



BUSSELTON SHOWJUMPING FESTIVAL

2026 Sponsorship Prospectus

• SUPPORT • CONNECT • ALIGN •

PRESENTED BY



Nestled in the heart of the Margaret River Wine Region, the Busselton Horse & Pony Club is a vibrant, community-focused club where riders of all ages and abilities feel supported to grow.

From first cross-rails to competitive showjumping, we're passionate about building confident, capable horse & rider combinations. Led by Australian Showjumping Champion, Tessa Lill, our showjumping festival program is dedicated to producing a standout showjumping event that riders, the community and event partners can genuinely look forward to.

Hosting training days, clinics & competitions, including one of Western Australia's most well-loved showjumping championships, we attract rising talent & professionals alike.

As a not for profit club, with a strong volunteer cohort, we take pride in fostering strong community engagement, providing quality facilities, and cultivating a supportive environment where equestrians can truly flourish.



SPONSORSHIPS & PARTNERSHIPS

JOIN US IN DELIVERING EXCEPTIONAL SHOWJUMPING EVENTS THROUGH THOUGHTFULLY STRUCTURED SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES. THERE ARE SEVERAL WAYS TO PARTNER WITH US ACROSS OUR EVENTS. EXPLORE THE OPPORTUNITIES BELOW TO FIND THE ALIGNMENT THAT SUITS YOUR BRAND

SOUTH WEST DEVELOPMENT SERIES

Support the growth of grassroots riders across the South West. This partnership aligns you & your brand with development, participation & opportunity.

Perfect for community-minded families & regional small businesses.

JUMPING FESTIVAL SPONSORSHIP

Align with our November Championship through naming rights to classes, arenas & the show itself. High profile recognition in front of riders, spectators & the broader equestrian community.

Ideal for business seeking standout visibility & meaningful brand alignment at a marquee event

MERCHANDISE COLLABORATION

Showcase your products through curated prize packages, product placement & trade stand opportunities at the Championship. Connect directly with riders, families & spectators while letting them experience your brand.

Perfect for retailers, suppliers & service providers wanting to feature their product & make an impact.

THE SOUTH WEST DEVELOPMENT SERIES

#1 MARCH 29 / #2 MAY 30
FINALE NOV 27-29

The South West Development Series has been created to support and celebrate emerging showjumping riders across our region.

It is where confidence is built, where riders step up a height & where partnerships strengthen.

COMPRISED OF TWO
LEAD-UP EVENTS,
CULMINATING IN OUR
NOVEMBER
SHOWJUMPING
CHAMPIONSHIP

COMMUNITY CLASS SPONSORSHIP \$150 PER CLASS

We invite local families, businesses and community organisations to align with the South West Development Series & support up & coming riders in series 1 & 2.

INCLUDED:

- Naming rights to one series
- Social Media Promotion
- Presentation Photo Recognition
- Tagged results
- Direct alignment with Local equestrian families

SERIES CHAMPIONSHIP RUG SPONSORSHIP

\$350 PER CLASS

These Championship Rugs are structured to celebrate the rider & horse journey, as they progress up the heights and develop across the season.

45cm-65cm CHAMPION
65cm-85cm CHAMPION
85cm -1.00m CHAMPION
JUNIOR & SENIOR RUGS FOR EACH

INCLUDED:

- Rug Branding
- Series Championship Division Naming Rights
- Year round Social Media
- Presentation Photo Recognition
- Tagged results

27-29 NOVEMBER

Grand Prix

SHOWJUMPING FESTIVAL



THREE DAYS

ELITE SPORT

EMERGING TALENT

Premier Showjumping Showcase

Drawing accomplished riders & high-performance combinations from across Western Australia, the Grand Prix Championship delivers high-class tracks, competitive prize pools & serious sport intensity for a compelling spectator experience. Our Grand Prix headline event is a celebration of precision, athleticism & partnership, tested under pressure.

The Championship commands strong attendance from riders, owners, families & industry supporters, creating a high-visibility platform for brand alignment.

With the Grand Prix showcased on Sunday & being the pinnacle of the event, it is sidelined with entertainment & a licensed and catered VIP ringside lounge.

While the championship highlights elite competition, it sits proudly within a broader program that supports emerging riders & grassroots development. From developing combinations to seasoned professionals - building the future of showjumping.

SUPPORT

- Invest in South West families & communities
- Back one of a WA's key equestrian events
- Champion a all ages & genres inclusive sport.

CONNECT

- Reach an audience (5-80yrs+)
- Men & Women compete side by side
- Engage families, professionals & decision makers
- Face to face exposure via VIP & on-site activation

ALIGN

- Associate with a premium regional event
- Align with lifestyle, travel & recreation
- Naming rights, class sponsors & branded presence
- Connect with a loyal, returning audience

SPONSORSHIP PACKAGES

PLATINUM PARTNER

EVENT & GRAND PRIX NAMING RIGHTS OPPORTUNITY

This is more than sponsorship - this is ownership.

As the Platinum Partner, your business becomes the Naming Rights Partner of the Busselton Showjumping Event & feature Grand Prix Championship. Your name leads the event, positioned at the forefront of 3 days of elite sport & emerging talent.

Designed for brands seeking premium visibility & authentic alignment with high-level competition, this partnership places your business at the center of a professionally delivered regional sporting event, with strong community engagement & VIP hospitality.

The Platinum partnership can be customised to align with your brand objectives & business needs to maximise impact. Discover all the standard inclusions of this flagship opportunity on the following pages.

