

Equestrian Gold Coast Club – Showjumping Branch

SPONSORSHIP PROPOSAL



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INTRODUCTION

Equestrian Gold Coast Club is proud to have a friendly and experienced Showjumping Committee with a diverse background and a shared passion for developing the sport across the Gold Coast region.

Our events are held at the Mudgeeraba Pony Club grounds – a spacious, well-managed venue with the capacity to host multiple rings.

To help us deliver high-quality events, attractive prizes and memorable experiences for competitors and spectators, we are seeking sponsors to partner with us. Sponsorship contributions will directly support:

- **Event operations and facilities**
- **Prizes and awards for competitors**
- **Equipment improvements and maintenance**

In return, sponsors will have the opportunity to promote their business to a highly engaged equestrian audience through event signage, social media exposure, announcements and other promotional opportunities.

Our club continues to grow its digital presence across social media, with event content regularly reaching thousands of views and engaging a strong local equestrian audience. Sponsors can benefit from:

- **Business tagging across event posts and results updates**
- **Brand visibility through Instagram and Facebook stories, posts and reels viewed by thousands of riders, families and supporters.**
- **Inclusion in sponsor thank-you posts and promotional campaigns**
- **Opportunities for sponsor mentions, banners and branded giveaways at events**

We would love to discuss tailoring unique sponsorship packages that provide meaningful visibility in modern marketing platforms. The sponsorship levels / contributions outlined are intended as a guide only and can be adjusted to create the best possible outcome for both parties.

Thank you for considering supporting our club and the local equestrian community.

HOW SPONSORSHIP HELPS

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

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

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

- Naming rights to a major Showjumping competition e.g. “[Your Brand] Showjumping Festival”
- Lead Sponsor across feature classes (Sponsorship price reflects number of class features. Typically \$350 per class – for discussion)
- Prominent logo placement on all event programs & newsletters
- Business name embroidered on Champion Rugs
- Premium social media promotion across the entire competition season
- Verbal recognition throughout events via loudspeaker
- Promotional material (supplied by sponsor) displayed/distributed at event
- Opportunity to present prizes at major classes
- Trade stall space at key competitions
- Invitation to AGM & Annual Awards Event



SPONSORSHIP LEVEL GOLD

\$700

- Lead Sponsor of a class at two competitions
- Logo on event programs & club newsletter
- Social media promotion pre-event, during, and directly post-event
- Verbal recognition during sponsored classes
- Promotional material included in prize presentations
- Invitation to AGM & Awards Event
- Opportunity to present prizes at sponsored classes
- Option to host a trade stall at events



SPONSORSHIP LEVEL SILVER

\$300–\$500

- Lead Sponsor of a class at one competition
- Logo on event programs & club newsletter (branding smaller than Platinum/Gold)
- Social media promotion pre-event
- Verbal recognition during sponsored class
- Invitation to AGM & Awards Event
- Opportunity to present prizes at sponsored classes
- Option to host a trade stall at events



SPONSORSHIP LEVEL BRONZE

\$100–\$200

- Branding on event flyers (smaller than Platinum/Gold)
- Promotional material displayed at events
- Business write-up shared on social media before the event and throughout the year



SPONSORSHIP ADD-ONS

Platinum or Gold Add-on Options:

1. Custom branded showjump built in your company colours, including priority photography exposure:

+ \$3000

2. Coreflute signage (x2) displayed on the showjumping course (yours to keep), includes priority photography exposure

+ \$300

Sponsorship Proposal



2026 EVENT CALENDAR

29 March

Training Day

12 April

QOTT Competition

10 May

**Mothers Day
Interschool Qualifier**

26 July

**Winter Festival
Competition**

23 August

**Charity Competition
(QOTT Sponsored)**

25 October

**EA and Members
Competition**

November

**Members Only
Competition**

***QOTT = Queensland Off the Track**

CONTACT DETAILS

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Website

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Venue Address

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