine Coast, - Toowoomba and everywhere in between. Our close affiliation with Southport Pony Club means younger participants and their families are also always encouraged. Our events are run in a safe, friendly way to encourage re-attendance.



# SPONSORSHIP LEVEL PLATINUM

\$1000-3000 contribution

- Major naming rights on one OFFICIAL competition (one day event = \$1000; 2-day series event = \$2000 etc)
- Your branding on event flyer
- Promotional material (supplied by you) displayed at event and ability to attend / set up stall
- Your branding on our website throughout year
- Your business and detailed write up shared on social media before event and throughout the year



# SPONSORSHIP LEVEL GOLD

\$700 contribution

- Your branding on event flyer (larger than Silver or Bronze level sponsors)
- Promotional material (supplied by you) displayed at event and ability to attend / set up stall
- Your branding on our website throughout year
- Your business and detailed write up shared on social media before event and throughout the year



# SPONSORSHIP LEVEL SILVER

\$300-\$500 contribution

- Your branding on event/s flyer\*
- Promotional material (supplied by you) displayed at event/s\*

\* branding will be smaller than Platinum/Gold event sponsors

- Your branding on our website throughout year
- Your business and detailed write up shared on social media before event and throughout the year



# SPONSORSHIP LEVEL BRONZE

\$100-\$200 contribution

- Your branding on event/s flyer\*
- Promotional material (supplied by you) displayed at event/s

\* branding will be smaller than Platinum/Gold event sponsors

- Your branding on our website throughout year
- Your business and detailed write up shared on social media before event and throughout the year





# 2024 EVENT CALENDAR

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10 March

Preliminary to Advanced, + Interschools  
Official Competitive event

1-3 April

Easter Dressage boot camp long weekend  
Unofficial training event

21 July

Winter Festival (Prelim to Elem)  
Official Competitive event - highlight

18 August

Winter Festival (Medium to Grand Prix)  
Official Competitive event - highlight

29 Sept

Members and Protocol  
Unofficial competition event

26 - 27 Oct

Pan Pacific Masters Games & Young Horse  
Official Competitive event

1 Dec, 12 Jan,  
16 Feb

Free Dress Summer Series  
Unofficial competition event



# CONCLUSION



1

A mutually beneficial sponsorship opportunity with Equestrian Gold Coast awaits; a progressive dressage club with a commitment and vision for the future of dressage on the Gold Coast.

2

Use the opportunity to directly market to equestrians with discretionary income to spend in a variety of areas and a definite requirement to purchase equestrian related products and services.

3

Speak to us about tailoring a flexible sponsorship package that best suits your business, the sponsorship levels outlined are an easy guide to begin discussions.



# CONTACT DETAILS

Phone

Sammie Manton  
0417 588 001

Email

[smanton@rbcgroup.com.au](mailto:smanton@rbcgroup.com.au)

Website

[www.equestriangoldcoast.com](http://www.equestriangoldcoast.com)

Venue Address

Southport Pony Club  
17 Twohill Lane,  
Southport QLD 4215

