



**Sponsorship**  
Opportunities within the region



# Our audience

British Dressage has over 19,000 members competing at 2,500 competitions at venues across Great Britain. Dressage is a truly equal sport - we have members from six to 92, men and women compete on equal terms and disabled athletes compete alongside their able-bodied counterparts or in dedicated classes.

In the North & East region we reach members as far as Northumberland, as south as Northamptonshire and west as Derbyshire, with one of the largest active memberships at over 3,500 people.

## Social community



Follows: 11,730



Followers: 2,590

## Social demographics

**FACEBOOK** 93.9% Female | 6.1% Male

### Ages:

- |            |       |            |       |
|------------|-------|------------|-------|
| • 18 - 24: | 5.9%  | • 45 - 54: | 24.3% |
| • 25 - 34: | 19.7% | • 55-64:   | 17.5% |
| • 35 - 44: | 25%   | • 65+:     | 7.7%  |

**INSTAGRAM** 92.8% Female | 7.2% Male

### Ages:

- |            |       |            |       |
|------------|-------|------------|-------|
| • 18 - 24: | 13.8% | • 45 - 54: | 23%   |
| • 25 - 34: | 22.5% | • 55-64:   | 10.9% |
| • 35 - 44: | 27%   | • 65+:     | 2.8%  |



# Sponsor

## Benefits



We are able to offer your business the following outline of sponsor benefits as part of the North & East Regional Sponsorship.

### **Title and logo**

- Become 'sponsor of' the North & East Region
- Dedicated sponsor logo to be provided

### **British Dressage website**

- Company logo and description with direct link to sponsor website on regional sponsor page

### **North & East digital**

- Logo will be featured in our email signature on the sponsor banner
- Regional newsletters that are sent each month, which can feature a promotional banner or editorial (up to 150 words)
- Dedicated social media posts 4 times a year, in addition to special campaigns/competitions

### **North & East events**

- Opportunity to have a trade stand at regional events
- Announcements via commentary notes
- Arena branding

## **Investment**

North & East Regional Sponsorship: £1,000

Corporate Supporter Scheme: £250

Includes presence on the North & East region section of the British Dressage website, plus invitations to relevant events and local competitions.

## **Sponsorship enquiries**

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