



23 January 2012

We have been asked to once again offer a challenging test from Novice through Advanced levels. This year's competition will take place on **28<sup>th</sup> & 29<sup>th</sup> April**. We are also offering one of two pony championships to determine team GB for the European Championships. The format for this year is that we will start with all the Intermediate classes on Saturday culminating in the Pony Championship during the late afternoon. On Sunday all the Novice classes will be held followed by the Advanced competition. Feedback from competitors, spectators and sponsors is excellent and our trade stands play a crucial role in creating the event atmosphere

The layout will remain as last year with the public parking adjacent to the Show Jumping, which will result in greater public exposure to all the trade stands. Furthermore, we are increasing our advertising and public exposure again this year, as well as developing the various dog classes and shows so once again we expect an increase in the numbers of the general public attending.

In summary, what we offer is:

- **High Profile Event** - Withington Horse Trials is one of the most demanding one-day events in the country. We have been oversubscribed every year since 2003 - last year we had to turn away 237 riders!
- **Targeted Marketing** – over 1500 people are involved in the event. 72% of those live within a 75-mile radius of Cheltenham. Over 1000 members of the public were attracted to the event last year with little sought after publicity. Undertaking high profile public relations activities means many more publicity opportunities for 2012.
- **Affluent Attendees** - 63% of competitors and 52% of spectators fall into the "AB" socio-economic group which are those with high disposable income.

We do limit the number of stands within a particular category in order to balance choice and variety of offering on the one hand and ensuring that each trade stand can expect reasonable share of the income on the other.

If you are interested, please apply for a Health & Safety Approval Number by filling out the attached form and forwarding it with the appropriate documents to Jeremy Langlands (Hartgrove House, Nr Shaftesbury, Dorset SP7 0JY Tel: 01747 811 835 Fax: 01747 811 837 Email: [jeremylanglands@gmail.com](mailto:jeremylanglands@gmail.com) ). Once you have been assigned a number, please forward the confirmation fax that is printed on the reverse of this letter to me and we will confirm your space accordingly.

I look forward to hearing from you.

Yours sincerely,

Bruno Brenninkmeijer

# Non Food Trade Stand Confirmation Fax

To: Withington Manor Horse Trials 2012 From: «Company»

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Phone: (01242) 890 - 451 Phone: «Telephone»

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Fax: (01242) 890 - 469 Fax:

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Re: Trade Stand Space Date:

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Date: 23 January 2012 Contact:

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Yes, we would like to have trade stand space at Withington Manor Horse Trials.

Yes, we have been allocated the following Health & Safety Approval Number: \_\_\_\_\_

Yes, we have the following requirements and agree to pay the following:

- Open space 5m (16ft) frontage – £94.00 (£80.00 + VAT)
- Open space 10m (32 ft) frontage – £105.75 (£90.00 + VAT)
- Open space 15m (49ft) frontage – £117.50 (£100.00 + VAT)
- Tent 3m (9ft) frontage & 3m (9ft) deep – £176.25 (£150.00 + VAT)
- Tent 6m (19ft) frontage & 3m (9ft) deep – £264.38 (£225.00 + VAT)
- Tent 9m (29ft) frontage & 3m (9ft) deep – £352.50 (£300.00 + VAT)
- Tent 12m (39ft) frontage & 3m (9ft) deep – £440.63 (£375.00 + VAT)

Yes, we would like to be provided with electricity.

Yes, we are interested, but would like further information before deciding to take part.  
Please call us at the number below.

Signed: Date:

On behalf of: Company Name: «Company»

Company Address: «Address\_1»

«Address\_2»

«City» «County» «Post\_Code»

Contact Name:

Frontage Required:

Type of Goods Sold: «Trade\_Type»

Special Requests: