

RoR NATIONAL CHAMPIONSHIPS 2025

Tuesday 19 - Sunday 24 August 2025, Aintree Equestrian Centre

SUPPORTER *Opportunities*

The Jockey Club RoR National Championships 2025 will feature classes for showing, dressage, showjumping and arena eventing, plus social events including two Members' and Supporters' Evenings.



This six-day extravaganza presents an array of opportunities for support, providing companies with a platform to display their brand to the dedicated RoR audience.

By aligning with this event, companies demonstrate their commitment to the overarching mission of RoR, to safeguard the wellbeing of retired racehorses.

IF YOU WOULD LIKE TO DISCUSS PURCHASING ONE OF THE SUPPORTER PACKAGES, PLEASE CONTACT BECCI THOMPSON AT BTHOMPSON@ROR.ORG.UK OR CALL 07469 512902

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UNIQUE OPPORTUNITIES AND SOCIAL EVENTS

BRANDED SOUVENIR STABLE PLAQUES

For c300 horses

- Co-branded stable plaques given to all horses competing
- Company name listed in event documentation
- Social media tagging (where appropriate)

SOLD

BRANDED GOODY BAGS

For c300 horses

- Co-branded goody bags given to all horses competing
- Company name listed in event documentation
- Opportunity to provide insert in goody bags
- Social media tagging (where appropriate)

SOLD

BIG SCREEN SPONSORSHIP

- Branding surrounding big screen in the main arena used on all six days of competition
- Company name listed in event documentation
- Social media tagging (where appropriate)

£3,000

BIG SCREEN ADVERT

- Video /still advert displayed on big screen once per day of competition
- Company name listed in event documentation
- Social media tagging (where appropriate)

£500

CO-BRANDED SOUVENIRS

For c300 horses

- Branding on souvenir merchandise included in goody bags. May include bobble hat, water bottle, keyring etc.
- Company name listed in event documentation
- Social media tagging (where appropriate)

£500

+
**COST OF
PRODUCTION**

INSERT IN GOODY BAGS

Only available with the purchase of another package

- Get your brand or product in front of c300 former racehorse owners
- Attend the championships for unique content creation opportunities

Inserts may include leaflets, samples, vouchers

£100

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SUPPORTER *Pack*

THE GEMMA POTTS GLAMOUR STAKES

Saturday 23 August

*A chance to dress up.
The former racehorse is the
essential accessory!*

In June 2021, RoR member and former Glamour Stakes entrant, Gemma, suffered a life changing spinal injury at an equestrian event. Gemma's life would never be the same again. Gemma was rushed to James Cook University Hospital where she underwent major spinal surgery. This was the very start of an unimaginable and difficult journey.

The next milestones to fund a 12 week-physical therapy placement for Gemma at a specialist residential rehab centre Steps Rehabilitation in Sheffield.

We're looking for a Glamour Stakes sponsor or sponsors who want to support Gemma on her journey and encourage entries by offering fabulous prizes fitting for the Glamour Stakes!

All class and sponsor proceeds will go to the Gemma Potts Community

gemmapottscmmunity.co.uk

£POA

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UNIQUE OPPORTUNITIES AND SOCIAL EVENTS

WEIGHBRIDGE

Tuesday 19 - Sunday 24
August

Exclusive opportunity to
bring a weighbridge to the
event for all six days



Company name listed in event documentation



Opportunity to discuss key issues on feed and
weight with competitors and provide giveaways



Complimentary drinks and canapés for up to two
people at Thursday and Saturday Members' and
Supporters' Evenings

SOLD

DRESSAGE MEMBERS' AND SUPPORTERS' EVENING

Thursday 21 August

Featuring Elite
Performance Award for
Dressage championship
final, Rock with RoR
dressage to music dance-
off and Always A Star
invitational ridden parade



Excellent networking and unique content
creation opportunities



Branding of VIP areas (own banners)



Drinks and canapes for up to six people



Company name listed in event documentation



Social media tagging (where appropriate)

£3,000

SHOWING MEMBERS' AND SUPPORTERS' EVENING

Saturday 23 August

Featuring championship
judging of the RoR
Showing Finals, the
crowning of the Supreme
Ridden Champion, the
Always a Star invitational
in-hand parade, and
Glamour Stakes



