

EMA EVENTS

A proposal for brand partners

2023 / 2024



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OUR EVENTS

EMA creates, operates and commercially represents memorable events that influence multi touch points of equestrian sport.

Through our own properties, our deep relationships with major federations, athletes and our extensive media and sponsor network...

We create events into content-rich experiences that connect with consumers in innovative and lasting ways.





German Dressage Rider

Ranked World Number One
Olympic Champion - Tokyo

Jessica Von Bredow Werndl






Masterclass - Young Horse
to Grand Prix

Sunday 1st October 2023

Addington Manor
United Kingdom

Instagram
330,000

Facebook
228,000

| Medal record [hide] | | |
|--|----------------|---------------------|
| Equestrian | | |
| Representing  Germany | | |
| Olympic Games | | |
|  | 2020 Tokyo | Team dressage |
|  | 2020 Tokyo | Individual dressage |
| World Championships | | |
|  | 2018 Tryon | Team dressage |
| European Championships | | |
|  | 2019 Rotterdam | Team dressage |
|  | 2021 Hagen | Team dressage |
|  | 2021 Hagen | Special dressage |
|  | 2021 Hagen | Freestyle dressage |
|  | 2015 Aachen | Team dressage |
|  | 2019 Rotterdam | Freestyle dressage |
| World Cup | | |
|  | 2022 Leipzig | Individual dressage |
|  | 2023 Omaha | Individual dressage |
|  | 2015 Las Vegas | Individual dressage |
|  | 2016 Göteborg | Individual dressage |
|  | 2018 Paris | Individual dressage |
| European Young Riders Championships | | |
|  | 2004 Aarhus | Individual dressage |
|  | 2004 Aarhus | Team dressage |



SCHEDULE

British Dressage Rider Six Times Olympian

Carl Hester

Masterclass - Young
Horse to Grand Prix

Sunday 8th October 2023


Thunderbird Show Park
Canada

Instagram

144,000

Facebook

261,000

| Medal record [hide] | | |
|---|---------------------|---------------------|
| Representing  Great Britain | | |
| Olympic Games | | |
| G | 2012 London | Team – Dressage |
| S | 2016 Rio de Janeiro | Team – Dressage |
| B | 2020 Tokyo | Team – Dressage |
| World Championships | | |
| S | 2010 Kentucky | Team dressage |
| S | 2014 Normandy | Team dressage |
| B | 2018 Tryon | Team dressage |
| European Championships | | |
| G | 2011 Rotterdam | Team dressage |
| S | 2009 Windsor | Team dressage |
| S | 2011 Rotterdam | Special dressage |
| S | 2011 Rotterdam | Freestyle dressage |
| S | 2015 Aachen | Team dressage |
| S | 2021 Hagen | Team dressage |
| B | 2013 Herning | Team dressage |
| World Cup | | |
| B | 2017 Omaha | Individual dressage |



SCHEDULE

Triple Olympic Gold Medalist Dressage

Charlotte Dujardin

Masterclass - Young Horse to Grand Prix

21st and 22nd October 2023

Scottish National Equestrian Center United Kingdom

Instagram
496,000

Facebook
507,000

| Olympic Games | | |
|---------------------------------|---------------------|---|
| G | 2012 London | Team dressage (with Valegro) |
| G | 2012 London | Individual dressage (with Valegro) |
| G | 2016 Rio de Janeiro | Individual dressage (with Valegro) |
| S | 2016 Rio de Janeiro | Team dressage (with Valegro) |
| B | 2020 Tokyo | Team dressage (with Gio) |
| B | 2020 Tokyo | Individual dressage (with Gio) |
| World Equestrian Games | | |
| G | 2014 Normandy | Spécial dressage (with Valegro) |
| G | 2014 Normandy | Freestyle dressage (with Valegro) |
| S | 2014 Normandy | Team dressage (with Valegro) |
| S | 2022 Herning | Team dressage |
| B | 2018 Tryon | Spécial dressage (with Mount St John Freestyle) |
| B | 2018 Tryon | Team dressage (with Mount St John Freestyle) |
| European Dressage Championships | | |
| G | 2011 Rotterdam | Team dressage (with Valegro) |
| G | 2013 Herning | Spécial dressage (with Valegro) |
| G | 2013 Herning | Freestyle dressage (with Valegro) |
| G | 2015 Aachen | Spécial dressage (with Valegro) |
| G | 2015 Aachen | Freestyle dressage (with Valegro) |

