



FRI 23RD - SUN 25TH APRIL 2010

THE ONE DAY EVENT

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03 February 2010

Having made the decision since its inception to offer top class competition, we have been asked to once again offer a challenging test from Novice through Advanced levels. This year's competition will take place on 24th & 25th April, 2010. 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 Novice classes on Saturday culminating in the Pony Championship during the late afternoon. On Sunday all the Intermediate 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.

This year we will be changing the position of the show jump arena to bring this closer to the cross country courses thus moving the trade stands closer to the focal point of the event. As the public parking will also be moved adjacent to this new location, we expect greater public exposure to all the trade stands. Furthermore, we are increasing our advertising and public exposure again this year, 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. Over 1500 people are directly involved in this year's event and hundreds more members of the public will attend. Furthermore, we have been oversubscribed every year since 2003 - last year we had to turn away 113 riders.
- **Targeted Marketing** – over 1500 people are involved in the event. 72% of those live within a 75-mile radius of Cheltenham. Over 350 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 2010.
- **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@talktalk.net). 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



Catering Trade Stand Confirmation Fax

To: Withington Manor Horse Trials 2010

From:

Phone: (01242) 890 - 451

Phone:

Fax: (01242) 890 - 469

Fax:

Re: Trade Stand Space

Date:

Date: 03 February 2010

Contact:

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 agree to pay 20% of the revenue earned at Withington Manor Horse Trials + VAT.

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 Address:

Contact Name:

Frontage Required:

Type of Goods Sold:

Special Requests: