LEGACY OF THE HORSE

SPONSORSHIP PROPOSAL 2027

14-18TH APRIL

WWW.LEGACYOFTHEHORSE.COM

ABOUT
LEGACY OF THE HORSE
More Than a Competition

Legacy of the Horse is Australia's only stand-alone colt starting event, bringing together respected trainers from Australia and around the world to showcase their horsemanship, knowledge and ability to develop a young horse through patience, feel and understanding.

Following the success of the inaugural event in 2025, we are proud to return to Tatura Park, Victoria, from 14 – 18 April 2027 for five incredible days of horsemanship, competition and education.

In 2027, our Championship line-up will feature trainers from Australia, Uruguay, Argentina and the USA, making this a truly international event.

Legacy offers so much more than competition — it's a platform for education, inspiration and the sharing of knowledge, with Master Classes, clinics, Q&A sessions, the Wild Card Challenge, Trade Show and feature events.

A platform for education, inspiration and the future of the horse.

PEOPLE

HORSES

EDUCATION

COMMUNITY

CONNECTION

A LASTING LEGACY

5 DAYS
14 – 18 APRIL 2027
TATURA PARK, VIC

INTERNATIONAL TRAINERS
AUSTRALIA, URUGUAY, ARGENTINA & USA

MASTER CLASSES
CLINICS & Q&A

ENGAGED AUDIENCE
HORSE PEOPLE, INDUSTRY & COMMUNITY

BE PART OF THE LEGACY

SPONSORSHIP LEVELS

LEGACY OF THE HORSE 2027

A RANGE OF OPPORTUNITIES TO SUIT YOUR BUSINESS

MAJOR EVENT NAMING RIGHTS

$15,000+

Exclusive partnership with premium exposure and naming rights.

PREMIER PARTNERSHIP

PLATINUM EVENT SPONSOR

$5,000+

High level brand visibility and inclusion as a major event partner.

MAJOR PARTNER

LIVE STREAM SPONSOR

$4,500

Be part of the action and reach a global audience.

VALUED PARTNER

GOLD EVENT SPONSOR

$2,500

Strong brand exposure and event recognition.

EXTENDED REACH

SILVER EVENT SPONSOR

$1,000

Brand exposure and event support.

SUPPORTING PARTNER

BRONZE EVENT SPONSOR

$300 - $500

Product, services or prizes — all support is valued.

COMMUNITY PARTNER

PRIZE SPONSORSHIP

IN-KIND SUPPORT ALSO WELCOME

TRADE SHOW OPPORTUNITIES

BE PART OF SOMETHING BIGGER



Let's create something extraordinary together.

LEGACY OF THE HORSE 2027 | 14 – 18 APRIL 2027 | TATURA PARK, VICTORIA

YOUR PARTNERSHIP DELIVERS MORE

More than exposure — a lasting impact.

Partner with Legacy of the Horse and align your brand with an event that inspires, educates and connects the equestrian community.



BRAND EXPOSURE

Arena signage, event program advertising, event branding, announcements and opportunities to connect with attendees.

DIGITAL & SOCIAL

Exposure through our website, social media, email marketing and promotional campaigns.

LIVE STREAM REACH

Take your brand beyond Taura Park with livestream advertising and global exposure.

VIP & NETWORKING

Exclusive access, VIP passes and opportunities to engage with top trainers and industry leaders.

TRADE SHOW PRESENCE

Showcase your products and services to a highly engaged and targeted equestrian audience.

SUPPORT A GREATER PURPOSE

Help us create opportunities for education, thoughtful training and the sharing of knowledge.



The horse creates connections that last a lifetime.

NATIONAL & INTERNATIONAL REACH

A SHARED LOVE FOR THE HORSE

WORLD CLASS TRAINERS

A PASSIONATE AND ENGAGED AUDIENCE

SPONSORSHIP INCLUSIONS

A COMPARISON OF WHAT'S INCLUDED IN EACH PACKAGE

INCLUSIONS	MAJOR	PLATINUM	GOLD	LIVE STREAM	SILVER	BRONZE
EVENT NAMING RIGHTS "SPONSOR NAME ~LEGACY OF THE HORSE"	✓					
YOUR LOGO ON EVENT T'SHIRT	✓					
Complementary Trade Stand Prime Location - On-Site Engagement: Booth space for product displays and direct interaction with attendees.	✓	✓		✓		
Complementary Trade Stand - The Stables Trade Show single site only.			✓			
Discounted Trade Stand - The Stables Trade Show					✓	✓
Video Advertising on Livestream (to be provided by you)	✓	✓	Discounted fee	✓	Discounted fee	Discounted fee
Banner Promotion Around Arena (supplied by you)	✓	✓	✓	✓	✓	✓
Logo added to arena fence banner	✓					
Complimentary VIP Booth Passes Exclusive event passes and networking opportunities with top trainers and industry leaders. Valued at $565 each	2	1				
Complimentary Standard 5 day Pass - Valued at $370 each	2	1	1	1		
Logo and Link on our Website Sponsors Page Social Media Post welcoming you as a sponsor, plus stories.	✓	✓	✓	✓	✓	✓
Item and or flyer insert event showbags - provided by you no later than 2 weeks before even.	✓	✓	✓	✓	✓	✓
Advert in A4 Full Colour Event Program - artwork provided by you no later than 6 weeks prior to event	Full Page	Half Page	1/4 page	Full Page	⅛ page	⅛ page
Your Logo or Social link added to LOTH Social and Print Media	✓	✓	✓	✓		
Complimentary Drinks Vouchers at Cocktail Bar	8	4	2	4		
Option for Cash & Prizes	✓	✓	✓		✓	✓
Option for Cash Only	✓	✓	✓	✓	✓	✓
Option for Prizes Only			✓		✓	✓
Option to combine Sponsorship Packages		✓	✓	✓	✓	✓
Logo to be placed on our Photo Presentation Banner.	✓	✓	✓	✓	✓	✓

WE APPRECIATE YOUR TIME AND CONSIDERATION AND EAGERLY ANTICIPATE PARTNERING WITH YOU.

Be part of the Legacy.