

# The Festival for Horse Lovers

8th - 12th August 2018  
East of England Showground



## About Equifest



Now into its eleventh year, Equifest is regarded as an unmissable date in the Equestrian Showing calendar, which provides unique sponsorship opportunities.

Equifest is held over five days, in August, and attracts over 2,500 horses, 12,500 entries and 10,000 visitors.

The festival is the only show in the UK that hosts classes for a variety of disciplines, including showing, working hunters, show jumping, dressage, heavy horses, carriage driving and Hackney horses. Equifest has seen unprecedented growth during a period of economic downturn and is proof of the buoyancy that still remains within the equestrian sector.

**“ A great atmosphere to bring young riders and horses for development ”**

## What can we offer you?

- An audience of national equine enthusiasts
- Highly effective brand awareness and exposure across the whole of the UK
- Twelve-month target marketing
- Flexible, value-for-money sponsorship packages
- Over 17,000 members and followers through Facebook, Twitter and Instagram
- Opportunities for corporate entertainment
- A new market of enthusiastic horse owners



**A link to your brand with the largest horse show in the UK**

# Facts & Figures

**93%** of the Equifest audience are female  
at an average age of 30



Of all competitors and visitors...

**82%** have their own horse

**64%** have owned their horse  
for more than 10 years

**38%** own 4 or more horses

**80%** of all visitors have been  
riding more than a decade

**47%** ride daily



**41%** kept at home

**35%** DIY Livery



**72%** would be willing to spend  
over £50 at Equifest

**78%** of those who visit Equifest  
each year return

“ My first time at the event –  
everyone has been fantastic. I’ll be  
coming back next year! ”



Competitors at Equifest are largely experienced owners that invest heavily in their passion for horses. Equifest visitors vary from seasoned competition enthusiasts, to those who come for a day out with friends to shop for themselves and their horses.

## Visitor Profile

**TYPE** – Almost HALF of visitors attend with their family, with nearly a THIRD coming with friends.

**AGE** – At over 40%, 15 to 34 years represents the age group in highest attendance. Over 25% fall between 35 to 49.

**SPEND** – Nearly THREE-QUARTERS of visitors spend upwards of £50. Less than 5% spend £10 or less.



[www.equifest.org.uk](http://www.equifest.org.uk)