BECOME A SPONSOR

HELGSTRAND

High class outdoor facilities for national and international equestrian events in Denmark

GRINDSTEDVEJ 54, 9310 VODSKOV TLF: +45 21 70 60 60 www.helgstrandevent.dk



EQUITOUR

DENMARK

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Partnerships

As a partner of Helgstrand, you are granted the opportunity to be branded alongside the world's leading brand within the equestrian industry. With supreme national and international shows and experienced and profiled riders your exposure is secured.

Your brand is granted access to a unique and exceptional equestrian audience of affluent, passionate, and loyal equestrians. It is a unique opportunity to associate with a top tier brand in the industry and place your brand at the forefront of the sport.

Helgstrand Dressage and Helgstrand Eventwork as one, and offer multiple solutions foryour exposure, depending on your focus and targets. We host multiple national and international shows every year and communicate with the entire industry.

Sponsorship

Our ambitions are to build long-term relationships with our sponsors by nurturing and showcasing your brand to the equestrian industry.

We aim to secure more than just a return of your investment and are eager to welcome you to Helgstrand's unique world with enormous ambitions for the equestrian sport and industry.

Content

The partnership platforms gives you the opportunity to choose visibility at equestrian events hosted by Helgstrand Event in Denmark, and to place your brand next to the very top of the equestrian sport; Helgstrand Dressage.

We offer several partner categories with fixed products and services, but also highly customizable options to tailor the partnership. We are eager to meet your needs making sure that the platformfits your business.

All exposure is visible and active for all equestrian events throughout the year, and not only a single event.

See our events here: helgstrandevent.dk/events

VIP

5 - STAR COMMITMENT From 125.000 kr.

Exposure	Digital	Hospitality & Activity	
Presenting Partner at selected event	Logo on officiel website	1 VIP table for 6 guests for 2 events (Danish Dressage	
5 x banner on both Arena's	Company profile on Helgstranddressage.com	Championship and Longines EEF Nations Cup)	
Category sponsor for 2 categories per show	2 yearly SoMe posts via Helgstrand Dressage	1 outdoor Vendor Space for 2 events (Danish Dressage Championship and	
1 Double Page in Event Magazine	2 yearly SoMe posts via Helgstrand Event	Longines EEF Nations Cup) 2 x VIP Parkingspaces	
Speaker announcement	Possibility for blogposts on Helgstrand Event	Possible to have sponsormaterial in the VIP-lounge	
60 sec. commercial spot via Mainscreen	on notgottalid Event		
Branded fence for showjumping events*			
Option to use			

*Additional cost

Helgstrandlogo in branded material**

**All marketing activities must be approved by Helgstrand Event

4 - STAR COMMITMENT From 75.000 kr.

Exposure	Digital	Hospitality & Activity
2 x banner on both Arena's	Logo on officiel website	1 VIP table for 6 guests for 2 events (Danish Dressage
Category sponsor for 2 categories per show	Company profile on Helgstranddressage.com	Championship and Longines EEF Nations Cup)
1 Double Page in Event Magazine	1 yearly SoMe posts via Helgstrand Dressage	1 outdoor Vendor Space for 1 event (Danish Dressage Championship and
Speaker announcement	1 yearly SoMe posts via Helgstrand Event	Longines EEF Nations Cup)
30 sec. commercial spot via Mainscreen	Possibility for blogposts on Helgstrand Event	
Branded fence for showjumping events*		
Showjumping with logo*		
Mulighed for at bruge Helgstrand logo i		

*Additional cost

brandmateriale**

**All marketing activities must be approved by Helgstrand Event

3 - STAR COMMITMENT From 30.000 kr.

Exposure	Digital	
1 x banner on both Arena's	Logo on officiel website	
1 Page in Event Magazine		
Speaker announcement		
30 sec. commercial spot via Mainscreen		

About Helgstrand Event

Helgstrand Event is an exceptional showground in the North of Denmark hosting unique and engaging equestrian events during the outdoor season. Both national and international, jumping and dressage shows are organized. Not only the world's best dressage and jumping riders travel to Northern Denmark to compete at the fantastic facilities of Helgstrand Event. Ambitious amateurs and upcoming young riders are also welcomed to enjoy competing at the same quality environment.

Visit Helgstrand Event: <u>helgstrandevent.dk</u>

About Helgstrand Dressage

Helgstrand Dressage purchases, develops, and sells elite dressage horses offering an outstanding service to customers all over the world. The company is based in Northern Denmark with divisions in Germany and the United States as well. With modern world-class facilities and a highly skilled team of professionals, Helgstrand Dressage sets international standards for the future dressage sport. With a team of 130 employees and more than 600 horses, Helgstrand Dressage has become the leading stables within its league.

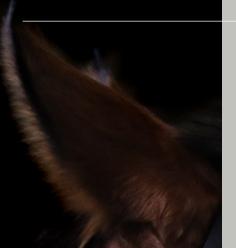
Visit Helgstrand Dressage: helgstranddressage.com

About Global Equestrian Group

Helgstrand Event is part of the Global Equestrian Group. The group is constantly expanding with new top sporting brands and ventures which are active in the equestrian industry. Global Equestrian Group has activities in dressage, show jumping, events, media, innovative ventures and equestrian retail. Helgstrand Event in Denmark, Riesenbeck International Equestrian Center in Germany and Palm Beach International Equestrian Center in Wellington, USA are event companies part of the Global Equestrian Group.

Visit Global Equestrian Group: globalequestriangroup.com





helgstrandevent.dk

Contact

If you have any questions, please don't hesitate to contact us

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