Excellent networking and unique content
creation opportunities



Branding of VIP areas (own banners)



Drinks and canapes for up to six people



Company name listed in event documentation



Social media tagging (where appropriate)

£3,000

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DRESSAGE

- ✓ **NATIONAL DRESSAGE CHAMPIONSHIPS** - Six restricted championship classes and six open championship classes.
- ✓ **DRESSAGE LEAGUE FINALS** - Six championship classes

	Premium	Standard
Full naming rights	✓	✓
Branding on relevant RoR webpages	✓	✓
Opportunity to give branded prizes	✓	✓
Social media mentions	✓	✓
Event presence including tradestand, banners, inclusions in goody bags, PA announcements	✓	✓
Branded rosettes/sashes/rugs	✓	✓
Inclusion in PR/news releases	✓	✓
One MPU placement in RoR ENews	✓	
Sponsored content opportunities on RoR site and social media	✓	
Opportunity to host seminar/event for attendees in breakout space at the event	✓	
Drinks and canapés at the Dressage Members' and Supporters' evening	6 tickets	2 tickets

£4,000

£2,000

Packages and additional opportunities:

ELITE PERFORMANCE AWARD	✓ Sponsorship includes hospitality tickets to annual RoR awards ceremony and attendance at the Dressage Members' and Supporters' evening	£5,000
RoR DRESSAGE LEAGUE	✓ Sponsor dressage league throughout the season plus all championship finals classes at premium level	£5,000
ALL NATIONAL DRESSAGE CHAMPIONSHIPS	✓ Sponsor all open and restricted national dressage championship classes at premium level	£7,000
NATIONAL DRESSAGE CHAMPIONSHIPS & LEAGUE FINALS	✓ Sponsor all 18 championship dressage classes at premium level	£10,000
ALL RoR CHAMPIONSHIP DRESSAGE	✓ Sponsor all regional qualifiers, national championships, league and finals, elite performance award and other incentives	POA

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JUMPING

- ✔ **SHOWJUMPING LEAGUE FINALS** - Three championship classes
- ✔ **ARENA EVENTING LEAGUE FINALS & CHAMPIONSHIP OPEN CLASS** - Three championship classes

	Premium	Standard
Full naming rights	✔	✔
Branding on relevant RoR webpages	✔	✔
Opportunity to give branded prizes	✔	✔
Social media mentions	✔	✔
Event presence including tradestand, banners, inclusions in goody bags, PA announcements	✔	✔
Branded rosettes/sashes/rugs	✔	✔
Inclusion in PR/news releases	✔	✔
One MPU placement in RoR ENews	✔	
Sponsored content opportunities on RoR site and social media	✔	
Opportunity to host seminar/event for attendees in breakout space at the event	✔	
Drinks and canapés at the Dressage Members' and Supporters' evening	6 tickets	2 tickets

£4,000

£2,000

Additional opportunities:

RoR ARENA EVENTING LEAGUE



Sponsor arena eventing league throughout the season plus all championship finals classes at premium level

£3,000

RoR SHOWJUMPING LEAGUE



Sponsor showjumping league throughout the season plus all championship finals classes at premium level

£3,000

ALL NATIONAL JUMPING CHAMPIONSHIPS



Sponsor all jumping championship classes at premium level

£3,500

Bespoke packages are available

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SUPPORTER *Pack*

SINGLE CLASS PACKAGES

CHAMPIONSHIP CLASS PLUS MEMBERS & SUPPORTERS EVENING	CHAMPIONSHIP CLASS	NON-CHAMPIONSHIP CLASS
Full naming rights Opportunity to give branded prizes Social media mention Event presence including banners Opportunity to run seminar/event in breakout room at the event PA announcements Drinks and canapés for two people at the Dressage members and supporters evening	Full naming rights Opportunity to give branded prizes Social media mention Event presence including banners Opportunity to run seminar/event in breakout room at the event PA announcements	Full naming rights Opportunity to give branded prizes Social media mention Event presence including banners Opportunity to run seminar/event in breakout room at the event PA announcements
£300	£250	£150

Additional opportunities:

**TRADESTAND OR
ACTIVATION AREA**



Available at a reduced rate if booking one of the packages above

£TBC

GOODY BAG INCLUSION



Only available if booking one of the above packages

£100

Bespoke packages are available

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