

-Stichting Dutch Horse Events-

# SPONSOR BROCHURE



Top Dressage Tolbert



Top Dressage Tolbert



11 till 14 april 2024

**TOP  
DRESSAGE  
TOLBERT**

CDI 3\* Tolbert

organisation:



L&R Events



Top Dressage Tolbert

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# TOP DRESSAGE TOLBERT



Top Dressage Tolbert

## Second Edition

In 2023, we organized the first edition of Top Dressage Tolbert. It was an extremely successful edition with approximately 140 riders from as many as 18 different countries, including Olympic riders such as Carl Hester, Emma Kanerva, and Severo Jurado Lopez.

Furthermore, Denmark chose our competition as the first observation for their team for the European Championships.

## Organization

The organization, L&R Horse Events, stands for an atmospheric, customer-friendly, and flexible organization. With the successful first edition of Top Dressage Tolbert, they have proven to be capable of setting up a world-class and high-quality dressage competition, yet financially accessible for participants and sponsors.

## Goal

Our goal is to make this annual international dressage competition an event where all (inter-)national dressage riders start with great pleasure and are keen to return. For Dutch dressage riders, particularly the youth, it offers the opportunity to gain experience in an international competition "right around the corner" in the Netherlands.

Become a partner of Top Dressage Tolbert and enjoy (along with your clients or associates) world-class dressage sport, unique side-events and high-quality catering & entertainment!





# TOP DRESSAGE TOLBERT

## REVIEWS

**Foreign Judge reported to the FEI:**

*"I'd like to insist on the fact this competition is the proof it's possible to organise a CDI for the 1st time but in a very professional way in an excellent atmosphere and totally successfully !! "*



**Carl Hester (current European champion with the British team):**

*"It's a cool show, friendly"*

**Marc Peter Spahn (Belgium) -  
Foreign Rider:**

*"It was well organised and although it started with a lot of rain the organisers kept everything under control!!! WELL DONE"*





# TOP DRESSAGE TOLBERT

## DATA



**18**  
Nationalities

Australia, Belgium, Denmark, Germany, Finland, Great Britain, Greece, Ireland, Italy, Japan, the Netherlands, Norway, Poland, Portugal, Spain, Thailand, Sweden, and Switzerland.



**358**  
Starts

99 starts achieved a new personal record at Top Dressage Tolbert.



**38.011**  
(Digital) Spectators

Over 26,000 viewers via Clip My Horse from as many as 63 countries, including Belgium, Denmark, the United States, Germany, Sweden, the United Kingdom, Norway, Switzerland, and Finland. Despite the bad weather, more than 12,000 visitors attended the event.

**89**  
Involved partners

Our goal is to use as many local businesses as possible. We have utilized catering, ground maintenance, hotels, restaurants, supermarkets and local bedding suppliers. Various Groningen-based exhibitors were also represented. In the area between Groningen, Drachten, and Roden, all hotels and B&Bs were fully booked; in total over 1,500 overnight stays!

**893.029**  
Views on Social Media

On social media, the event was also well-followed. In total, the posts were viewed almost a million times.

# -Stichting Dutch Horse Events- Top Dressage Tolbert



A unique event in terms of dressage sport, atmosphere and hospitality!

## Hospitality

Top Dressage Tolbert is a beautiful meeting point to combine work and (top) sports. The event offers numerous opportunities to introduce existing relationships to dressage in a unique setting in an informal manner. The event provides various sponsorship opportunities, such as having your own VIP section in a large VIP lounge with an optimal view of the main arena, ensuring your guests have the most comfortable experience while enjoying equestrian sports.



## Promotion

During and prior to the event, there are numerous ways to get your company noticed and in the spotlight. This can be done online and offline, through billboards and/or competition sponsorships. Please consult with us about the possibilities to promote your company in the best way possible!



## Media

Starting from November, the event will be promoted through newsletters and social media campaigns. The "fanbase" of over 4,000 loyal followers on social media will be prominently included in these efforts. The event will be highlighted through contacts at RTV and northern and equestrian newspapers. We are also happy to include you in these routes as a partner of the event. "Clip my horse" is a leading streaming service in the world and will broadcast the competitions live all days.



