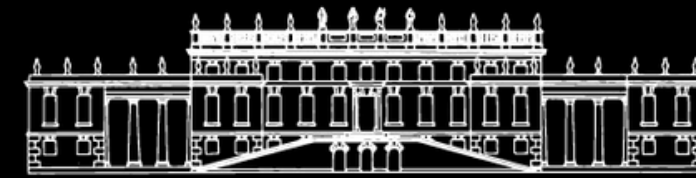




DEFENDER



BRAMHAM

INTERNATIONAL HORSE TRIALS

BRAMHAM SPONSORSHIP AND BRANDING OPPORTUNITIES

11TH - 14TH JUNE 2026

WHO WE ARE

EVENTING EXPLAINED

Running over four days of competition, Bramham International Horse Trials is one of the country's finest equestrian events. Eventing is a test of athleticism, stamina and precision; the variation in discipline and unpredictable nature of the sport make for superb viewing for both the equestrian enthusiast, and the untrained eye. Britain leads the way in the sport of eventing with many of the world's very best riders being British nationals. The UK is home to many international riders who take advantage of the superb training facilities and events on offer. Bramham is referred to as the 'hardest 4* in the world', resulting in attracting the top athletes hoping to take on the Bramham terrain and come out on top. Eventing is made up of three phases, dressage, cross-country and show jumping.

PHASE 1: DRESSAGE - THURSDAY AND FRIDAY

A test of supreme control and technical excellence during which a set routine of moves are performed – both horse and rider must be highly trained and extremely fit. Dressage is where horses and their riders perform a test in a rectangular arena while being judged against set criteria. Around the arena there are markers, defined by a letter, which give the riders points to perform the movements within the test.



PHASE 2: CROSS COUNTRY - SATURDAY

Cross-country is where riders are required to jump over 30 to 40 obstacles within a fixed time. Riders incur penalties for exceeding the allocated time, or if a horse refuses to clear an obstacle. ... The sport tests the speed, endurance and jumping ability of the horse. Horse and rider tackle up to 36 obstacles over what can be a four mile-long course. Technical perfection, peak condition and diverse skills are required for the sport's most exciting phase.



PHASE 1: SHOW JUMPING - SUNDAY

After the physical demands of cross country day, horses and riders must then demonstrate accuracy and agility in the jumping test by completing a course of show jumps. Penalties are picked up by knocking down the balanced fences, refusing to jump a fence or not completing the course within the optimum time. The competitors jump in reverse order, so the leader after the cross country is the last to jump, giving a nail-biting finish to the event. A lot of competitions are lost or won on the final day.



TITLE SPONSORSHIP

- NAMING RIGHTS AND FULL INTEGRATION ACROSS ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- OWNERSHIP OF ALL 3 INTERNATIONAL EVENTING CLASSES, CCI4*L, CCI4*S AND U25 NATIONAL CHAMPIONSHIPS.
- OVER BRANDING OF ALL EVENT LITERATURE, INCLUDING SIGNAGE, WEBSITE, LOGO, SOCIALS AND MEDIA COVERAGE.
- OPPORTUNITY TO PROVIDE TROPHIES AND RUGS DURING ALL EVENTING PRIZE GIVINGS.
- RIGHT TO HAVE YOUR COMPANY NAME WORDMARKED ON ALL EVENT ROSETTES.
- ALL COMPETITORS TO WEAR BRANDED NUMBER BIBS DURING THE CROSS COUNTRY PHASE.
- OPPORTUNITY TO PROVIDE A BRANDED SHOW JUMP TO BE USED IN ALL SHOW JUMPING CLASSES HELD IN THE MAIN ARENA.
- NAMING RIGHTS ON MAIN ARENA TO BE RENAMED AFTER COMPANY.
- OWNERSHIP OF TWO CROSS COUNTRY FENCES, BOTH FENCES WILL BE COMBINATIONS JUMPED BY BOTH COMPETITIONS.
- ACCESS TO THIRTY SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND FIFTEEN SPONSOR CAR PASSES.
- SPACE FOR AGREED BRANDING AT CROSS COUNTRY FENCES, ARENAS, ENTRANCES, EXITS, ADDITIONAL BRANDING TBC.
- SPACE FOR ONE SHOW STAND, SIZE AND LOCATION TO BE AGREED BY BOTH PARTIES.

THE ABOVE IS BY NO MEANS EXHAUSTIVE. SHOULD YOU HAVE ANY IDEAS OR SUGGESTIONS AS TO HOW YOU WOULD LIKE TO SPONSOR THE EVENT PLEASE DO NOT HESITATE TO LET US KNOW.