PRICE
TBA

GOLD PARTNER

ARENA & FEATURE CLASS NAMING RIGHTS OPPORTUNITY

The Gold Partnership provides high impact visibility through exclusive naming rights to one Competition Arena and a feature class within the Busselton Showjumping Event.

With your brand positioned at the center of the competition across three days, arena naming rights deliver consistent exposure to riders, spectators & industry stakeholders, prominent branding while VIP hospitality offers valuable engagement.

A strong commercial presence within a professionally delivered regional sporting event.

Full partnership inclusions feature on following pages.

\$2000

Your valued partnership directly supports feature class presentation rugs prize money & winners gifts, while contributing to the professional delivery of the event.

SPONSORSHIP PACKAGES

SILVER PARTNER

MAIN ARENA CLASS NAMING RIGHTS

The Silver Package offer valuable event presence through naming rights to a class in Main Arena , placing your brand within the heart of competition at the Busselton Showjumping Event.

With branding integrated throughout Arena 1 & across event promotions & social media, this partnership delivers consistent exposure across three days of elite & emerging talent. Silver Package partners also enjoy VIP ticket access to the event., providing a premium experience while connecting with the equestrian community

Accessible, brand visibilty within a professionally delivered regional sporting event - an ideal opportunity for businesses seeking meaningful engagement & strong return on investment.

Full partnership inclusions are outline on the following pages.

\$1000

BRONZE PARTNER

ARENA 2 CLASS NAMING RIGHTS

The Bronze Partnership offers naming rights to Arena 2 classes, highlighting youth riders & emerging talent. Your brand will feature throughout the Arena, across the venue & on social media, with VIP access included.

This partnership provides accessible, meaningful exposure withing the event & supports our up & coming youngsters.

Full partnership inclusions feature on following pages.

\$500

Your valued partnership directly assists in funding prize money, winners gifts & contributing to the running of the show ensuring a high quality experience.

MERCHANDISE COLLABORATION

Our brand & merchandise collaboration program invites businesses to intergrate their merchandise into the event experience. Contributions may be featured as championship rugs & prizes, merchandise for raffles or something thoughtfully incorporated for use or consumption throughout the event. Each tier is designed to provide clear visibilty & meaningful brand alignment and a genuine connection with our riders & spectators - in a format that is refined, impactful & easy to engage with.

EXCLUSIVE

Feature & Impress

Go big with curated, high impact prize packages: championship rugs, memorable prizes & strategic product inclusions - your brand featured, aesthetic product placement, prime promotional staging & marketing. Enjoy access to our VIP Lounge & Trade/Promotional Stand

\$2500 rrp

PREMIUM

Showcase & Engage

Step up your visibility: merchandise displayed, marketing materials, free & priority trade stand, VIP tickets, socials and more. Share your product with riders & attendees and secure their custom. Lets make your products & brand seen, experienced & remembered. Enjoy VIP Lounge & Trade/Promotional Stand

\$1200 rrp

FOUNDATION

Put Your Product Out There

Support your local equestrian community & get your merchandise noticed. Include your items at the Busselton Showjumping Championship, be acknowledged, featured in print, at the event & on socials.

\$500 rrp

SEE MORE OF THE PACKAGE INCLUSIONS ON FOLLOWING PAGES



VIP LOUNGE

ENTRY FOR EVERY SPONSOR

Each sponsor gets exclusive tickets to our VIP Lounge, where you can enjoy stylish shaded licensed showjumping viewing for the entirety of the event. You also invited to attend our Grand Prix VIP event which includes a Catered Food & Beverages Package on Sunday, during the Grand Prix.

Showcasing not only amazing jumping, but beautiful Margaret River Region Wines, Brews & tasty delights.



Grand Prix

SHOWJUMPING FESTIVAL

SPONSORSHIP INCLUSIONS

	PLATINUM	GOLD	SILVER	BRONZE	EXCLUSIVE	PREMIER	FOUNDATION
EVENT NAMING RIGHTS	●						
ARENA NAMING RIGHTS		●					
GRAND PRIX NAMING RIGHTS	●						
FEATURE CLASS NAMING		●					
VIP LOUNGE	✓ TBA	8	4	2	4	2	
DISCOUNTED VIP TICKETS	●	●	●	●	●	●	●
ARENA 1 CLASS NAMING			●				
ARENA 2 CLASS NAMING				●			
FEATURE ENTRY SIGNAGE	●						
ARENA 1 JUMP SIGNAGE	●	●	●				
ARENA 1 SIGNAGE	●	●	●		●	●	
ARENA 2 SIGNAGE	●	●		●	●	●	
TRADE /PROMO STAND	●	●	●	●	●	●	
1 YEAR SOCIALS PROMO	●						
1 YEAR WEBSITE PROMO	●						
1 YEAR WEBSITE LOGO	●	●	●	●	●	●	●
ONLINE & SOCIALS PROMO	●	●	●	●	●		●
PRESENTATION PHOTOGRAPHY	●	●	●	●			
PROGRAM ADVERTISING	●	●			●		
PROGRAM LOGOS	●	●	●	●	●	●	●
BROCHURE DISTRIBUTION	●	●	●	●	●	●	●
BRANDED PRESENTATION RUG	●	●					
BRANDED ROSETTES	●	●	●	●			
EARLY ENTRY CODES	✓	✓	✓	✓	✓	✓	✓

*Thank You for considering a partnership with
Busselton Showjumping.*

Gaddle Up!

*Pick your package. Get in touch. Lets make it
happen-
Tailor your package with us!*

CONTACT:

ELISHA MANUEL

SHOWJUMPING SPONSORSHIP

BUSSELTON HORSE & PONY CLUB

busseltonhpcshowjumping@gmail.com

0400 436 203