

**DUBLIN HORSE SHOW**  
*Sponsorship Opportunities*





*The Dublin Horse Show is firmly established as one of Ireland's premier events and the highlight of the Summer social calendar.*

A celebration of Ireland's affinity with the horse, the Dublin Horse Show is truly unique. Held over five days in the historic 42 acre RDS venue in Ballsbridge, the Dublin Horse Show showcases Ireland's leadership in equestrian sports and delivers an enviable day out for visitors to the city.

# *Not just a Horse Show...*



## *International Show Jumping*

Guests watch from the edge of their seat as eight teams compete in the Furusiyya FEI Nations' Cup™ presented by Longines on the Friday. The thrilling Land Rover Puissance takes place on Saturday, with the Longines International Grand Prix on Sunday.



## *Live Entertainment*

There is a great line up of live acts for both the young and the old to enjoy daily at the Show. From a roving barbershop quartet or relaxing acoustic sounds to dance troops and individual performers - you will be kept entertained throughout the five days of the Show.



## *Ladies' Day*

A fashionista favourite, glamour and style are in abundance at Ladies' Day, which takes place on Thursday of the Show. Not just for the ladies, gentlemen are also encouraged to get suited and booted for the event!



## *Family Day Out*

The ever popular Kids' Zone keeps the little ones' entertained with pony rides, face painting, magic shows, outdoor games and more. The whole family can also enjoy the various musical and entertainment acts at the Show.



## *Restaurants, Cafes & Bars*

Visitors can enjoy a choice of high end dining options in the Champagne and Seafood bar or the Minerva Restaurant. There is also a great selection and variety of food to sample from the artesian outlets and cafes dotted around the Show.

## What our Partners Say

*“Land Rover is a proud and longstanding partner of the Dublin Horse Show and the Land Rover Puissance competition is a highlight in our events calendar every year.*

*The Horse Show provides us with a fantastic setting to present our range of vehicles to a wonderful audience and perfectly demonstrates our ongoing commitment to equestrian sport in Ireland.”*

**Land Rover  
Ireland**

*“At the National Aquatic Centre we’ve been delighted to be involved with the Dublin Horse Show at the RDS for the last number of years. We sponsor the water jump which is obviously the perfect fit for us, and leads to great exposure for the Centre.*

*The team at the RDS are very easy to work with and always looking for sponsor feedback which is great to see”*

**National  
Aquatic  
Centre**

*“We were delighted to become involved in the Dublin Horse Show as official Wine & Champagne Partner. The partnership is an authentic fit for Cassidy Wines and we look forward to working with the Dublin Horse Show and building on this experience”*

**Cassidy  
Wines**

## *We will work with you*

Whether your sponsorship budget is €5,000 or €200,000 we can tailor a sponsorship package to suit your requirements, enabling you to reach your target audience with your key messages in a creative way.

Our existing sponsors vary in company, size, sector and investment. The most popular form of sponsorship is event sponsorship with guaranteed brand exposure and onsite advertising.

Sponsorship packages can be upgraded to include hospitality, where sponsors can entertain both potential clients or reward existing customers. When customising a sponsorship package we take pride in our ability to understand and work with you to fulfil your business requirements.



## *Sponsorship Benefits*



### *Advertising & Acknowledgments*

Inclusion in the Dublin Horse Show Official Programme and Catalogue and the social media platforms and the website.

### *Branding*

Expose your brand to over 100,000 on-site visitors at the Dublin Horse Show through signage opportunities in the Main Arena, Showing Rings and Simmons Court.



### *Show Promotions*

Promote your brand at the Show through product sampling or on-line competitions. Engage in promotional campaigns pre and post Show to maximise brand exposure.



# Sponsorship Benefits

## *Tickets & Hospitality*

Hospitality packages can be designed to suit the entertainment needs of your guests, clients and customers.



## *Trade Space*

Packages can be created for sponsors to include a trade stand at the Show - indoor or outdoor. *87% of trade exhibitors at the Dublin Horse Show believed it was an effective way to raise brand awareness.\**

*\*2015 DHS Survey*

## *Naming Rights*

Your brand will be associated with the event that you are sponsoring at the Dublin Horse Show in print and on-line coverage.



# Sponsorship Benefits

## Media Coverage

The Dublin Horse Show is a 5 star international sporting event and during the five days it also incorporates other significant events into its programme such as Ladies Day. As a result the Show attracts media from all over the world and from a variety of media outlets.

