



[www.blenheimhorse.co.uk](http://www.blenheimhorse.co.uk)

*Why join us as an exhibitor?*

**APPLY  
NOW FOR  
2017!**



# BLENHEIM PALACE INTERNATIONAL HORSE TRIALS...

is one of the world's most exciting three-star events. Held at Blenheim Palace, a popular World Heritage Site, since 1990 and set in 2100 acres of Capability Brown landscaped parkland, the event is recognised as a key fixture in the eventing calendar.

The stunning southern aspect of the baroque palace is the centre piece for the event and 'back drop' to the main Marlborough Arena.

The world's top riders regularly compete and previous winners include Olympians William Fox-Pitt, Mary King, Andrew Nicholson, Pippa Funnell, Lucinda Fredericks and Zara Phillips.

- Attracting an annual crowd of over 70,000 with an upmarket audience profile
  - 80% ABC1, 60:40 female/male split
  - main age profile 30 - 55 years
  - the highest AB profile of any sport
- A premium opportunity for brands targeting affluent audiences
- High profile marketing and press campaign targets visitors from around the UK and abroad
- Where 'town meets country', eventing's roots are in the rural community but now its supporters are drawn from the major towns and cities as well
- BPIHT enjoys a reputation for top-class shopping
- Exhibition space is very competitively priced and new applicants are accepted on merit
- The venue is easily accessible from an excellent motorway network
- The shopping village is an integral part of BPIHT, winners of the 2014 Joules Equestrian Event of the Year Award (nominated 2013, 2014, 2015, 2016)

## OPTIONS...

- Open and covered space is available
- Discounted rates for early booking
- Split payment plans available
- Optional extras including flooring, power and lighting
- Increase your pre and on event exposure by becoming an event partner

## MARKETING SUPPORT...

Blenheim Palace International Horse Trials operates an extensive campaign to maximise effective coverage in national, international and regional media, as well as our dynamic social media platforms.

Wherever possible we try to promote our exhibitors and opportunities include:

- Listing, web link and logo on the dedicated shopping village page of the official website (12million hits in 2016)
- Social media – link with us and our 35,000 subscribers on Facebook, Twitter and Instagram
- Social media competition prizes – you can get involved by offering prizes which we will place in competitions across a variety of media
- Leaflets – available for you to distribute to your customers
- Sponsorship – increase your exposure by joining BPIHT as an event partner

