

FESTIVAL OF BRITISH EVENTING

The Festival of British Eventing at Gatcombe Park has established itself as one of the premier destinations for the estimated 17 million equestrian enthusiasts in the UK to watch world class riders in action

PROFILE

Gatcombe Park provides a unique location in the picturesque Cotswolds on the private estate of HRH The Princess Royal, providing spectators, competitors and sponsors with a stunning backdrop to a truly world class event.

'The Festival of British Eventing' brings together the three major British Championships (Advanced, Intermediate and Novice) to compete over one weekend at one venue – quite simply the largest gathering of eventing talent at one place in any year.

Competitors and spectators alike enjoy the event's ability to combine world class sporting action with a full programme of arena entertainment over three days providing enjoyment for the whole family.

DEMOGRAPHICS

- Highest AB audience of any sport
- Royal competitors and spectators
- 46% of spectators have visited the event for 5+ years
- Spectators: 56% women, 32% men and 12% children
- Reach: 38% less than 25 miles, 23% 26-50 miles and 23% 50+ miles
- 61% of visitors come to watch world class riders



- ### Opportunities
- Sponsorship
 - Hospitality



EXPOSURE

- 50,000+ attend over 3 days
- National newspaper coverage including: Daily Telegraph, Daily Mail, The Times
- National Radio including: BBC Radio 2, BBC Radio 4, Classic FM and Virgin Radio
- Equestrian Magazines
- Internet: event and equestrian websites