

HELGSTRAND EVENT BECOME A SPONSOR

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

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www.helgstrandevent.dk



EQUITOUR
DENMARK

HELGSTRAND
EVENT



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 for your 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 platform fits 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

★★★★★

5 - STAR COMMITMENT

From **125.000 kr.**

Exposure	Digital	Hospitality & Activity
Presenting Partner at selected event	Logo on official website	1 VIP table for 6 guests for 2 events (Danish Dressage Championship and Longines EEF Nations Cup)
5 x banner on both Arena's	Company profile on Helgstranddressage.com	
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 Longines EEF Nations Cup)
1 Double Page in Event Magazine	2 yearly SoMe posts via Helgstrand Event	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		
Branded fence for showjumping events*		
Option to use Helgstrandlogo in branded material**		

*Additional cost

**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 official website	1 VIP table for 6 guests for 2 events (Danish Dressage Championship and Longines EEF Nations Cup)
Category sponsor for 2 categories per show	Company profile on Helgstranddressage.com	
1 Double Page in Event Magazine	1 yearly SoMe posts via Helgstrand Dressage	1 outdoor Vendor Space for 1 event (Danish Dressage Championship and Longines EEF Nations Cup)
Speaker announcement	1 yearly SoMe posts via Helgstrand Event	
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 brandmateriale**		

*Additional cost

**All marketing activities must be approved by Helgstrand Event

3 - STAR COMMITMENT

From **30.000 kr.**

Exposure

1 x banner on both Arena's

1 Page in
Event Magazine

Speaker announcement

30 sec. commercial spot
via Mainscreen

Digital

Logo on officiel website

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: helgstrandevent.dk

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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