

Sponsorship proposals for
Fundraising Activity

on behalf of



The British Riding Clubs Area 18 Showjumping team
- winners of the BRC Intermediate Championships 2014



May 2015

SCENARIO

British Riding Clubs is a national, not-for-profit organisation, which provides training and competitions for grass roots horse-riders at local, area and national level. It provides a forum for riders who are typically students or in full time work and for whom riding is a hobby.

Qualifying competitions are held in each BRC area in a variety of disciplines throughout the year. Depending on the number of teams entering a qualifier, teams placed first and possibly second are then invited to compete against area winners from the whole of the UK at the BRC National Championships.

In 2014 a team from BRC Area 18, which covers Oxfordshire, Gloucestershire, Worcestershire, Shropshire and Herefordshire WON the NAF National Intermediate Championships, with one team member also individual 1st and another 4th.

As a result of this the team has been invited to compete for GB at The World Clubs Tournament, being held in France in July.

Because BRC is a not-for-profit organisation it cannot offer funding to help the team, who must raise the money required to transport themselves, their horses and equipment to represent their clubs, their area and their country.

Various fundraising events have been, or are being organised, and companies are being offered the opportunity to raise their profile with public relations activity in exchange for sponsorship. An 800 word feature has already been commissioned, one BBC interview has been broadcast and "Beth's story" - stage one of the media campaign - is being published in The Worcester News on Saturday, May 23rd.



THE TEAM l-r:

Demelza Ruane (Cirencester, teacher), Stuart Nie (Cirencester, lorry driver), Vicki Hancox (Worcester, trainer), Beth Evans (Droitwich Spa, student and part time hospice worker)

EXPENSES

The Area 18 Treasurer has researched the likely financial implications to get the riders, horses and their support teams (grooms/drivers) to France and back - a 1,000 mile round trip. Her known and estimated costs are below:

INITIAL ESTIMATED COSTINGS:

Horse transporter: if ferry, including only 1 driver (two is the norm to avoid mandatory driver breaks but costs much more)	£3,600.00
To add if they travel by Eurotunnel:	£825.60

Stabling in Swindon: £5 per horse, per night:	£20
---	-----

Ferry costs: riders and grooms (not allowed under French law to travel in transporter): Varies with car and number of passengers. Roughly £500 per car based on Peugeot 306:	£2,000
---	--------

Plus 1000 miles of fuel per car. Supporters will pay their share of this. Roughly £150 per car:	£600.00
--	---------

French road tolls: estimated at £120 per car round trip. Tolls vary between E20 and E40. Number of tolls not yet known so based on three passed through twice:	£480
--	------

Horse insurance: £200 per horse:	£800
----------------------------------	------

Vet examination and certificate: £100 per horse or more	£400
---	------

Medical certificate for riders: £100 or more per rider:	£220
---	------

Total estimate if ferry used and no more necessary costs emerge:	£8,945.60
---	------------------

These costings are not exact as I do not know the makes and models of riders' cars, their fuel consumption, number of passengers, sailing times (I chose early outbound and late return), vets' fees, doctors' fees, number and prices of tolls on the French roads. Transporter costs are as quoted. Horse insurance is the lowest quote (NFU).

The riders and groom are camping in France next to the showground and providing their own equipment and food.

SPONSORSHIP BENEFITS

Every company which pledges an amount of money will be provided with public relations activity free of charge, by Alison Parkinson Public Relations, based in Worcester.

Her career began as a journalist, becoming editor of several publications, then moving into Public Relations in 1985 when head-hunted by Harrison Cowley, a Birmingham-based Saatchi & Saatchi company.

Alison has provided PR activities for well known brands such as Farley's (rusks and other products), Chivers Hartley (jams, marmalades and other products), Cadbury (chocolate), The Engineering Industry Training Board, West Midlands County Council, Townswomen's Guilds and many smaller companies.

The PR activity offered will take the form of press releases, issued to local media, trade press and in-house publications as appropriate to each company.

This activity will aim to raise the profile and perception of each company, showing how they are supporting activities within the locality that supports them, or employees if applicable, and customers. The press releases will clearly state the company is helping the riders achieve a dream, representing their country, an opportunity unlikely to occur again given the enormous competition they faced to get to this position.

Sponsoring companies will also be named on the website set up specifically for fundraising for the team and acknowledged in the regular blogs.

See the site and blogs so far and listen to Beth's BBC interview by visiting:
<https://brcaarea18worldclubtournament.wordpress.com>



Sponsors will also be thanked on social media and via the event's Facebook page: Mission France 2015, further raising their profile.

Sponsors will be mentioned in the series of more general press releases being despatched at intervals as part of an ongoing campaign to attract support, and in media interviews.

If possible, photographs will be taken to accompany press releases, preferably of a member of the sponsoring company with at least one member of the showjumping team, and their horse. Advice will be given as to what makes such photographs more eye-catching and therefore more likely to be published.

An 800-word retrospective feature about the event has already been commissioned by Rider magazine.

SPONSORSHIP PACKAGES

- **HEADLINE SPONSOR: £5,000 - the works!**

Press releases exclusively for your company to local, regional and trade press plus local radio and TV. Presence on the dedicated website and the Facebook page. Riders will wear your company logo on horses' rugs if supplied and take every opportunity to mention your company in interviews. A company banner will be displayed at their 'camp' in France and company literature, if appropriate, distributed to riders in BRC Area 18 via qualifiers.

A report will be provided after the event and a speaker for a company event to talk about the experience.

- **Premier sponsor: £2,000**

Press releases exclusively for your company to local, regional and trade press, plus local radio and TV. Presence on the website and Facebook. Riders will wear your company logo on horses' rugs if supplied and take every opportunity to mention your company in interviews.

- **Prime sponsor: £1,000**

Press releases exclusively mentioning your company to local, regional and trade press, plus local radio and TV. Presence on the website and Facebook.

- **General sponsor: £500**

General press releases to local and regional press plus local radio and TV will mention your generosity and support along with other sponsors. Presence on the dedicated website and the Facebook page.

- **Donations:**

If you do not require PR activity in exchange for a donation, any amount would be most appreciated.

THE NEXT STEP

If your company would like to donate to, or sponsor, the team, please contact Alison Parkinson using the details below.

Please note: A telephone number and email address will be required to interview the appropriate company representative/spokesperson for sponsorship of £1,000 or more.

Alison Parkinson Public Relations
Shrubbery Cottage • Sling Lane • Fernhill Heath • Worcester • WR3 8RH
☎ 01905 452183/07836 584400
alisonparkinson@mac.com