

ADELAIDE EQUESTRIAN FESTIVAL

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SPONSORSHIP OPPORTUNITIES

Align your brand with one of Australia's premier sporting events





Align your brand with one of Australia's premier sporting events and join us as a sponsor or partner. We provide inspired and creative ways for your brand to engage with our guests, and will work with you (and agency partners) to make your brand stand out.

With a rich history of equine sporting excellence, the Adelaide Equestrian Festival (AEF) hosts the only 5-star equestrian event in the Southern Hemisphere. CCI5* is the highest level of competition in three day eventing and there are only seven such events held worldwide.

Our 2023 event will be the first time the competition runs under its new name and refreshed brand. The evolution from 'The Australian International 3 Day Event' to the 'Adelaide Equestrian Festival' signifies our commitment to create a globally recognised event showcasing the very best of the sport has to offer, while offering guests remarkable hospitality and unforgettable experiences in the park.

What makes AEF globally unique, is that it remains the only cross country event held in the heart of a capital city. Opportunities to enhance the event experience and grow this event further are endless. This is your chance to join us early in our journey with a bigger, better event as we launch our new brand.

The world is your oyster.

From VIP one-of-a-kind experiences for your loyal following to creative marketing opportunities that get your brand seen by a global audience, we have flexible sponsorship and partnership packages that can be tailored to your needs. Jump on board at any level of sponsorship to be seen at our event, or chat to us about new ideas. Let's make it happen!

In numbers

Our last event held was in 2019 (pre-Covid). Since then, we have renamed and rebranded and are well underway in planning a bigger and better event for 2023. Our new event gives sponsors and partners the chance to create new ideas and think outside the box with us.

We understand numbers matter, so take a look at our 2019 event – more than 25,000 people attended, with 56% of those visiting from interstate. With a range of media partners, including national broadcaster 7 Network, the event received media coverage across TV, radio and press with articles appearing locally, nationally and internationally. On radio & TV, we reached an audience of over 5.5 million and the Equestrian Life livestream platform reached over 143,000 viewers.

Social media has become increasingly important to our event, with much of our 2019 marketing effort focussed online. With 17k+ Facebook followers and over 6k on Instagram, we can work with companies to showcase them on our socials as part of the sponsorship benefits, as well as create specific content to reach across markets.

Let's chat

We'd love to work with you.

We provide inspired and creative ways for your brand to engage with our guests, and can work with you (and agency partners) to make your brand stand out. Whether you're interested in seeing our a la carte sponsorship opportunities or create something brand new, we are ready to discuss the possibilities. As the AEF grows into a truly world-class event, we are seeking to build long-term relationships with our strategic partners. This is your chance to secure your position and join the AEF family.

