





WHAT IS EVENTING?

Eventing is an Olympic equestrian sport consisting of three phases, historically held over three days - the triathlon of equestrian sport! The rider must ride the same horse for all phases, a true test of rideability, courage, and carefulness. A format change in the early 2000s made the event shorter, now commonly held on one day and referred to as a "horse trial" at the lower levels. The terms eventing and horse trials are used interchangeably.

The three phases of an Event or Horse Trial are:

- 1. DRESSAGE**
- 2. CROSS COUNTRY**
- 3. SHOW JUMPING**

WHAT DOES HTNB DO?

- Represents NB eventers nationally through partnership with Equestrian Canada
- Supports horse and rider development through athlete development programs
- Produces Gold Medal results at Maritime Championships
- Fosters success and placings at large, out-of-province competitions
- Prepares riders to compete at international levels
- Advocates for horse and athlete welfare
- Supports New Brunswick eventing facilities for training and competition
- Helps youth and all age riders enjoy the sport of eventing in a safe, structured way
- Creates community leaders for sustainable sport in the future

HTNB STRENGTHS

- Yearly nationally sanctioned competitions and training events
- Home to international eventing competition
- Nationally Certified coaches with relevant cross country experience
- Top team finishes at the Atlantic Canada Eventing Championships



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WHY SPONSOR HTNB?

New Brunswick is host to a strong pool of equestrian talent. In the past, New Brunswick has produced elite athletes in this sport, notably Hampton's Dr. Robert Stevenson (Barcelona Olympics 1992) and Norton's Justin Smith (North American Junior/Young Rider Championship 2014). We are proud to have HTNB members who have taken leadership roles in eventing from grassroots organizers to the highest levels as Chef d'Equipe of national teams and President of Equestrian Canada. Your sponsorship will allow us to continue to give our local athletes opportunities within this sport.

Eventing's unique blend of action and lifestyle captivates enthusiasts from all walks of life. Competitors test their skills, everyday riders are inspired by heroes, spectators enjoy exhilarating sport and atmosphere, volunteers fulfil a vital role at the heart of the events, and fans follow the events at home through the internet and social media.

As a sponsor for HTNB, not only will you be part of the success of our local riders from ponies to podiums, your brand will also jump to new heights with our flexible promotional opportunities.



FUNDRAISING PRIORITIES

1. SUPPORTING NB CROSS COUNTRY FACILITIES FOR ALL LEVELS

HTNB competitions range from fun practice competitions, to national and internationally sanctioned events. There is something for everyone, as a volunteer, spectator, or competitor.

Jump and course maintenance requires considerable time and money. Our fundraising efforts support local eventing facilities with the goal of preparing riders of all levels to enjoy and advance in the sport. This includes maintenance of existing courses, such as mowing, painting and jump repairs as well as building new jumps to expand the current courses - adding opportunities for our riders.

2. HTNB INTERNATIONAL RIDER FUND

In the sport of Eventing in Canada, riders have historically faced limited opportunities to experience international competition, with only one Federation Equestre International (FEI) event hosted at Bromont, Quebec. New Brunswick riders have faced long distance travel and expenses to qualify and compete at an International level. However, in 2018 Foshay International hosted its successful inaugural event in Jemseg, NB. A homegrown opportunity to compete at FEI is an exciting addition to our community and to our rider's wishlists. These riders may go on to represent Team Canada someday!

The HTNB International Rider Fund helps high level riders living and training in NB reach their dreams.

SPONSORSHIP OPPORTUNITIES

Horse Trials New Brunswick (HTNB) is committed to promoting and supporting the eventing community in NB by keeping the sport alive, attainable, safe, and fun at all levels.

	Gold	Silver	Bronze	Friends of HTNB
	\$500	\$350	\$250	Any amount
Thank you on website	✓	✓	✓	✓
Logo on website	✓	✓	✓	
Promotion on Facebook	✓	✓		
Recognition by announcer at competitions	✓	✓		
Logo on rider numbers at competitions	✓			
Promotional material in rider packets (optional, sponsor to provide)	✓			
Signage at HTNB facility	✓			

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