



BOLESWORTH

BOLESWORTH.COM

BOLESWORTH PRESENTS

BOLESWORTH
International

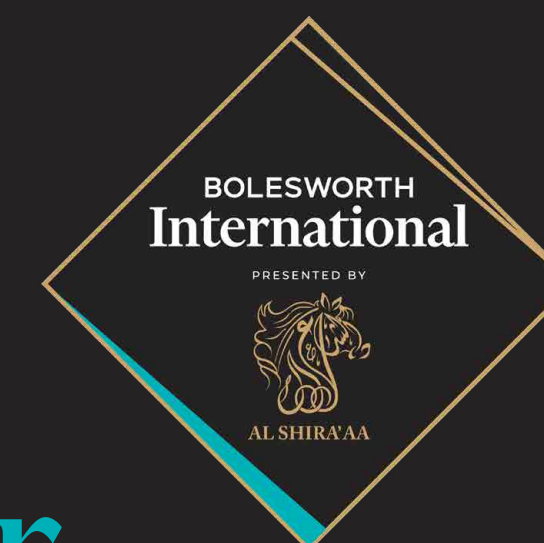
PRESENTED BY



ALSHIR'AA

Partner with Bolesworth

BOLESWORTH PRESENTS



Activate your brand in style at Bolesworth International

We can offer you extensive opportunities to activate your brand and entertain your clients at the Bolesworth International.

We will be showcasing world class CSI 3* showjumping, premium ringside hospitality experiences & evening entertainment, a new exclusive equestrian village, dog & kids zone, and a focus on premium car & lifestyle activations. We will be welcoming over 700 horses per week with their owners and riders, together with a total of 20,000 attendees, and 4,500 hospitality guests to Bolesworth, and invite you to join us over two weekends from 26th June – 6th July 2025.



