



**COCHRANE  
HORSE TRIALS**

**June 21-22, 2025**

Cochrane Agricultural Grounds, Cochrane, AB

[www.CochraneHorseTrials.com](http://www.CochraneHorseTrials.com)

## 2025 Sponsorship Opportunities



Over

**25**

**Years of Competition!**

The organization of the 2025 Cochrane Horse Trials is well underway. This exciting event could not take place without the generosity and support of sponsors like you. The Cochrane Horse Trials offers a unique opportunity for you to advertise and promote your product or service and support a non-profit sports organization that caters to athletes of all ages, both amateur and professional.

This year we are excited to offer many different sponsorship opportunities. Please review the enclosed information describing how you may participate in this display of horsemanship, athleticism and excitement. If there is another way to meet your needs, we would happily discuss this with you.

Thank you in advance for your consideration and support.

Please contact **Lyrach St Denis** at **(403) 742-7674** or [mck.eventing@gmail.com](mailto:mck.eventing@gmail.com) with any questions or concerns.

## What are the Cochrane Horse Trials?

This year the Cochrane Horse Trials will be held as a two-day event with the phases split between the days. Horse trials are described as an equestrian triathlon - one event with three disciplines. This is the ultimate test of the partnership between horse and rider. Our event fosters grassroots athletes who participate in eventing - which is a popular Olympic Sport that is quickly growing in Alberta.

### Dressage

**Phase 1:** Features the grace and beauty of the horse. Dressage tests the horse's balance, suppleness, and obedience through a series of prescribed movements.

### Cross-Country

**Phase 2:** Cross-Country is the highlight of Eventing and spectators can engage in the excitement and adventure as horses and riders try to match the optimum time and gallop over a variety of obstacles including water hazards, banks, and ditches.

### Show Jumping

**Phase 3:** The final phase demonstrates the speed, precision, and agility of the horses as they navigate obstacles in the stadium.

## Benefits of Being a Sponsor

The Cochrane Horse Trials Committee is a volunteer organization which could not stage this exciting event year after year without the tremendous generosity and support of our sponsors. Sponsorship of the Cochrane Horse Trials offers a unique opportunity for corporate and product exposure. Showcase your company by sponsoring a cross-country jump or create awareness for your business by supporting a division. Have a new product you want to create awareness for? Put a couple up as prizes so that they are showcased to the whole group. There are also packages that go out to every single competitor that can include brochures for sales and endorsements. There is a large cross-section of people that attend these events, as spectators and as competitors, sponsorship with us gets your message out to a diverse group.



## Sponsorship Opportunities

Cochrane Horse Trials is proud to offer customizable sponsorship packages, based on what your company wishes to receive in exchange for sponsoring. We offer a fun sport in a very urban setting. Within minutes from downtown Cochrane, and visible from two main highways, we have excellent spectator numbers. We draw in a large crowd of supporters in the sport, family, coaches, grooms and athletes. The sport is steadily growing in the province and we expect great entries again for the 2025 season.

<b>Title Sponsorship</b>	<p><b>‘Title Sponsorship’</b> is our main sponsorship package. This sponsor will have their name featured in the omnibus (our national catalogue of events) which is sent out to every member of Eventing Canada. We will also hang a banner in the awards area and office, and will also put banners at the showjumping ring, and on a fence on the cross-country course. There will be a space in the main stabling area for the sponsor to have a booth or trade tent. A link to your website will be on our website, and we will thank you on our Facebook page, with a link to your site. Our program will highlight the title sponsor on the cover. We can also post promotions and sales in the two months leading up to the event on our website, Instagram, and Facebook page.</p> <p><b>The Title Sponsorship is \$2500</b></p>
<b>Division Sponsorship</b>	<p>A <b>‘Division Sponsorship’</b> will be named for each division of the horse trials. Their sponsorship money will go toward the awards for the division sponsored. Division sponsors will be named with awards and have their logo and banner hung at ringsides, and in the stabling area. We will include your logo in our program and a link on our website. A division sponsor can also set up a trade tent in the stabling area.</p> <p><b>A Division Sponsorship is \$500</b></p>
<b>Jump Sponsorship</b>	<p>A <b>‘Jump Sponsor’</b> has a particularly fun opportunity. Jump sponsors can help to design a fence for the horse trials, under the guidance of the course designer and builder (to make sure it is to Equine Canada parameters). The jump can be built to represent the sponsor’s company i.e.- a car-shaped fence may represent a mechanic shop or a dealership. The jump will be a part of the horse trials for its lifetime. The sponsor pays for the time and materials to build the fence.</p> <p><b>A Jump Sponsorship is approximately \$1500 - \$2500</b></p>
<b>Arena Sponsorship</b>	<p>We are looking for <b>‘Arena Sponsors’</b> for all three dressage rings and for the showjumping arena. This sponsor will have naming rights for the arena throughout the event and in competitor packets the arena will be referred to by the company name.</p> <p><b>An Arena Sponsorship is \$250</b></p>

### **Startbox Sponsorship**

The '**Startbox Sponsor**' will have exclusive rights to banners hung at the startbox, and the start box will be titled 'The [company name] Startbox' throughout our competitor packages and on social media. Every single competitor in the competition will pass through the same startbox.

**A Startbox Sponsorship \$250**

### **Awards Sponsorship**

An '**Awards Sponsor**' can offer a product or service as a prize that could go to an award of their choosing. In the past, we have awarded top breed awards, age awards and other creative ideas. Awards can be delivered by a representative of the company.

### **Prize Sponsorship**

'**Prize**' Sponsorship would allow companies to showcase their merchandise by awarding class winners with their products. Since we are a cash prize venue, the extra prizes go above and beyond for our athletes. There are normally approximately 10 classes each with a respective winner.

### **Customizable Packages**

We offer the opportunity for you to view the different options available to sponsors and pick and choose which is right for your business. From that information, we can come up with the cost of a custom package that suits your budget and business/advertising needs. **These customizable packages start at just \$150 OR donation of prizes/products.**

- Your Signage on a fence
- A fence custom-built to promote your business
- Advertisements in our Event Program
- Brochures or leaflets included in our competitor dinner (dinner included)
- Time to speak to the whole group at the competitor dinner
- A booth or trailer at the event
- Recognition on our sponsorship page
- Link on the Cochrane Horse Trials website
- Admission to the sponsorship pavilion
- Your signage throughout the event site
- T-shirt sponsor/"Beer Jump" Sponsor

Please contact **Lyrh St Denis** via phone, text, or email and we can get started on sponsorship opportunities for your company! We appreciate you taking the time to look over this document and look forward to making a plan with you.

**Lyrh St Denis**

(403) 742-7674

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