



BOLESWORTH

BOLESWORTH.COM



# PARTNER WITH BOLESWORTH





# Activate your brand in style at the Bolesworth International

We can offer you extensive opportunities to activate your brand and entertain your clients at the Bolesworth International, Cheshire's Equestrian Summer Festival

We will be showcasing world class showjumping, premium ringside hospitality experiences, exclusive equestrian & lifestyle shopping and the ultimate festival weekend of live music, action and entertainment

We will be welcoming over 800 horses 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 from 6 – 16 June 2024.



# The perfect setting to entertain your clients

Beautiful Bolesworth



World-Class Equestrian Sport



Olympic standard facilities



Exclusive ring-side hospitality





# Offering exclusive bespoke opportunities for networking & brand activation



EV & Automotive Experiences



Bespoke Networking Opportunities



Brand Activation



Bringing Businesses Together



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



Premium Lifestyle & Artisan Shopping



Live Music & Entertainment



Family fun



Live action



# 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

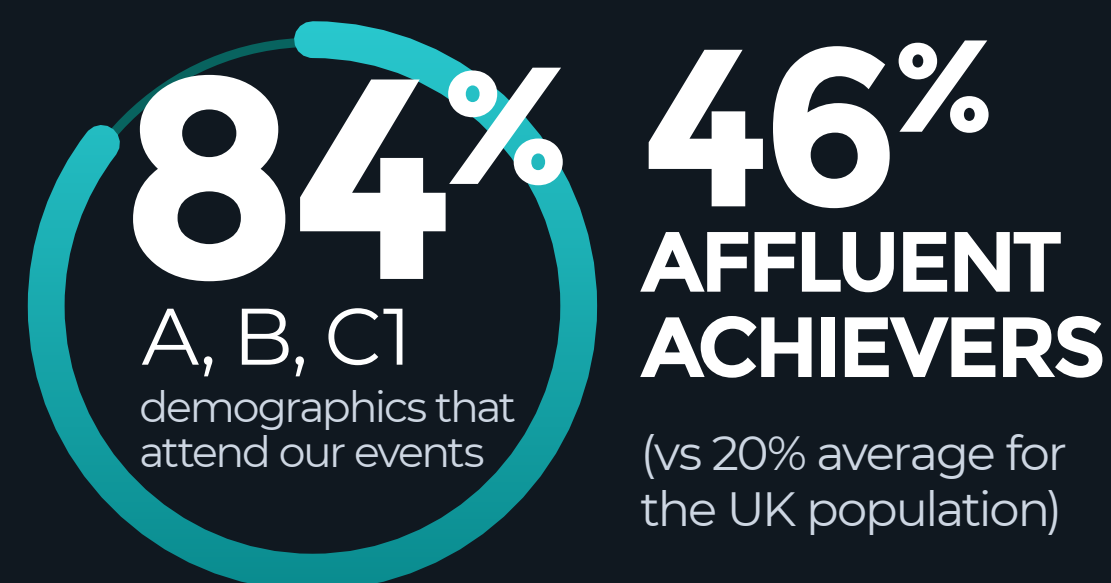
## Official Partner / Zone

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

# Facts, Figures & Audience Demographics



**£100k**  
marketing investment  
for 2024

**20,000**  
visitors/shoppers

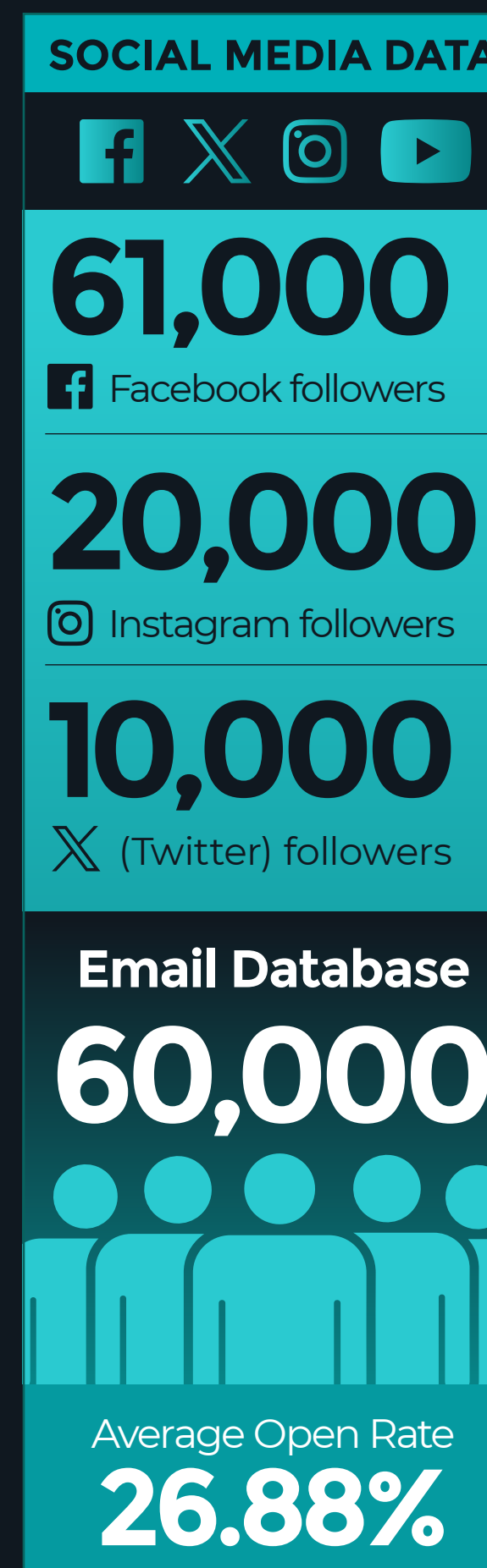
**4,500**  
VIP hospitality guests



**BRAND  
ACTIVATION  
OPPORTUNITIES  
OVER 10 DAYS**  
6th June to 16th June

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

**850 HORSES**  
& their connections on site



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

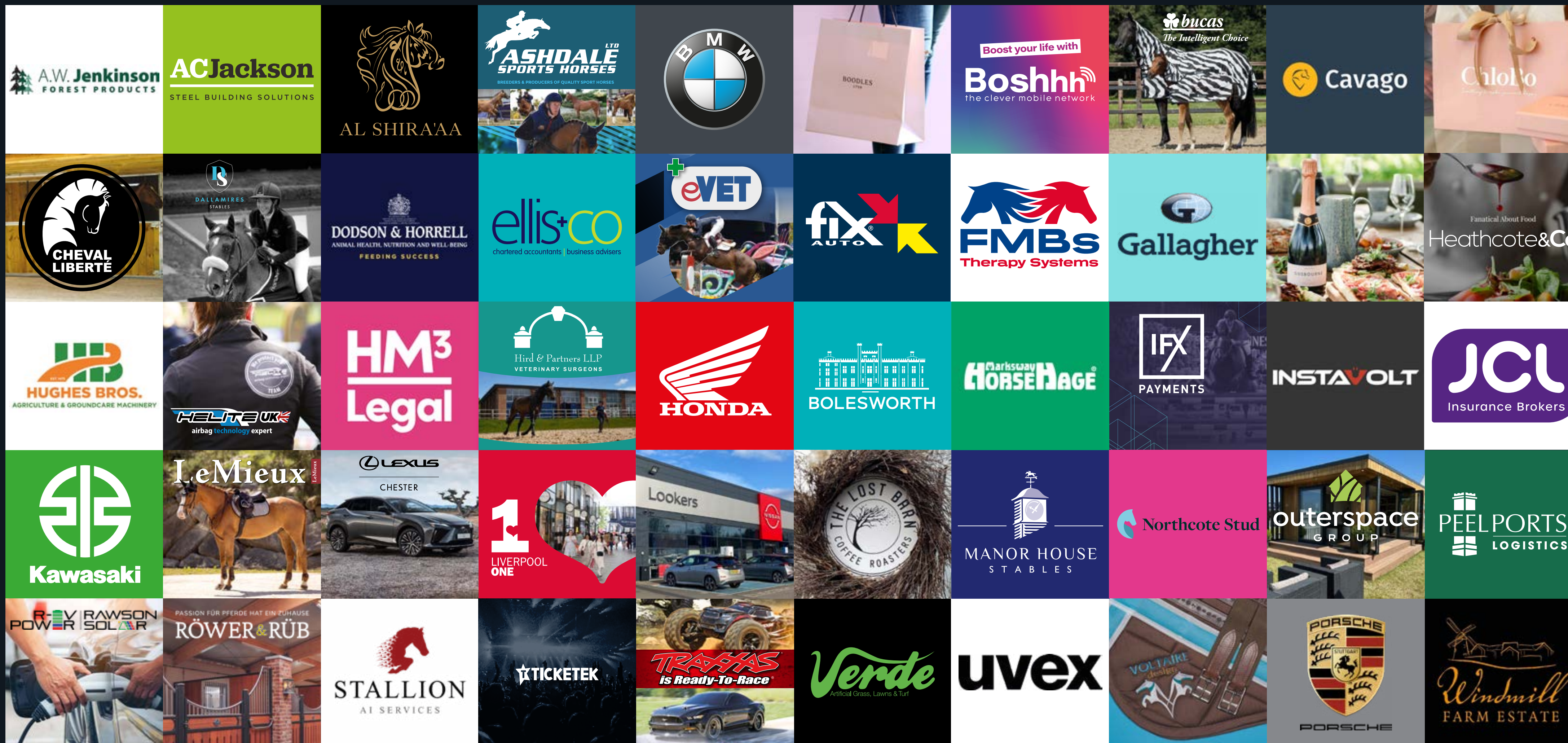
Unique website users

**460,000**  
Female – 68%  
Male – 32%





# Proud to be working with





# 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





BOLESWORTH PRESENTS

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# BOLESWORTH International

6 - 16 JUNE 2024



BOLESWORTH

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[bolesworth.com](https://bolesworth.com)

## Contact



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