BOLESWORTH PRESENTS

The perfect setting to entertain your clients

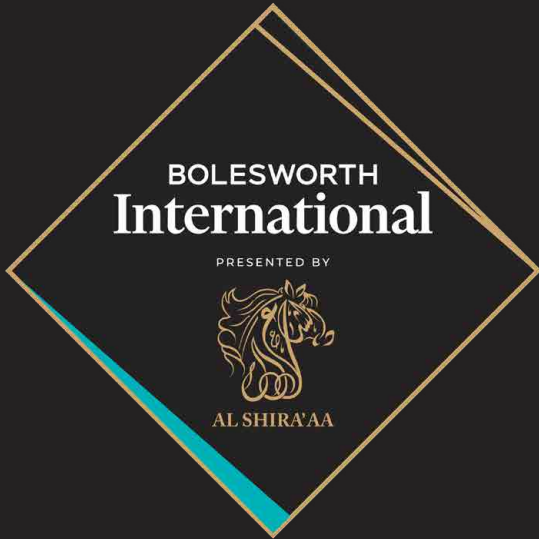
BEAUTIFUL BOLESWORTH



WORLD-CLASS EQUESTRIAN SPORT



OLYMPIC STANDARD FACILITIES



EXCLUSIVE RING-SIDE HOSPITALITY

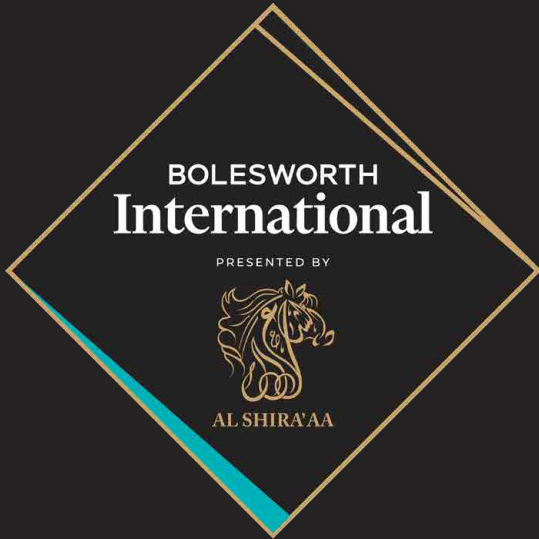


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EV & AUTOMOTIVE EXPERIENCES



BESPOKE NETWORKING OPPORTUNITIES



Offering
exclusive bespoke
opportunities
for networking
& brand activation



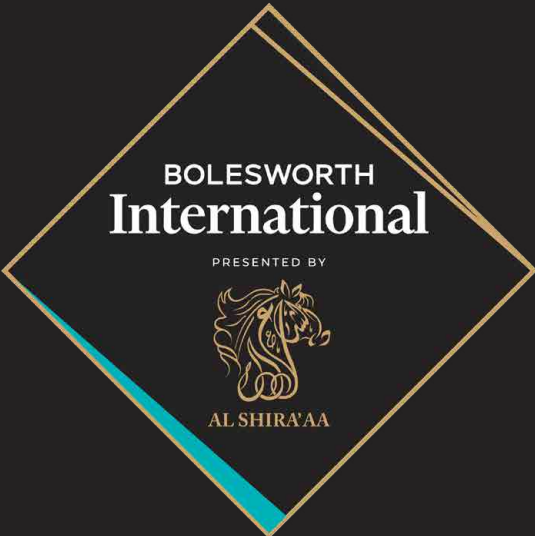
BRAND ACTIVATION



BRINGING BUSINESSES TOGETHER

BOLESWORTH PRESENTS

With unparalleled
action, live music &
entertainment for
the whole family



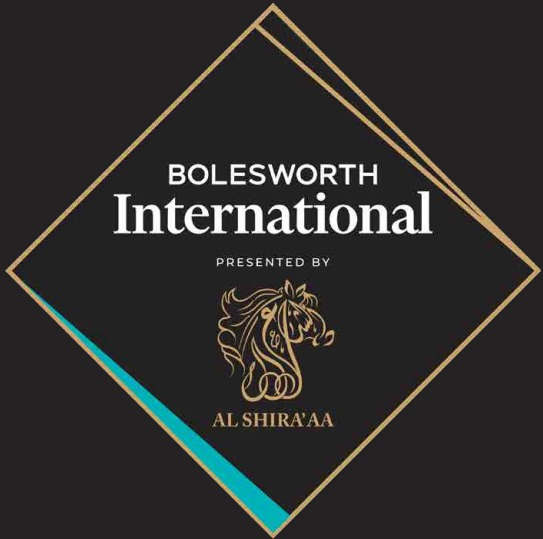
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New for 2025 Supercars at Bolesworth

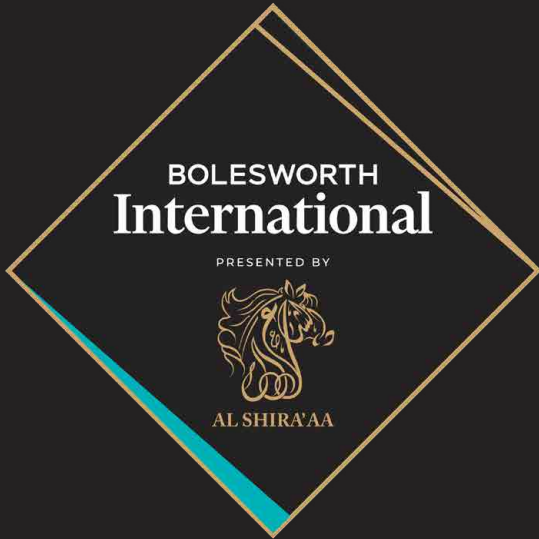
We will be embracing a different kind of horsepower as a central feature of this year's event.

- In excess of 50 feature supercars
- Parades in Main International Arena
- Premium exhibition space available for brands & activations

The Supercar zone and activations will be taking place on both weekends - Saturday & Sunday 28/29 June and Saturday & Sunday 5/6 July.



Partnership Opportunities



Whether promoting a brand or launching a new product or service, we specialize in creating long-term partnerships by offering bespoke packages tailored to your requirements.

Our audience is passionate and engaged, featuring wealthy entrepreneurs and business owners with a love for the equestrian lifestyle.