2021 Hagen
Team dressage (with Gio)
Silver

2013 Herning
Team dressage (with Valegro)
Bronze

2021 Hagen
Individual dressage (with Gio)
Dressage World Cup
Bronze

2014 Lyon
Individual dressage (with Valegro)
Gold

2015 Las Vegas
Individual dressage (with Valegro)
Gold

*Carl Hester and Harrison Ashton
Scotland - October 2022*



SCHEDULE

BRITISH DRESSAGE
NATIONAL CONVENTION

Charlotte Dujardin plus
Guests

**25th and 26th November
2023**

Addington Equestrian
United Kingdom

(Onsale end of June 2023)

A special anniversary
convention to celebrate 25
years of British Dressage

Eurodressage Press

Horse and Hound Press

SCHEDULE

Tim and Jonelle Price

The Eventing
Masterclass

3rd December 2023

Addington Manor
United Kingdom

World Number One and Two in Eventing





SCHEDULE

German Dressage Rider

Ranked World Number One
Olympic Champion - Tokyo

Jessica Von Bredow Werndl

Masterclass - Young Horse
to Grand Prix

8th and 9th December

World Equestrian Center
Florida, USA

Together with
her brother

Their first ever
joint
masterclass

German Dressage Rider

Benjamin Werndl

Masterclass - Young Horse
to Grand Prix

8th and 9th December

World Equestrian Center
Florida, USA



PACKAGES

UK EVENTS - Per event

Platinum - £5500 - Two available

- Event brought to you in partnership with (Your Brand Name)
- Two x banners in the arena
- Full Page Advert in the Event Programme.
- Trade stand at event
- Two ticket giveaway competition on your social media channels
- Four general admission tickets to the event for your brand
- Meet and Greet Privately with rider at the end of the Masterclass and pictures. Great for team members.
- Social Mentions from July 2023: Facebook, Instagram - EMA Channels
- Equestrian Management Agency dedicated events partners page with info, photo and link to website

Silver - £3000

- Full Page Advert in the Event Programme
- One x banner in arena
- Trade stand at event
- Two general admission tickets
- Social Mentions: Facebook, Instagram - EMA Channels
- Equestrian Management Agency dedicated sponsors page with info, photo and link to website

Bronze - £1800

- Half Page Advert in the Event Programme
- Social Mentions: Facebook, Instagram
- EMA Channels
- Equestrian Management Agency dedicated sponsors page with info, photo and link to website.

**All ticket holders receive an event programme

***All ticket holders receive an event programme*

BRITISH DRESSAGE NATIONAL CONVENTION

Headline Partner - £10,000

- Event brought to you in partnership with (Your Brand Name)
- Two x banners in the arena
- Two x Full Page Advert in the Event Programme.
- Trade stand at event
- Two ticket giveaway competition on your social media channels
- Four general admission tickets to the event for your brand
- Meet and Greet Privately with presenters at the end of the Masterclass and pictures.
- Social Mentions from July 2023: Facebook, Instagram - EMA Channels
- Equestrian Management Agency and BD dedicated events partners page with info, photo and link to website

Silver - £5000

- Full Page Advert in the Event Programme
- One x banner in arena
- Trade stand at event
- Two general admission tickets
- Social Mentions: Facebook, Instagram - EMA Channels
- Equestrian Management Agency dedicated sponsors page with info, photo and link to website

Bronze - £1800

- Half Page Advert in the Event Programme
- Social Mentions: Facebook, Instagram
- EMA Channels
- Equestrian Management Agency dedicated sponsors page with info, photo and link to website.

***All ticket holders receive an event programme*

NORTH AMERICA EVENTS - PER EVENT

Platinum - \$10,000

- Headline Sponsorship
- Event brought to you in partnership with (Your Brand Name)
- Two x banners in the arena
- Trade stand at event
- Full Page Advert in the Event Programme.
- Two ticket giveaway competition on your social media channels
- Six general admission tickets to the event for your brand
- Meet and Greet Privately with rider at the end of the Masterclass and pictures. Great for team members.
- Social Mentions from July 2023: Facebook, Instagram - EMA Channels
- Equestrian Management Agency dedicated events partners page with info, photo and link to website

Silver - \$7000

- Full Page Advert in the Event Programme
- One x banner in arena
- Trade stand at event
- Four general admission tickets
- Social Mentions: Facebook, Instagram - EMA Channels
- Equestrian Management Agency dedicated sponsors page with info, photo and link to website

Bronze - \$4000

- Half Page Advert in the Event Programme
- Trade stand at event
- Social Mentions: Facebook, Instagram
- EMA Channels
- Equestrian Management Agency dedicated sponsors page with info, photo and link to website.

Contact Us

Equestrian
Management
Agency

Email: abby@equestrianma.com
Website: www.equestrianma.com

2023 / 2024

