

*'The home of British showjumping. Founded by Douglas Bunn in 1960. It has long maintained its reputation as one of the leading equestrian venues in the world.'*

**HICKSTEAD**

## PROFILE

Hickstead is recognised globally as the UK's leading equestrian venue, attracting over 100,000 visitors annually.

The prestigious All England Showjumping Course includes five arenas, permanent seating for over 5,000 spectators and 26 corporate hospitality suites.

The venue provides the perfect setting for hosting prestigious events such as the British Jumping Derby, the Royal International Horse Show and International Arena Polo test matches.

One thing that can be guaranteed is that you will find something at Hickstead for every horse lover: whether it's jumping, showing, dressage, eventing, driving or polo that particularly enthralls you.



## DEMOGRAPHICS

- Highest AB audience of any sport
- Affluent competitors and spectators
- Attracts the aspirational – involvement in equestrianism is regarded as a symbol of social class



## Opportunities

- Sponsorship
- Venue hire

## EXPOSURE

- Over 36 hours of television coverage on Sky Sports
- Over 1.1 million viewers at prime time on BBC
- Print media coverage includes Horse and Hound, Polo Times and other magazines