Presenting Partner

From £100,000

- Co-brand our flagship event
- Extensive digital coverage
- Live stream world-wide
- On-event branding
- Unique experiences
- Bespoke activations
- Use of our exclusive facilities

Exclusive Brand Partner

From £25,000

Become an exclusive sector partner

Example sectors available:

- Exclusive Champagne Pouring rights
- Exclusive Automotive Partner
- Exclusive Financial Services Partner

Main Arena Class Sponsorship

From £10,000

Naming Rights of a Main Arena Class

Feature classes include:

- CSI 3* Grand Prix
- Puissance
- Celebrity Ride & Drive
- Mini Major Fancy Dress
- Eventing Grand Prix

Castle Arena Class Sponsorship

From £5,000

Naming rights to a Class or series taking place in the Castle Arena

- CSI 3* classes
- CSI 1*classes
- Young Horse Classes
- Pony & Youth Classes

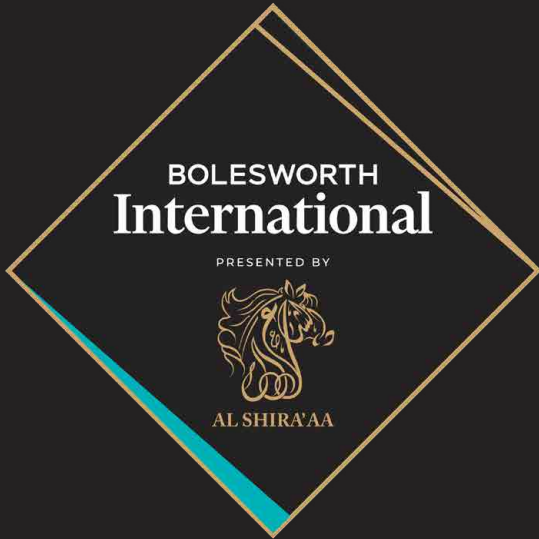
Official Partner / Zone

From £5,000

Examples of Opportunities include:

- Official Timing Partner
- Official Partner to Ladies Day
- Official Partner to Women in Business Day
- Official Live Stage Partner
- Official Riders Lounge Partner
- Official Supercar Zone Partner

Annual Corporate Partnership Package: Unlock Exclusive Opportunities



Exclusive Sector Partnership Brand Alignment & Naming Rights

- Join us as our sole partner in your sector. This exclusive collaboration ensures that your brand stands out without competition, positioning you as the go-to leader in your industry.

Network Access

- Gain direct access to our extensive client, tenant, and equestrian networks through high-profile events. This is your chance to forge valuable connections and expand your reach.

Quarterly Newsletter Feature

- Enhance your visibility with a dedicated content feature in our quarterly newsletter.

On-Event Branding

- Your brand will take center stage at our events, with prominent branding opportunities that elevate your presence and enhance recognition among attendees.

Brand Alignment & Naming Rights

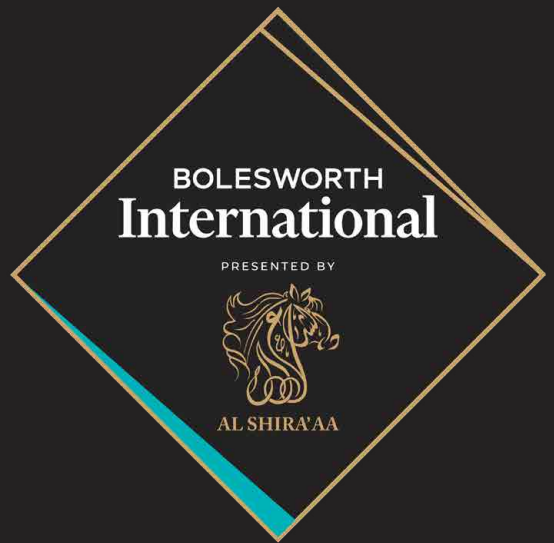
- Align your brand with our prestigious events through naming rights and strategic brand placements.

