



# Festival Trials Day, Cheltenham

## Saturday 24 January 2026

Launched in 2014, the Retraining of Racehorses (RoR) Awards is the charity's annual flagship promotional event.

The event celebrates the versatility and adaptability of Thoroughbreds through two major awards:

- The **Horse of the Year Award**
- Peter O'Sullivan **Partnership of the Year Award**

The awards also include presentations of the **RoR Elite Series winners** across seven equestrian disciplines.





## RoR REACH AND MEDIA COVERAGE

RoR has more than **19,000 members** and over 15,000 registered former racehorses.

In 2025, the RoR Awards generated **73 pieces of media coverage**, including ITV and BBC.

The total TV audience **exceeded 2.2 million**.

Awards-related social media posts reached **121,500 on Facebook** and **39,700 on Instagram**

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### 'My horse saved me after I lost my sight'



Lesley feels her horse Seb saved her after she lost her sight

**Elen Davies**

BBC News

2 hours ago

**When Lesley Sayers lost her sight she felt unable to leave the house, and unable to ride horses which had been her passion**

But with help from her family and a support dog, she gained the confidence to ride once more.

Now she and horse Second Brook - or Seb as he's now called - have found a deep connection.

"If I'm having a bad day and I'm feeling emotional, I can come up, I can sit in the corner of his stable and he'll bury his head in my lap or he'll just put his head over my shoulder and pull me in for a cuddle. I can just cry into his neck for as long as I need to," she said.

"I can just cry into his neck for as long as I need to."

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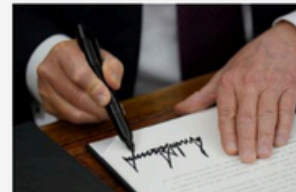
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7 hours ago

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## GUESTS

The 2025 RoR Awards, held in a private marquee at Cheltenham, **welcomed 200 guests.**

The diverse audience included **senior figures from the racing and equestrian industries, sponsors, trainers, breeders, nominees, and winners.**

**RoR Patron Zara Tindall MBE opened the Awards.**





# HORSE OF THE YEAR AWARD

Interested? Contact  
Vicky Vine  
vvine@ror.org.uk  
07467 182 825

Aligning with the RoR Horse of the Year Award offers companies a unique opportunity to demonstrate their commitment to the welfare of retired racehorses.

## Benefits include:

- **Brand exposure:** to a targeted audience of equestrians, industry leaders, and key stakeholders in both racing and equestrian sports. Your brand will be prominently featured in all event materials, promotional campaigns, and media coverage.
- **Corporate social responsibility:** Highlighting your company's dedication to animal welfare and the ethical treatment of retired racehorses, enhancing your corporate image and appeal to socially-conscious consumers and clients.
- **Networking opportunities:** The RoR Awards attract senior figures from the racing industry, representatives from equestrian bodies, sponsors, trainers, breeders, and other influential guests.



# BENEFITS

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## BRANDING OPPORTUNITIES

- Name association: The [your company name] RoR Horse of the Year Award 2026
- **Corporate logo/ brand name on:**
  - Horse of the Year Award webpages
  - Awards email comms and social media posts
  - Awards press releases, plus quote
  - Three Horse of the Year Award finalist videos
  - Relevant presentations
- Horse of the Year trophy

## AT THE EVENT

- **Four hospitality tickets** to the event
- Acknowledgement and thanks in **Chairman's welcome**
- **Presentation of Horse of the Year Award**
- **Photo opportunities** with key guests



## OTHER SUPPORTER OPPORTUNITIES

**We have other opportunities for supporting the event including:**

Champagne reception

Wine and drinks

Hospitality

Programme advertising

**Interested? Contact Vicky Vine, Director of Fundraising, RoR**

**[vvine@ror.org.uk](mailto:vvine@ror.org.uk)**

**07467 182 825**





# THE DAY

The day will comprise of:

- Private marquee for 200 guests throughout the day
- Tea and coffee on arrival
- Champagne during Awards ceremony (sponsor dependent)
- **Two course lunch with wine** and soft drinks
- Afternoon tea (sponsor dependent)

Order of proceedings:

- 10.00 - Arrival
- 10.40 - Awards ceremony
- 12.00 - Lunch
- After lunch - Racing

