



P.S.I. Dressage and Jumping with the Stars 2023 Sponsorship Packages 23-25 March 2023

Equestrian Victoria is pleased to offer the following sponsorship opportunities for the 2023 P.S.I. Dressage and Jumping with the Stars competition. This is Australia's largest multi-discipline event and features the Australian Young Horse Championships. The competitions attract riders and horses from across Australia while showcasing young horse talent, second to none in Australia, and provides young horse breeders, owners, and riders with an elite platform that recognises and rewards their efforts. In 2023 P.S.I. Dressage & Jumping with the Stars will also feature a CSI-W and CDI-W as well as a Jumping World Cup Competition.

By joining as a sponsor, DJWTS competitions offer you a unique opportunity to showcase your brand to over 4000 riders and spectators across the weekend. This year's competition will also include broadcast to both Australian and International viewers so your brand exposure will have a larger reach than ever before.

This competition relies heavily on our sponsors to ensure that we are delivering the best possible experience for our riders and spectators. In addition to the sponsorship packages below, we are happy to discuss other opportunities as to how DJWTS can increase your Brand's reach. Please reach out to amyslayter@equestrianvictoria.com.au with any questions.

Sponsorship Packages

Platinum Sponsor Benefits

- Trade stand at cost price + premium location in the trade village
- Invitation to the VIP sponsors reception in the evening on Thursday 23 March 2023
- 2 x VIP Three day dressage tickets (total value \$1100)
- 2 x VIP Three Day jumping tickets (total value \$660)
- 900 x 1800mm signage in the main arena + an additional 3 x signage in outdoor locations. To be provided by sponsor
- Class Sponsorship and Presentation involvement (pending availability)
- Discounted or Complimentary Pre-roll for Broadcast Replay (TBC)
- Voice recorded advertising at the event
- Company logo on printed material
- Full page colour advertisement in the event program
- Half page article in the event program
- Logo and link on homepage of DJWTS website
- 4 x social media posts
- Promotional material for rider bags





Total Value: \$10,000

Gold Sponsor Benefits

- Trade stand at cost price + premium location in the trade village
- 1 x VIP Three day dressage tickets (total value \$550)
- 1 x VIP Three Day jumping tickets (total value \$330)
- 900 x 1800mm signage in the main arena + an additional 1 x signage in outdoor locations. To be provided by sponsor
- Class Sponsorship and Presentation involvement (pending availability)
- Voice recorded advertising at the event
- Company logo on printed material
- Full page colour advertisement in the event program
- Half page article in the event program
- Logo and link on homepage of DJWTS website
- 2 x social media posts
- Promotional material for rider bags

Total Value: \$5,000

Traders + Silver Sponsorship – Limited Availability

- Complimentary 6x3 Trade stall with premium location in the trade village
- 900 x 1800mm signage in the main arena + an additional 1 x signage in outdoor locations. To be provided by sponsor
- Class Sponsorship and Presentation involvement (pending availability)
- Voice recorded advertising at the event
- Company logo on printed material
- Full page colour advertisement in the event program
- Logo and link on homepage of DJWTS website
- 2 x social media posts
- Promotional material for rider bags

Total Value: \$4,000

Silver Sponsor Benefits

- 900 x 1800mm signage in the main arena + an additional 1 x signage in outdoor locations. To be provided by sponsor
- Class Sponsorship and Presentation involvement (pending availability)
- Company logo on printed material
- Full page colour advertisement in the event program
- Logo and link on homepage of DJWTS website
- 2 x social media posts
- Promotional material for rider bags

Total Value: \$3,000





DJWTS Experience Sponsorship – only available as an addition to the Platinum sponsorship package.

“Win the ultimate DJWTS experience! Shop up a storm at the trade village with \$500 spending money PLUS enjoy a private champagne meet and greet in the PSI Marquee with Francois Kasselmann and the Masterclass Riders. Every person who purchases a ticket online prior to the event is automatically entered into the draw to win.”

- Targeted at Riders and Spectators
- Brand incorporated into DJWTS Naming Convention
- All Promotional communications
- Voice recorded advertising at the event
- Company logo on printed material
- Full page colour advertisement in the event program
- Half page article in the event program
- Logo and link on homepage of DJWTS website
- 2 x social media posts
- Promotional material for rider bags

Total Value \$3000

Additional Sponsorship Opportunities. Value provided at request.

Event Infrastructure:

- Bar
- Show Jumping VIP Area and Public Bar
- Pagoda/marquee in Indoor 1
- Volunteer/Officials Catering
- Thank you for Volunteers and Officials
- Wash bay

Other:

DJWTS is open to discussing Product (Contra) Sponsorship options by provided Value in in for our competitors and spectators, such as:

- Accommodation—for officials
- Supply of plants & flowers to decorate
- Vehicles for Officials transport during the event
- Printing—brochures, program
- Security– for restricted access areas
- Gifts/mementos for officials, competitors, volunteers
- Advertising & promotional support
- Entertainment
- Prizes for competitors