Bespoke Activations

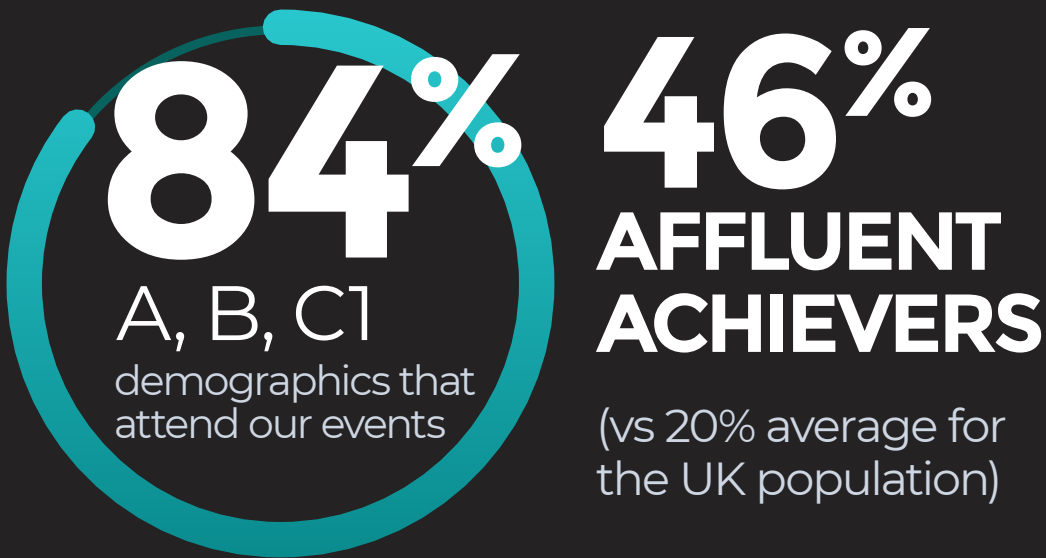
- Work with us to create customised activations that resonate with your audience.

Unique Venue Access

- Leverage our exclusive venues to host your events or activations. Our distinctive location provides a stunning backdrop that enhances your brand's story.



Facts, Figures & Audience Demographics



£100k
marketing investment
for 2024

20,000
visitors/shoppers

4,500
VIP hospitality guests

**BRAND
ACTIVATION
OPPORTUNITIES
OVER 10 DAYS**

26th June to 6th July 2025

**Over
£600k**
of elite horse auction sales

850 HORSES
& their connections on site



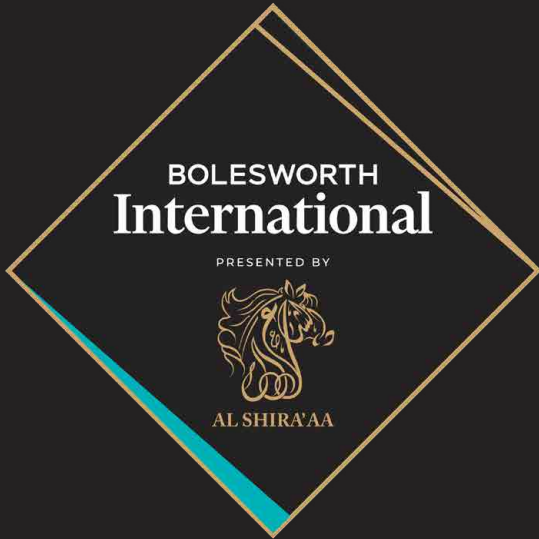
**VISITORS
TRAVEL FROM**
58% - North West
42% - Across UK
& Ireland