- Over 150 media representatives (national and international) attend the event annually
- International and national print, broadcast and online media coverage generated

## TV Coverage

The Dublin Horse Show is one of only a handful of important sporting Irish events that is televised annually by the national television broadcaster RTÉ.

A total peak viewership of **711,300** people in Ireland with over 8 hours of coverage over the three days.\*

The Furusiyya FEI Nations Cup™ Nations' Cup is broadcast to **1.3 million viewers in 52 countries** throughout Europe on Eurosport.

*\*RTÉ Viewership Figures 2015*

## Social Media Followers

 50,000 +

 10,000 +

 6,000 +

 [www.dublinhorseshow.com](http://www.dublinhorseshow.com)  
– 1.3 million page views



## Supporting a Not-for-Profit Show

The Royal Dublin Society (RDS) was founded in 1731 by a small group of gentlemen who were united by a common aim – to improve the poor economic condition of the country by promoting agriculture, arts, industry and science in Ireland.

The philanthropic Society developed into an invaluable resource from which grew major national institutions which can still be enjoyed today including the National Botanic Gardens, the National Gallery of Ireland, the National College of Art and Design and the Natural History Museum.

The Society draws its strength from its independence and impartiality; it relies on its own resources to fund its activities through membership and the commercial activities of the venue.

As part of the Society's Equestrian Programme the Dublin Horse Show takes place each and is run by the RDS on a **not-for-profit basis**.

The running of the Show relies on revenue streams such as sponsorship. Funded by truly world-class partnerships with its sponsors, commercial activities and philanthropic support from the RDS members, the RDS continues to advance the aims of its Founders.

The mission of the Dublin Horse Show to celebrate the Irish-bred horse on an international stage, with the aim of setting standards in equine breeding and performance and endeavoring to create a market place for Irish bred horses.

By investing in the Dublin Horse Show you are helping to ensure that the Show will continue to grow and develop for many more years to come.



**€708m**

Contribution of the Irish Sport Horse industry to the Irish Economy per annum.

**€135m**

Competition element of Irish Sport Horse industry.

**€43m**

Total direct, indirect and induced spending of the Dublin Horse Show.

## *What our Partners Say*

*“The team here at The Clayton Hotel Ballsbridge are delighted to be part of the Dublin Horse Show, as the sponsor of the Speed Championship. The staff at the RDS went out of their way to make sure we had everything we needed. We are proud sponsors of this event and certainly look forward to taking part again next year.”*

**Clayton Hotel  
Ballsbridge**

*“The Dublin Horse Show has been a key element in the promotion of our Allianz Horse & Rider insurance product since it's launch in 2009. Across our six year relationship with the Dublin Horse Show, Allianz have been proud sponsors of the Allianz Hunt Chase and are the current sponsors of the Allianz National Amateur Championships. Our sponsorship of these classes has delivered both product and brand visibility within a highly relevant and appropriate audience. We are already looking forward to the 2016 Dublin Horse Show and building on the success of this year's show.”*

**Allianz**

*“Goffs Country considers the Dublin Horse Show to be one of the must ‘GO TO’ events in the Irish sporting calendar. Furthermore it is a wonderful occasion to show case what's best about Irish equestrianism and as an entertainment venue for clients it is second to none.”*

**Goffs Country  
Property**

## Did you know?

The event is over **140** years in existence



The first Show was held on the lawns of Leinster House – now home to the Irish Government.



The Show is a **not-for-profit** event which is run by a philanthropic society – the RDS



The Dublin Horse Show is a household name in Ireland - **92%**



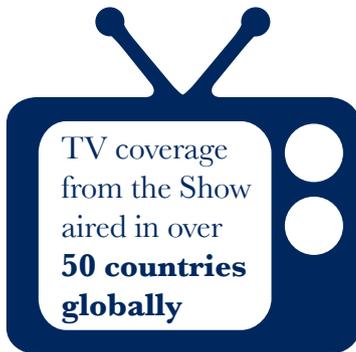
**prompted awareness\***

\*Catalyst Market Research.

A **5\*** sporting event that is attended by the Head of State - the President of Ireland and officially opened by the Lord Mayor of Dublin.



Dublin is one of eight prestigious European Shows that host a leg of **Furusiyya FEI Nations Cup™ Nations' Cup**



TV coverage from the Show aired in over **50 countries globally**

100,000 annual visitors from Ireland and around the world.

71% ABC 1



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