



Sponsorship opportunity for the 2024 South African Youth Equestrian Championships

The Shongweni Club is delighted to have been awarded the honour of hosting the 2024 National Youth Championships, which will include all of the disciplines- Showjumping, Dressage, Equitation, Eventing and Showing. The championships will be held at the beautiful Shongweni Club in KZN, from the 28th June to the 5th July. The 2022 National Youth Champs were held here and it was a phenomenal success. 2024 is planned to be even more spectacular!

The 2022 Youth Champs was a sellout, with over 500 horses on the grounds daily for a week. Every stable was full and extra barns in the area had to be hired. Youth Champs is a unique event in that the whole family comes to support their young rider/s and spend days spectating. The grounds were packed on all days, even in the pouring rain! Evening functions and live music ensure that time spent on the grounds was maximised. The on-site Saddle Inn restaurant sold meals to 13 000 customers over the course of the show. In addition, there were large external vendors on the grounds, also selling food and drinks, so the number of customers served was significantly higher than this.

This is a National show with team events for each province in each discipline. While the Who is Who of the local equestrian set will all be at the show, the majority of entries are, in fact, from out of town with the most significant numbers coming from Gauteng. This year, with the change in the time of year of the event, there will be a bigger representation from the Western Cape too. This is truly a National event. It is a beautiful time of year in Durban, generally warm and sunny, and we expect a record number of people on the grounds.

The show organising committee has engaged a specialist for the social media campaign for the event and promises to provide significant exposure for sponsors from now until several weeks after the event.

Given that this is a youth focused event, the social media exposure is even greater as the images are shared to their and their parents personal Facebook and Instagram pages and further the exposure to your target market.

Photographs are being sponsored and will be provided free of charge to riders, ensuring many photographs are shared. Live Streaming is also being investigated and there is a high likelihood that the show jumping championships will be streamed live. This gives particular value to the arena pole banners as included in the Sponsorship table attached.

SUPPORT OUR *YOUTH*- WITHOUT THEM OUR SPORT HAS NO FUTURE

We are seeking support from sponsors who wish to be a part of this event, which we believe will afford you an opportunity to achieve maximum brand exposure to this captive equestrian focused high level LSM, sport and health focused audience.

To this end, we are offering opportunities for cash sponsorships as well as prizes, in return for which the sponsors will receive excellent exposure in the lead up to the event (from now) as well as throughout the course of the event. Packages and branding opportunities can be tailored to your specific requirements, and budget.

Attached you will find some visuals of the type of branding used over previous events to maximum effect.

Benefits of coming on board

We are seeking cash and prize sponsorships and can tailor packages to your requirements and budget.

Individual class sponsorships are available from R5 000 to R50 000 depending on the discipline and grade / level. A detailed annexure is attached for your perusal and selection.

Cash sponsors will enjoy the following benefits:

- Naming rights to each relevant class/event during the show
- Championship classes will include the awarding of sponsor branded sashes / day sheets to the winners, with sponsor branding (artwork to be approved), cost covered in the sponsorship amount.
- An allocated trade area / stand for the duration of the show where sponsors may display and promote your range of outstanding products geared for Equestrian (and other) markets.
- Prominent exposure in the show programme and any additional printed media associated with the show
- Exposure/ banners/advertising in the restaurant which is filled to capacity all day every day, and around the grounds (subject to agreement on placement)
- A reserved table in the VIP area for the final day and the main class
- An opportunity to purchase additional seating for clients at a special rate
- Signage in prominent positions around the grounds and roads for the duration of the event
- A branded jump can be produced/customised for use in the arena for the event (production and branding costs will be for your account. The jump will become the property of Shongweni Club, however, this will then provide ongoing exposure as a result of continuous usage at the club for regular events throughout the year)

Further opportunities include:

- Paying for and being named as the host sponsor of one of the very popular evening entertainment events
- Option to include any additional promotional material in the Rider/ Grooms "goodie bags" which are always a popular item – should you wish, you could produce or supply your own branded bags for this purpose, this could be an additional added branding opportunity
- Sponsorship of spot prizes during each day's events- e.g. best sportsmanship- a great way to get your brand across in a way that aligns to your philosophy

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There can be no doubt that there is significant value to be gained from the exposure offered during this event.

We look forward to engaging with you on this and being able to welcome you on board. Please contact Wendy Raffinetti or Shelly Moore, our sponsorship and media team to discuss this further.

Contact details:

Shelly Moore (Sponsorship & Media liaison)
082 654 6079
shellymcom@icloud.com

Wendy Raffinetti (Vice Chairman, Shongweni Club)
083 452 3010
Wendyraff@gmail.com

2024 **YOUTH CHAMPIONSHIPS THEME**

*If wishes were horses, we'd gallop through the meadows of **imagination**, our manes streaming like **stardust**. We'd leap over **rainbows**, our hooves leaving trails of **dreams** in the soft earth. The wind would carry our whispered desires, and the moon would nod in understanding.*

*But alas, wishes remain ethereal, like **morning mist** that vanishes with the sun's touch. We must ride our own steeds of **determination**, bridled with hope, and gallop toward the horizon of possibility. For in the realm of reality, it is not the horses that grant wishes, but the fire within our hearts.*

So let us be both rider and steed, chasing after the elusive stars, weaving our own constellations. And perhaps, just perhaps, our wishes will find their way to the heavens, carried by the wind, and answered by the universe itself.

Youth **CHAMPS 2022**

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18:46

Westown South African Youth Cha... Q

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Don't forget to take your selfies at the Krispy Kreme banner next to the secretary box and upload to Facebook or INSTAGRAM and tag Galleria Mall and [Krispy Kreme Doughnuts](#) - You can win 6 months supply of KRISPY KREME donuts!!! 🍩🍩 Open to all - Winner will be drawn today!!!!



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 **Westown South African Youth Championships 2024** ...

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23 Dec 2022 · 🌐

Looking back to the memories of last weeks [The South African Youth Championships 2022](#). We would like to congratulate all of the competitors on a successful show.

Below is Dr Ralph presenting the rosette to the winner of the show jumping PR 1.10 class which was sponsored by [Summerveld Equine Hospital](#)



The Westown SHOWDOWN

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Announcement
PHOTO COMPETITION
RUNNER-UP!



Congratulations

Westtown South African
Youth Championships
2022



Announcement
PHOTO COMPETITION
RUNNER-UP!



Congratulations

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Youth Championships
2022
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Announcement
PHOTO COMPETITION
RUNNER-UP!



Congratulations

Westtown South African
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2022



Announcement
PHOTO COMPETITION
RUNNER-UP!



Congratulations

Westtown South African
Youth Championships
2022



The Westtown South African
Youth Championships 2022
10 - 16 December 2022



Pony Rider Prelim 4

SUPP Fynbos Bracken Three Socks THEM OU
Marcia Van Heerden





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Youth CHAMPS 2024
BE THERE! DON'T MISS OUT!
WHERE WILL YOUR BRANDING BE THIS YEAR?

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