



SPC HOLDINGS LTD
Burnham Market
International Horse Trials
9th – 11th April 2009

**Supporting the
East Anglian Air Ambulance**

Associate Sponsor 2009

Our philosophy is to tailor the benefits to suit our Sponsor's aims and requirements and to work closely to develop a mutually beneficial relationship. There may well be additional opportunities that need exploring subject to specific ambitions of a sponsor but we are very pleased to offer a range of benefits to a limited number of companies which might include some or all of those listed below:-

1. An undertaking that the Company will have exclusivity within their market sector with no other companies with similar interests being involved with the event.
2. The right to have the company name and logo on the front cover of the event programme.
3. The right to have the company name and logo on some advertising material.
4. Assist with the collection of data (whilst adhering to the DPA)
5. The right to design, produce and present a competition trophy, prizes and/or mementos.
6. The right to erect advertising boards* featuring the company's name and/or logo as shall be agreed by the company and the Event Director that may include:
 - boards on the entrance to the event
 - boards on the exit of the event
 - boards in the main arena
 - boards in or around a feature fence on the cross country course
7. A feature cross country fence named after the company
8. 1 full page colour advert in the event programme.
9. The right to erect a Company trade stand/display area at an agree location
10. The right to full hospitality places that maybe used over the 3 days of competition to include all tickets, forward parking, morning coffee, 3 course Luncheon with wine and afternoon tea.
11. Additional car passes (giving entrance to all passengers) valid for the duration of the event.
12. The opportunity to purchase additional tickets at a special rate to the sponsors Hospitality Marquee to entertain clients and guests
13. Invitation to the Event Reception Party held on Friday 10th April

As a sponsor the Organising committee would be very pleased to explore other opportunities that exist for further promotional activities that may be of interest to your company.

Associate Sponsorship Fee IRO £5,000 + VAT

* - Please note that the organisers request that you supply boards rather than banners. Boards & Trade-stands can be produced for you at your cost to a very high standard through our preferred supplier Henson-Franklyn Ltd. www.hensonfranklyn.co.uk