



BETA Sponsored Rider of the Year Award 2019

To be awarded to the rider making the greatest contribution to trade

Entries close 30th November 2018

Nominated Rider:

Contact details for rider:

Nominating Company:

Contact Details for nominator:.....

(Need not be a sponsoring company, but should be a company active in the equestrian trade in the UK. A retailer could nominate a rider sponsored by one of its suppliers from whom they benefited from contact with)

Sponsorship details –

Rider's other sponsor(s):.....
Company(ies) and products sponsored.

Rider's website and social media pages (if available):
.....

With the below questions please provide as much information as possible on a separate sheet.

You could also encourage other sponsors to submit applications to support this one.

Details of sponsorship (If sponsorship is in the form of products, details of products provided and in what quantities or to what value. In the case of cash support, agreed amount should be given. This information is confidential to BETA and the judges and will enable fair comparisons to be drawn between different levels and types of sponsorships.

What are the riders' obligations in return for the agreed sponsorship? (E.g. Number of appearance days committed to, requirement to use equipment at events and at home. Advertising endorsements etc.)

What reasons lead to the sponsorship?

Why should this rider receive an award in recognition of their input to your company and to the trade? Details such as how well the rider fulfills his/her obligations, how they exceed their commitments, how your brand or company has benefited from the riders involvement and how proactive and willing the rider is in acting on your behalf should be detailed as fully as possible. What has the rider put back into his/her sport, your company and the wider trade?

How does the rider use social media to promote your brand?

PLEASE RETURN TO: BETA, East Wing, Stockeld Park, Wetherby, LS22 4AW or fax to: 01937 582728 or email to philippa@beta-uk.org by 30th November 2018.