



proudly  
presents

THE INAUGURAL  
**ENDURANCE FESTIVAL**  
2011

**JOIN US AT  
THE START**





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# THE INAUGURAL ENDURANCE FESTIVAL 2011

## The Endurance Story

Endurance riding was first developed in the early 1900s as a military test for cavalry mounts. Horses were required to go on a five day, 483km ride carrying at least 90kgs. The cavalry test became a civilian sport in the early 1950s. Over time the reduction of distance and time increased the number of riders and rides, and in 1978 the Federation of Equestre International (FEI), the international governing body for World and Olympic equestrian events, recognised endurance riding as an international sport. In 2006 over 353 FEI endurance competitions were held in Europe, Asia and the American continents incorporating over 49 countries worldwide.

Governed by the FEI, rules ensure the welfare of the horse is above the competition – this is the ethos of endurance riding.

Endurance riding is the only sport where men and women, young and old compete on a level playing field. It is a combination of one horse and one rider competing over a designated course of up to 160km in a day in the shortest time possible, with the emphasis on horse welfare.

Endurance has gained incredible excitement hitting the world stage in 1998 when the UAE hosted the World Endurance Championships in the Emirates.

A world record participation of 43 countries elevated the sport and started the regular travel of endurance horses to Championship events particularly into the Middle East.

The sport of endurance riding is the fastest growing equestrian sport in the world.

## Endurance in Australia

All Endurance events in Australia are affiliated with the Australian Endurance Riders Association (AERA) and conducted under AERA rules, while all international Endurance events are conducted under FEI rules and overseen by Equestrian Australia.

Australia's premier Endurance event, the Tom Quilty Gold Cup was first contested in 1966 and today attracts competitors from all states and around the globe. The Tom Quilty Gold Cup is truly one of the leading endurance events in the World.

Australia's premier FEI International event is the FEI 3\* 160kms National Championships, now an annual event.

## An Australian First – Endurance Festival 2011

In 2011, OZ Endurance (Q) Inc will host the Australian FEI National Championships 3\* 160kms as a feature of the inaugural Endurance Festival.

This world class equestrian event will be staged on June 11th, 12th and 13th 2011 at Caboolture, Queensland and aims to promote the sport of endurance riding at all levels and to establish awareness of the enormous commitment and challenges to be competitive at the World Equestrian Games and World Endurance Championships.

Oz Endurance's focus is to:

- Host national (AERA) and international (FEI) events over varying distances
- Provide annual education clinics
- Encourage participation in endurance riding
- Host feature events – 'Endurance Festival 2011'
- Promote public awareness of Endurance Riding as an exciting sport.

## The Fastest Growing Equestrian Sport in the World

In many countries Endurance is a high profile sport both within the equestrian community and the general public, where Endurance regularly features in all forms of media including television and newspapers.

In Australia, we have a challenge to attain this recognition. The 2011 Endurance Festival is a proactive step on the path to advancing the return of Australia to world podium and enriching the competition through National recognition.

Every major Australian sporting event started somewhere. Imagine your team's pride in being involved in The Endurance Festival from the start. We invite you to become part of this world class event.





# SPONSORSHIP PROPOSAL

We invite you to join us at the start of this world class equestrian event and to share in the challenge and enjoy the journey. Our horses and riders are among the best in the world. Riding one horse 100 miles within one day at incredible speed, having the horse fit and healthy at the finish and able to ride on, there is no greater Equestrian challenge and no event more demanding of both horse and rider.

## SPONSORSHIP OPPORTUNITIES

In our current economic times, it has never been more difficult to gain sponsorship, times are tough!

Recognition of all supporters is vital and we at OZ Endurance (Q) Inc realise we must offer genuine investment not only to our major sponsors but through to all levels of support.

Strong sponsorship will ensure a great ENDURANCE FESTIVAL and in return will provide excellent benefit and value to the sponsor.



## SPONSORSHIP OPTIONS

### ★ Major Naming Rights Sponsor: Level 1 AI Reef Stables

### ★ Major Sponsorship: Level 2

#### Investment specifically sought for:

- ✓ FEI Events
- ✓ AERA Events
- ✓ Hospitality Marquee
- ✓ Gold (General Festival sponsor)
- ✓ Silver (General Festival sponsor)
- ✓ Bronze (General Festival sponsor)

#### Benefits by negotiation include:

- ✓ Hospitality Marquee access
- ✓ Bigscreen advertising
- ✓ Signage at Vet Gate
- ✓ Programme advertising
- ✓ Trade Stalls space
- ✓ Website recognition and linkage

For major sponsorship, arrangements and benefits will be tailored individually. Please contact **Peter Toft** in the first instance on **+61 419 780841** or email **toftendurance@bigpond.com**

### ★ Sponsorship: Level 3 Supporters Club

- ✓ Hospitality Marquee (Two tickets)
- ✓ Website listing
- ✓ Discounted ride entry fee
- ✓ Programme listing
- ✓ Discounted trade space

**Price \$400**



## ★ Other Opportunities

- Information and pre-ride promotional booklet advertising
- Programme advertising (starting from \$100)
- Trade stall space (standard size \$250)
- Tickets to Hospitality Marquee (subject to availability)
- Catalogue of Endurance horses for sale
- Bigscreen advertising (Ten advertisers only including Naming Rights sponsor)

## ★ Sponsorship is available for the following 4 FEI events conducted in 2011 by Oz Endurance (Q) Inc

**Sponsorship and benefits by negotiation.**

- 18th, 19th February 2011 FEI 2\*\* 120klms and FEI 1\* 80klms CEI / CEIJY.
- 16th, 17th April 2011 FEI 3\*\*\* 160klms, FEI 2\*\* 120klms and FEI 1\* 80klms CEI / CEIJY.
- 11th, 12th, 13th June 2011 FEI 3\*\*\* 160klms, FEI 2\*\* 120klms and FEI 1\* 80klms CEI / CEIJY.
- 12th, 13th November 2011 FEI 3\*\*\* 160klms, FEI 2\*\* 120klms and FEI 1\* 80klms CEI / CEIJY.

**Booking forms and enquires to Peter Toft [toftendurance@bigpond.com](mailto:toftendurance@bigpond.com) or 0419780841**

## ★ Endurance Festival 2011 Expectations

1. 300 competitors including the best from Australia and leading riders from 10 Countries.
2. Promotion not just to Endurance enthusiast's but to :
  - Middle Eastern stables
  - Australian Equestrian enthusiast's
  - International Endurance Riders
  - Greater public enhancement of the profile of Endurance Riding as a sport



For full Endurance Festival 2011 information visit  
**[www.toftendurance.com.au](http://www.toftendurance.com.au)**

Photo credits:  
Gilly Wheeler, Sue Crockett, Matt Bennet  
and Tarnia Kittel