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A unique event in terms of dressage sport, atmosphere and hospitality!

## Ambassador

We are incredibly proud of our ambassador, Hans Peter Minderhoud! This top rider, who belongs to the elite in the world, has been a loyal participant at the Tolbert events for many years. "I am an ambassador for Top Dressage Tolbert because it is a great organization that always shows flexibility," says Hans Peter Minderhoud.



## Location

An incredible venue with an equally impressive ambiance. The location shows international atmosphere and has hosted numerous equestrian events. The HJC Manege in Tolbert is already well-known among the national dressage riders. Experience it at the HJC!

Additionally, at the showground you'll find a tasteful and atmospheric restaurant called "De Postwagen" and a lively event-hall called "Plaza Posta!"



## Visitors

Like the first edition, we expect 25,000 visitors at the second edition over four days. We also have a fantastic shopping and hospitality area where visitors can shop well! The event will be broadcast via "Clip my horse". They will broadcast the competition live all over the world.



An arrangement includes coffee, tea, soft drinks, wine, beer, sweet treats, a lunch buffet, and snacks. For an additional cost, a dinner buffet is available.

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## Gold



Sponsor package with VIP table for 6 people.

Sponsor of one of the final competitions with three sponsor show rugs.

Listing in newsletter, on start list and website.  
Advertisement on social media.

Placement of two billboards along one short and one long side of the arena.

Free stabling of two horses, in case of competing at the CDI.

Additional exposure in consultation / customized.

€6.500,-

excl. VAT

## Silver



Sponsor package with a VIP table for 4 people.

Sponsor of one of the competitions (excluding the finals) with three sponsor show rugs.

Listing in the newsletter, on the start list & website.

Advertisement on social media.

Placement of one billboard along the long side of the arena.

Free stabling of one horse, in case of competing at the CDI.

€3.750,-

excl. VAT

## Bronze



Sponsor package with a VIP table for 4 people.

For 1 day sponsor of one of the competitions (excluding the finals) with a sponsor show rug.

Listing on the start list & website.

Advertisement on social media.

Placement of one billboard along the long side of the arena.

€1.500,-

excl. VAT

The general terms and conditions apply to our sponsorship packages. Scan the QR code for the general terms and conditions.



An arrangement includes coffee, tea, soft drinks, wine, beer, sweet treats, a lunch buffet, and snacks. For an additional cost, a dinner buffet is available.

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## VIP for a Day

Arrangement with a VIP table for 4 people.

**€750,-**

excl. VAT  
per day

## Premium promotional sponsor

Distributing flyers or promotional materials.

Advertisement on social media.

Placement of one billboard on the short side of the arena (visible for 4 days, also during broadcasts on Clipmyhorse)

**€500,-**

excl. VAT

## Promotional sponsor

Distributing flyers or promotional materials.

Advertisement on social media.

Placement of one billboard on the long side of the arena.

**€350,-**

excl. VAT

The general terms and conditions apply to our sponsorship packages. Scan the QR code for the general terms and conditions.:





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## Private & Business Friends

### Business Friends:

Listing in the newsletter, on the startlist & website  
Advertisement on social media

### Private & Business Friends:

5% discount on the registration fee (the discount applies to a maximum of 1 registration)

Participant in the exclusive lottery\*

(Think of prizes such as 1 day of using the VIP package for 2 people and many more beautiful prizes.)

donate as a private friend

€100,-

Click here to become friend

donate as a Business friend

€250,-

Price by agreement

## "Click & Collect" Package

Sponsor of one or more competitions, including accompanying show rugs.  
Choice of: CDICH, CDIP, CDIJ, CDIY, CDIU25, CDII\*, CDI2\*, CDI3\*

Arrangement\* with VIP table for 4 people.

Advertisement on social media.

Listing on the website & in the newsletter.

Placement of one billboard on the short side of the arena (visible for 4 days, also during broadcasts on Clipmyhorse)

## Exhibitor

5m. x 5m. pagoda tent with cassette floor & electricity.

Advertisement on social media.

Listing on the website & in the newsletter.

Placement of one billboard or flag along the long side of the arena.

€775,-  
excl. VAT

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