

Fiber Fresh

*Taupo  
Christmas Classic*<sup>\*\*\*</sup>

SHOWJUMPING CHAMPIONSHIPS



We LOVE Showjumping

*Sponsorship  
Pack*

Show Jumping New Zealand in association with the Fiber  
Fresh National Equestrian Centre, Taupo

Proudly present

*Fiber Fresh Taupo  
Christmas Classic Showjumping  
Championships*

*Let's do business!*

500 riders & 900 horses

Taupo, December 19th - 22nd 2013

Fiber Fresh National Equestrian Centre, Taupo



[www.fiber-fresh.com](http://www.fiber-fresh.com)



# Fiber Fresh Taupo Christmas Classic



**The biggest Showjumping show in the country!  
900 horses... 500 riders... More than 3000 Participants**

In New Zealand 5% of adults (your customers) ride horses. It is the fourth most popular sport for women. And when women go to a horse show there is usually a man or two along to support (husbands, partners and dads).

Top 15 sports for New Zealand adults, by gender

Men	%	Number	Women	%	Number	All adults	%	Number
Golf	28	363,300	Netball	10	141,000	Golf	18	502,000
Tennis	14	182,200	Golf	10	136,700	Tennis	12	317,900
Touch rugby	14	178,700	Tennis	10	135,300	Touch rugby	10	260,900
Cricket	13	175,700	Equestrian	6	86,900	Cricket	8	224,900
Rugby union	11	140,900	Touch rugby	6	81,400	Netball	7	184,600
Shooting	11	137,700	Skiing	5	71,100	Basketball	6	167,300
Motor sports	10	132,000	Basketball	4	61,900	Skiing	6	163,300
Soccer	8	106,600	Bowls – indoor	4	57,300	Motor sports	6	162,200
Basketball	8	104,900	Badminton	4	54,800	Rugby union	6	158,100
Yachting/sailing	7	96,300	Yachting/sailing	4	53,200	Shooting	6	157,000
Skiing	7	91,900	Volleyball	3	48,700	Yachting/sailing	5	149,900
Squash	7	88,400	Cricket	3	48,000	Soccer	5	143,300
Bowls – lawn	5	67,400	Squash	3	42,100	Equestrian	5	133,400
Volleyball	5	66,800	Bowls – lawn	3	38,300	Squash	5	130,900
Cricket – indoors	5	64,700	Soccer	3	36,100	Volleyball	4	115,700

*Note: The figures are for participation in the last 12 months and show the percentage of people taking part in each sport. The percentages are rounded to the nearest whole number and the numbers of participants in each sport are rounded to the nearest 100 and are calculated using the percentages before rounding. Motor sports include motor cycling, trail biking and motor racing.*

## Our Riders are your type of people

- Horsey people tend to be from an agricultural/rural background – they spend money on land, buildings, fences, stables, fertilizer, quads, tractors, lifestyle contractors, SVU, insurance, metal drives, grading, buckets, bins, dogs (especially Jack Russells), water pumps, and making hay while the sun shines! ... to name a few things.
- Despite the downturn in the economy, participation in horse events hasn't dropped off significantly according to the 5 or 6 shows that Main-Events ran over the last 12 months. Riders and their horses travel every weekend all round NZ. They spend a lot of time on the road – that means money on petrol, diesel, vehicles, food, accommodation, truck repairs, laptops, horse floats, tyres, maps, rubber mats, iPods, music, mobile phones and internet access, and coffee!
- It is a high profile sport in NZ – especially after an Olympic bronze for the NZ Eventing team in London. Equestrian sport has traditionally been one of our most successful with riders such as Mark Todd winning double gold Olympic medals with his little NZ horse Charisma. No expense is spared making sure the horse and rider are outfitted and feeling their best – horse shoes, gumboots, saddles, hard hats, riding boots, rugs, drench, feed, veterinarians, vitamins, rain wear, silage, supplements, back massage and if you know horses ... all weather arenas!
- Equestrian sport is a year round commitment with year round advertising opportunities. There is no parking the horse up in the garage for the winter like other sports! As a sport, it is character building for the younger pony riders who learn to love and look after their ponies early on. Riders and their families are very committed to their sport.



## Why the Fiber Fresh Taupo Christmas Classic?



- It is the biggest showjumping show in the country and as it happens just before Christmas holidays, attracts more riders from all over the country than just about any other show. 900 + horses, 500 riders and an estimated 3000 – 5000 who attend the show
- Over \$25,000 is handed out in prize money at the show and we need help from sponsors to cover it.
- The show has a festive atmosphere with great support from businesses who participate in the Trade Display space provided. Last year over 20 traders were involved.
- The show also hosts one of only eight World Cup rounds and results are reported internationally through the FEI which is the international governing body for equestrian sport. Results are published in international magazines.
- Profits from the show are ploughed back into developing better facilities for the equestrian centre such as better competition surface, new toilet blocks and additional power points for camping.
- Hosts the only official New Zealand Pony and Horse Derby Championship competition in the country on the final day – this is a combination of showjumping fences with some cross country fences on undulating country as well.
- The show is professionally run with secretarial services provided by Main-Events Show Solutions so you know we will look after you. As a sponsor, you get additional exposure on the Main-Events website where the riders go to check out their draws, results or just be nosey and see who else is coming to the show!

**What's on offer?** *All fees are plus GST*

### Four Star Sponsorship - Allocated for 2013

Naming rights to the overall show are with Fiber Fresh who are working with the show committee and the National Equestrian Centre to make the venue and its activities world class.

### Three Star Sponsorship - \$1000 to \$2000 + GST

- Naming rights to one of four rings over the whole 3 days of the show which are Showjumping – Ring 1 (\$2000) , Showjumping – Ring 2, Ring 3, and Pony Ring 4. eg Your Company Name Showjumping Ring 1
- Signage in the show ring area and/or on jumps (to be provided by your company)
- Full page advertisement (B&W) in the Catalogue
- Advertising on [www.main-events.com](http://www.main-events.com) for the week leading up to the start of the show and for the week after the show
- Logo included in show banner that appears on all printed reports and on weekly News Updates sent to riders leading up to show and a week after.
- Your brochures in the riders “pack” to be handed out when they arrive at the show
- Display area inside/outside Charisma Hall for products (as appropriate)
- Featured in a news story on the [www.main-events.com](http://www.main-events.com) website for the show
- Sponsors luncheon with beer and wine - tickets for up to 6 staff/family or friends.
- Framed photograph for your office.
- Access to all competitors through secretary for followup emails.





## Two Star Sponsorship - \$300 + GST

- Naming rights to a class on a day
- Signage in the show ring area and/or on jumps (to be provided by your company)
- Mention over the loudspeaker!
- 1/4 page advertisement in catalogue
- Your brochures in the riders "pack" to be handed out when they arrive at the show
- Logo included in show banner that appears on printed reports and weekly News Updates leading up to show
- Photograph for your office.
- Invitation for sponsors luncheon with beer and wine - for 2 people.
- Access to all competitors through secretary for follow up emails.



## One Star Sponsorships - \$150+ GST

- If not already allocated, naming rights to a class in Ring 2, Ring 3 or Ring 4 class.
- Shared display space for one A3 sized poster in the Charisma Hall
- Your brochures in the riders "pack" to be handed out when they arrive at the show
- Business card size advert in Catalogue; or name and address in the Catalogue.
- Invitation for sponsors luncheon for 1 person (can buy tickets for additional person at \$15).



## Other opportunities (NEW)

Over the show we are running 3 leaderboards as follows which earn points over all competitions at the show. They will be a focal point of interest that will give you good advertising mileage. The benefits are the same as the Two Star level (without the class name but you get the whole leaderboard name!). This is a new concept for the show and will need to have all details ironed out – including whether it is based on the Rider or the Horse?

Best senior Rider/Best horse over the show	\$300
Best Junior Rider/ Best Pony over the show	\$300
Best Newcomer Rider/ Best First Year Registered	\$300
Best Christmas decorated Horse/Pony/ Rider	\$100

## All Star Volunteers!

- We always need people who can help with the little things.
- A bit of money for expenses ... a bit of your product for prizes ... a bit of your time ... every bit helps.
- You will be listed in the catalogue as one of the people who make this show important!

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