

# The Festival for Horse Lovers

18th - 20th August 2022

East of England Showground



## About Equifest

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

Equifest is held in August, and attracts over 2,000 horses and 10,500 entries

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
- Target marketing
- Flexible, value-for-money sponsorship packages
- Over 20,000 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%

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

## Of all competitors and visitors...

82%

82% have their own horse

64%

64% have owned their horse for more than 10 years

38%

38% own 4 or more horses

80%

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

47%

47% ride daily

41%

41% kept at home

35%

35% DIY Livery



*“ 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.

