

Equestrian life

MELBOURNE 3DE 2011
MARKETING DEVELOPMENT AWARD

Applicant Instructions

APRIL 2011

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MELBOURNE 3DE 2011 MARKETING DEVELOPMENT AWARD

Equestrian Life is proud to be a supporter of the 2011 Melbourne International Three Day Event and the sponsor of the 2011 Marketing Development Award.

This award is open to all riders between the ages of 18 and 26 competing at any level of the 2011 Melbourne Three Day Event.

The aim of this Award is to increase the awareness of the value of marketing and self promotion and provide the winner with the expertise to raise their marketing profile. Equestrian sport in Australia is in a phase of growth where the business professionalism of the riders and their support teams is becoming an important factor. Riders need to be capable of understanding how to present themselves as a product thereby creating interest from sponsors, media and the general public.

The winner of the Award will be required to successfully demonstrate the following through the course of the competition:

- A desire to create a “marketable product” of themselves and their team
- Willingness and capability to undertake media interviews
- Potential to attract and manage sponsorship
- General attitude and aptitude in dealing with people and situations

The competitor results at the Melbourne Three Day Event will have no bearing on the outcome of the Award. However, the judging panel will take into account previous performances and the general competitive career of the entrants as this obviously impacts on the ability to “package” the rider.

Requirements

- Entrants must be between 18 and 26 years of age as at 9th June 2011
- Entrants must be competing at Melbourne 3DE 2011 (finalists must start the event – if they are eliminated during the competition, they will still be under consideration)
- Details of application requirements are listed in the “How To Enter” section
- Entry applications must be received by 20th May 2011
- Finalists will be chosen and advised by 30th May 2011
- The finalists will be interviewed by representatives of Equestrian Life, other media and potential sponsors during the course of the Melbourne 3DE
- Winner and runner-up to be announced on show jumping day, 13th June 2011

The Prize

Equestrian Life will provide the winner with marketing consultancy services for a 12-month period, assistance with identifying and approaching potential sponsors and a media campaign to raise the profile of the winner through:

- Coverage in the Equestrian Life magazine
- Rider Profile on the Equestrian Life website
- 12-month rider blog on www.equestrianlife.com.au
- Attendance at appropriate Equestrian Life promotional events

How To Enter

We are looking for up-and-coming riders who are serious about promoting themselves.

You will need to have strong results at your level of competition but more importantly, you will need to demonstrate that you have something special to make you stand out from the crowd and make you a “marketable” proposition.

You need to provide us with a document which includes the following minimum information:

- Your personal details (age, background, etc)
- Details of your recent competition history
- Details of your horse/s
- Why you would like to win this award and how you would utilise it

The format of the document is not important – after all, that is our area of expertise – and you can include any other information you consider relevant, but here are some hints:

- Visual images are good – get out your photos – we promise to return originals if necessary
- Get anyone you know with business or marketing experience to advise or help you
- Research successful people you admire, in the sport or outside, and consider how they market themselves
- Think carefully about how you see your equestrian career developing as an on-going business (i.e. not just “I want to go to the Olympics”)
- Consider what value you offer to potential sponsors

The document must be delivered to the address below before 5pm, Friday 20th May 2011.

Attention: Debbie Higgs
Equestrian Life
8 Elliot Place
Ringwood Vic 3134

The finalists will be chosen from this application and notified by 30th May 2011.

The finalists will be required to undertake interviews during the course of the Melbourne 3DE with Rob McKay (Chairman of EQ Pty Ltd), Alison Duthie (Editor, Equestrian Life magazine), Libby Price (ABC radio presenter) and representatives of potential sponsors (TBA). The aim of the interviews will be to assess the finalists on their capability to handle media and potential sponsors under the pressures of a major event environment.

The winner will be announced during proceedings of the show jumping phase on Monday 13th June.

Good Luck!

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Equestrian Life is a multi-brand equestrian platform. For further details, please visit www.equestrianlife.com.au or contact us at enquiries@eqlife.com.au