***THE 2026 DEFENDER BRAMHAM HORSE TRIALS IS KINDLY SPONSORED BY DEFENDER.**



ARENA SPONSORSHIP

- NAMING RIGHTS AND FULL INTEGRATION ACROSS ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- OWNERSHIP OF THE EAST ARENA, INCLUDING NAMING RIGHTS ON ALL EVENT SIGNAGE, MAPS, PLANS AND SCHEDULES.
- OPPORTUNITY TO PROVIDE A BRANDED SHOW JUMP TO BE USED IN ALL SHOW JUMPING CLASSES HELD IN THE EAST ARENA.
- SPACE FOR 4 BOARDS IN THE EAST ARENA AND TWO IN THE WEST ARENA.
- OPTION TO PROVIDE FOUR FLAGS AROUND THE ARENA, ONE IN EACH CORNER.
- OPTION TO PROVIDE A BRANDED ENTRANCE ARCH INTO THE ARENA.
- ACCESS TO TEN SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND FIVE SPONSOR CAR PASSES.
- SPACE FOR ONE SHOW STAND, SIZE AND LOCATION TO BE AGREED BY BOTH PARTIES.

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CURRENTLY UNAVAILABLE FOR 2026



MEMBERS ENCLOSURE

- NAMING RIGHTS AND FULL INTEGRATION ACROSS ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- OPTION TO PROVIDE BRANDED PARASOLS IN THE MEMBERS GARDEN.
- HAVE A BRANDED BAR/SIGNAGE IN THE MEMBERS ENCLOSURE.
- OWNERSHIP OF THE EAST ARENA, INCLUDING NAMING RIGHTS ON ALL EVENT SIGNAGE, MAPS, PLANS AND SCHEDULES.
- OPPORTUNITY TO PROVIDE A BRANDED SHOW JUMP TO BE USED IN ALL SHOW JUMPING CLASSES HELD IN THE EAST ARENA.
- SPACE FOR 4 BOARDS IN THE EAST ARENA AND TWO IN THE WEST ARENA.
- OPTION TO PROVIDE FOUR FLAGS AROUND THE ARENA, ONE IN EACH CORNER.
- OPTION TO PROVIDE A BRANDED ENTRANCE ARCH INTO THE ARENA.
- ACCESS TO TEN SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND FIVE SPONSOR CAR PASSES.
- SPACE FOR ONE SHOW STAND, SIZE AND LOCATION TO BE AGREED BY BOTH PARTIES.

THE ABOVE IS BY NO MEANS EXHAUSTIVE. SHOULD YOU HAVE ANY IDEAS OR SUGGESTIONS AS TO HOW YOU WOULD LIKE TO SPONSOR THE EVENT PLEASE DO NOT HESITATE TO LET US KNOW.

CURRENTLY UNAVAILABLE UNTIL 2028



CROSS COUNTRY FENCE SPONSORSHIP

- NAMING RIGHTS OF FENCE ACROSS ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- PROVIDE BRANDING AT YOUR CROSS COUNTRY FENCE
- SPACE FOR SIGNAGE BOARDS IN THE DEFENDER ARENA AND IN THE TOPSPEC ARENA
- SPACE FOR SIGNANE BOARDS AT THE EVENT ENTRANCES AND EXITS
- PA ANNOUNCEMENTS ON CROSS COUNTRY DAY
- ACCESS TO AN AMOUNT OF SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND SPONSOR CAR PASSES (QTY TO BE AGREED)
- SPACE FOR A PRIME LOCATION IN THE TRADE STAND, SIZE AND LOCATION TO BE AGREED BY BOTH PARTIES (COST NOT INCLUDED)
- TWO INVITATIONS TO THE PRESTIGIOUS SPONSORS COURSE WALK WITH COURSE DESIGNER AND COURSE BUILDER
- TWO INVITIATIONS TO THE RIDERS AND OWNERS DRINKS PARTY
- SLIDING LOGO ON WEBSITE HOME PAGE, PAGE LINK AND SUMMARY

THE ABOVE IS BY NO MEANS EXHAUSTIVE. SHOULD YOU HAVE ANY IDEAS OR SUGGESTIONS AS TO HOW YOU WOULD LIKE TO SPONSOR THE EVENT PLEASE DO NOT HESITATE TO LET US KNOW.

PRICES START AT £2,500 PLUS VAT AND INCREASE BASED ON LOCATION, DIFFICULTY, LIVESTREAM COVERAGE AND FOOTFALL. WE HAVE A VARIETY OF FENCES AVAILABLE TO SUIT YOUR BUDGET.



