

## **Bert Sheffield – International Para Equestrian Rider**

My aim is to bring together a portfolio of complimentary sponsors and supporting partners to pave the road to the **World Equestrian Games, Normandy 2014** and the **Rio Paralympics 2016**. I can offer three different types of sponsorship opportunity.

### **Product Endorsement –**

- Through the media and other promotional ways.
- Involvement in Product development and testing.
- Social Media
- Website promotion -  
[www.bertsheffieldparaequestrianrider.com](http://www.bertsheffieldparaequestrianrider.com) .
- Company branding on team clothing and horse apparel.

### **Financial Support –**

- To cover the costs of travelling for training and competing.
- Training costs.
- I will do all I can to make such financial contributions worthwhile.

### **Corporate Horse Sponsorship –**

- Brand one of my horses with your company name as a prefix, i.e. \*\*\*\*\* Wonderboy.
- Press Coverage. Through this your company name and contribution will be mentioned in all press coverage pertaining to that horse. Due to my competing for Team Equine Canada I will give global exposure to your brand.
- Use of the horse's image in media advertising.
- Corporate Branding across all the team and horse's apparel and on the lorry.
- Aligning your brand with involvement in elite sporting performance.
- Corporate hospitality provisions at the major competitions

### **Superb Value for Money**

I can offer:

- **Sign-writing space on my lorry** where it will be seen by millions as we travel around Europe and the UK.
- **Branding on horse clothing and rugs and Corporate Clothing.**
- **Branding on saddlecloths.** For dressage, we are required to wear plain white saddlecloths but these can still be embroidered with branding.
- **Tradestand, open evening, public-speaking engagements.**
- **Press Coverage.** I write a column in Equestrian Life Magazine. Recently I have had 3 page features in Horse magazine and the Equine Canada publication as well as coverage in Horse and Hound 3 times in the last 6 months.





## My Credentials and Results –

- **Equine Canada Para Equestrian Team Member**
- My disability is Severe Erosive Rheumatoid Arthritis
- **Highest scoring British rider** at Bishop Burton International CPEDI 2012 and winner of 2 out of my 3 classes
- 2013 British Winter **Reserve National Champion** Grade 3
- 2012 British KBIS **Reserve National Champion** at Grade 3
- 2011 British Restricted Winter **National Champion** at Grade 4
- So far I have won every Grade 3 Open qualifier test I have entered!
- I compete successfully at British Dressage shows against able-bodied riders, qualifying for the BD Winter Regional Championships at Medium level.
- I train with some of the best coaches in the world, Conrad Schumacher, Ellen Bontje and Gareth Hughes.
- I have 2 talented horses, **Wonderboy** and my young horse **Double Agent**.

Currently, I am generously sponsored by **Marksway HorseHage**, the brand leaders in forage for horses. **Bliss of London – Saddles of Distinction** **TopSpec** premium functional horse feeds.



## I have a dream...

Although my disability does limit me in some ways, it has given me a wonderful opportunity to shine in the growing sport of Para-Equestrianism. I am determined to push the boundaries of what I can achieve and fight for success. As with any battle, you need people to stand beside you and support your cause. Hopefully, I have inspired you to join me and my horses on this road to Rio.

**Thank you for your time.**

*Bert Sheffield*

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FaceBook – Bert Sheffield Para Equestrian Rider