Unique website users
460,000
Female – 68%
Male – 32%



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Proud to be working with



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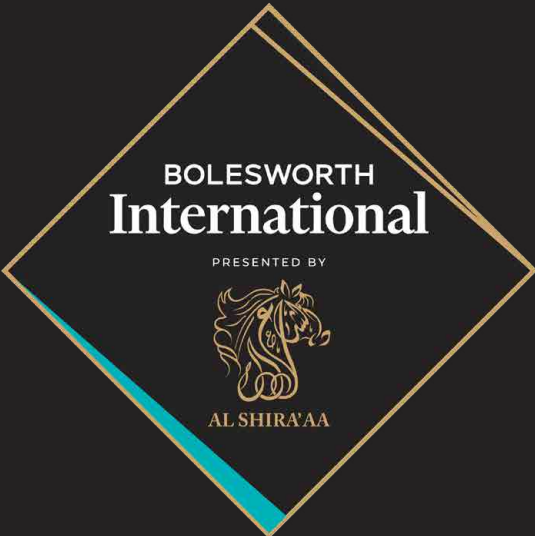
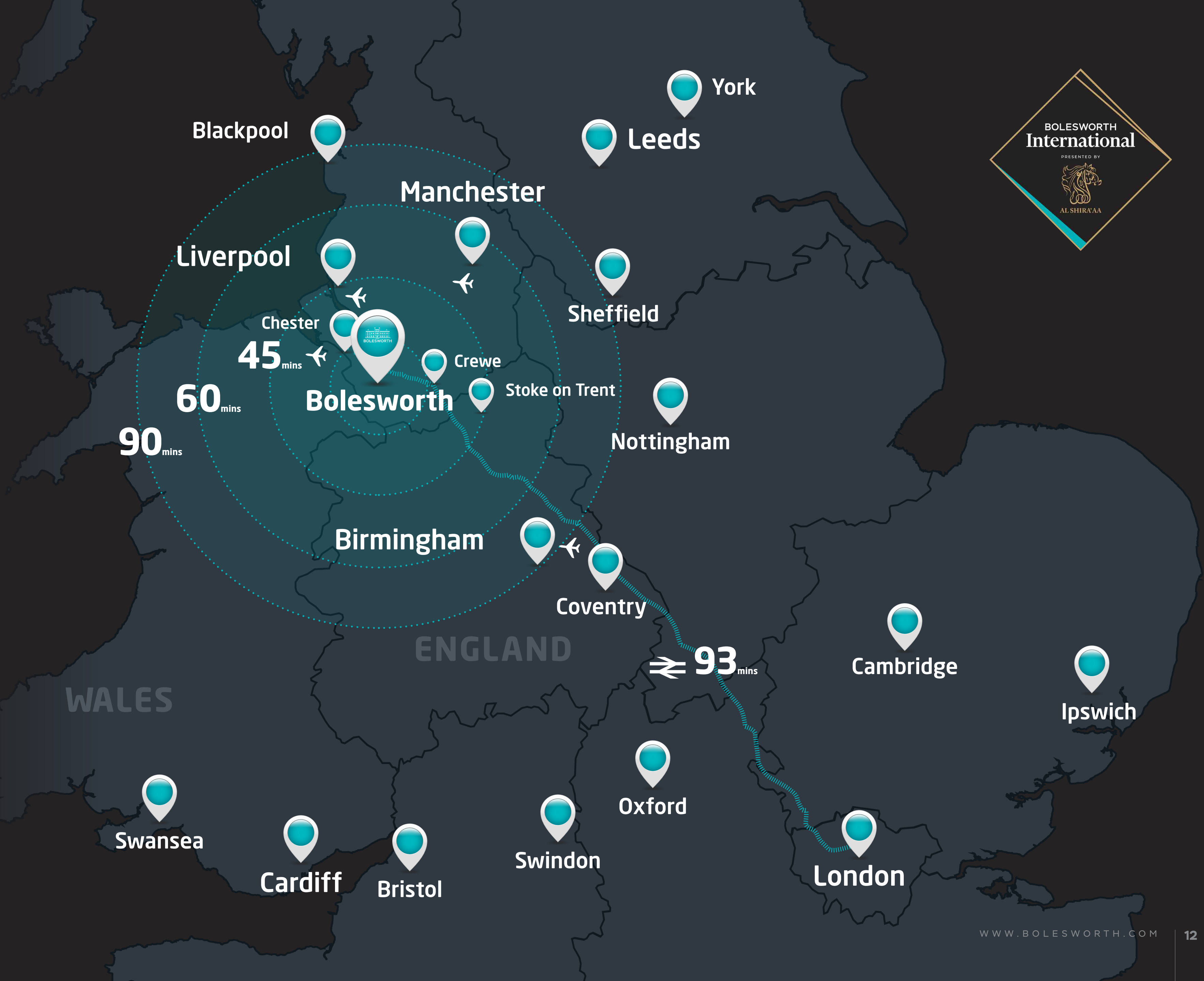
Travelling to Bolesworth

   TRAVEL FACTS

- **20 minutes drive** from Chester
- **45 minutes drive** from Liverpool & Stoke on Trent
- **60 minutes drive** from Manchester
- 90 minutes drive from Birmingham
- **3 International Airports** within a 60 minute drive
- 93 minutes by train to London Euston

NORTHWEST POPULATION FACTS

- **7.4 million** – Population of the North West UK & North Wales
- **1.1 million people** live in Cheshire
- **900,000 people** live with a 30 minute drive from Bolesworth
- **42yrs the average age** of a Cheshire resident
- **457 residents** per square km
- **2.34 residents** per household





Melanie Simm

Sponsorship Manager

✉ melanie@bolesworth.com

For further information and to secure your participation,
please contact melanie@bolesworth.com. Don't miss this
opportunity to elevate your brand in a prestigious setting!

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WWW.BOWLESWORTH.COM