CAMPSITE SPONSORSHIP

- NAMING RIGHTS OF PUBLIC CAMPSITE ON ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- PROVIDE BRANDING ALL AROUND THE PUBLIC CAMPSITE
- SPACE FOR SIGNAGE BOARDS IN THE DEFENDER ARENA AND IN THE TOPSPEC ARENA
- SPACE FOR SIGNANE BOARDS AT THE EVENT ENTRANCES AND EXITS
- ACCESS TO AN AMOUNT OF SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND SPONSOR CAR PASSES (QTY TO BE AGREED)
- LOGO TO BE USED ON ALL CAMPING E-TICKETS
- TWO INVITATIONS TO THE PRESTIGIOUS SPONSORS COURSE WALK WITH COURSE DESIGNER AND COURSE BUILDER
- TWO INVITATIONS TO THE RIDERS AND OWNERS DRINKS PARTY
- SLIDING LOGO ON WEBSITE HOME PAGE, PAGE LINK AND SUMMARY

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PRICED AT AT £3,000 PLUS VAT - CURRENTLY AVAILABLE



HORSE INSPECTION SPONSORSHIP

- NAMING RIGHTS OF HORSE INSPECTION ON ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- PROVIDE BRANDING ALL AROUND THE HORSE INSPECTION ARENA
- SPACE FOR SIGNAGE BOARDS IN THE DEFENDER ARENA AND IN THE TOPSPEC ARENA
- SPACE FOR SIGNANE BOARDS AT THE EVENT ENTRANCES AND EXITS
- ACCESS TO AN AMOUNT OF SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND SPONSOR CAR PASSES (QTY TO BE AGREED)
- TWO INVITATIONS TO THE PRESTIGIOUS SPONSORS COURSE WALK WITH COURSE DESIGNER AND COURSE BUILDER
- TWO INVITATIONS TO THE RIDERS AND OWNERS DRINKS PARTY
- PA ANNOUNCEMENTS
- SLIDING LOGO ON WEBSITE HOME PAGE, PAGE LINK AND SUMMARY

THE ABOVE IS BY NO MEANS EXHAUSTIVE. SHOULD YOU HAVE ANY IDEAS OR SUGGESTIONS AS TO HOW YOU WOULD LIKE TO SPONSOR THE EVENT PLEASE DO NOT HESITATE TO LET US KNOW.

CURRENTLY UNAVAILABLE



ARENA CLASS SPONSORSHIP

- NAMING RIGHTS OF HORSE CLASS ON ALL OF OUR MEDIA PLATFORMS PRE, DURING AND POST EVENT.
- OFFERING LIVE, DIGITAL, PRINT AND SOCIAL PLATFORMS 365 DAYS A YEAR.
- NAME ON CLASS ROSETTES AND OPPORTUNITY TO PROVIDE PRIZES IN KIND
- SPACE FOR SIGNAGE BOARDS IN THE DEFENDER ARENA AND IN THE TOPSPEC ARENA
- SPACE FOR SIGNANE BOARDS AT THE EVENT ENTRANCES AND EXITS
- ACCESS TO AN AMOUNT OF SPONSOR BADGES (VALID FOR ALL 4 DAYS) AND SPONSOR CAR PASSES (QTY TO BE AGREED)
- TWO INVITATIONS TO THE RIDERS AND OWNERS DRINKS PARTY
- PA ANNOUNCEMENTS
- SLIDING LOGO ON WEBSITE HOME PAGE, PAGE LINK AND SUMMARY

THE ABOVE IS BY NO MEANS EXHAUSTIVE. SHOULD YOU HAVE ANY IDEAS OR SUGGESTIONS AS TO HOW YOU WOULD LIKE TO SPONSOR THE EVENT PLEASE DO NOT HESITATE TO LET US KNOW.

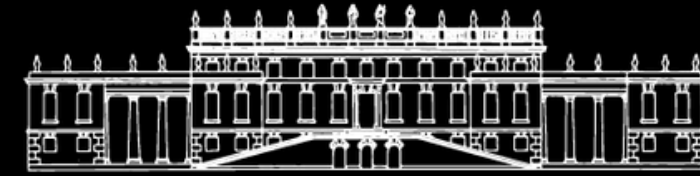
YOUNGSTOCK CLASSES, THURSDAY MORNING - £2,000 PLUS VAT

HUNTER CLASSES, THURSDAY AFTERNOON - £2,500 PLUS VAT

BRITISH SHOW JUMPING CLASSES, SATURDAY AND SUNDAY - STARTING AT £2,000 PLUS VAT

PONYCLUB MOUNTED GAMES, SATURDAY AND SUNDAY - £2,500 PLUS VAT





BRAMHAM

INTERNATIONAL HORSE TRIALS

PLEASE GET IN TOUCH IF YOU HAVE ANY QUERIES.

E: emilyadshead@bramhampark.co.uk

T: 01937 846000

11TH - 14TH JUNE 2026