



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.

- World class CSI3* and CSI4* showjumping
- Premium ringside hospitality experiences
- A focus on premium lifestyle activations and experiences
- Over 1400 horses with their owners and riders
- 10,000 attendees
- 4,500 hospitality guests

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

Premium Lifestyle Activations



Premium Lifestyle & Artisan Shopping



Supercar Activations



Helicopter Access



Hospitality Marquee Activations

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 Riders Lounge 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

84%
A, B, C1
demographics that
attend our events

46%
AFFLUENT
ACHIEVERS

**BRAND
ACTIVATION
OPPORTUNITIES
OVER 10 DAYS**
26th June to 6th July 2025

SOCIAL MEDIA DATA

65,500
Facebook followers

27,500
Instagram followers

9,500
X followers

Email Database

46,000
1.1 million emails sent for
the 2024 campaign

Average Open Rate
26.88%

**VISITORS
TRAVEL FROM**

58% – North West
42% – Wider UK &
Ireland

£100k
marketing investment
for 2025

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

Unique website users

500,000

Female – 68%
Male – 32%

10,000
visitors/shoppers

4,500
VIP hospitality guests

850 HORSES
& their connections on site

LIVE
Bolesworth International
100 HOURS
OF LIVE STREAM

Proud to be working with



BOODLES
1798



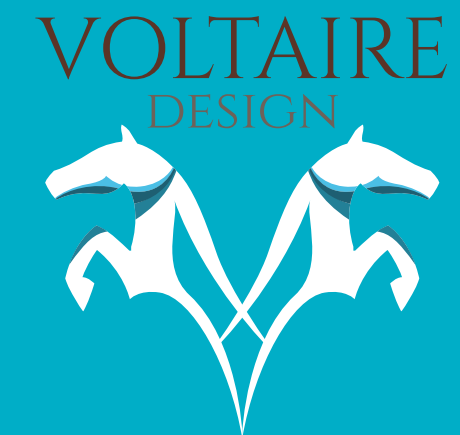
RÖWER & RÜB



Heathcote & Co



AL SHIRA'AA



HM³
Legal



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



BOLESWORTH International

27 JUNE - 6 JULY 2025



BOLESWORTH

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bolesworth.com

Contact



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HEAD OF SPONSORSHIP



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