



SCONE PALACE  
INTERNATIONAL HORSE TRIALS  
27-30 AUGUST 2026

SPONSORSHIP OPPORTUNITIES



# STAND WITH EXCELLENCE.

## Horses, Heritage and a Host of Opportunities

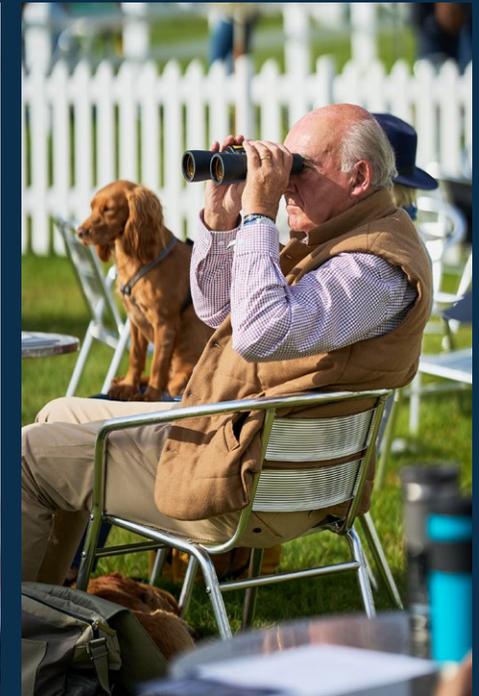
Scone Palace International Horse Trials galloped onto the equestrian sports scene in August 2025, quickly establishing itself as one of the UK's largest horse trials.

Set against the stunning backdrop of Scone Palace the inaugural event delivered on its promise of four action-packed days of world-class equestrian sport.

Welcoming elite international riders including Olympians and world champions, as well as grassroot level competitors and some 27,500 spectators, year one was hailed as a runaway success by the equestrian world, international media, and all who attended.

A premium-end shopping village, vibrant catering offer, evening entertainment programme, and on-site activity provision further elevated the visitor experience, and enhanced enjoyment, spend and dwell time.

**COVER IMAGE:** Olympic Gold Medallists and inaugural winners of Scone's CC14\*-S event, Laura Collett and London 52.



# Performance Where it Counts

---

5 Days



of Sporting Excellence

27,432



Spectators

4,700



Riders, Owners and Trainers

---

200



shops, food concessions, drinks companies  
and equestrian industry specialists

1,700



horses and their teams

850



exhibitors and their teams

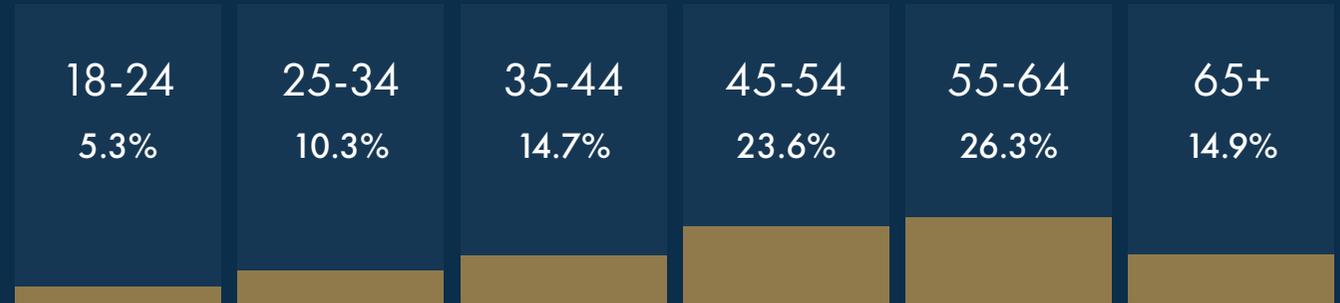
# Our Audience is Your Audience

The equestrian audience is proven to be an ABC1 demographic with a high disposable income, and at the inaugural Scone Palace International Horse Trials we proudly welcomed circa 35,000 people in this bracket.

Largely made up of the affluent rural community, landowners, and professionals, our audience is passionate about equestrian sport, countryside living, and rural heritage.

Spectators are predominantly from Scotland and the North of England, but there is a noteworthy attendance from across the UK, as well as riders representing countries such as China, New Zealand, Canada and mainland Europe.

## CUSTOMER PROFILE



- The audience is around 65% female. Women are recognised as the primary organisers and purchasers for social events and the experience economy.
- Interest in equestrian and countryside pursuits, food, drink, lifestyle, and quality leisure experiences.
- Brand-loyalty among luxury automotive, fashion, sport, financial, and premium consumer brands.
- Social, community-focused, and loyal to events they attend.

## Media & Marketing Coverage

The event enjoys a Scotland-wide marketing campaign covering press, radio, outdoor, and digital, as well as brand placement at major countryside and equestrian events throughout the UK.

- A £50K marketing budget covering both inbound and outbound strategies
- A substantial PR strategy that straddles leading equestrian titles, local, regional and national press, and Scotland-wide broadcasting outlets
- A targeted digital strategy with both paid and organic campaigns across web, social and e-newsletters
- A three-year live streaming deal with Clipmyhorse.tv
- A content-driven web strategy focused on high-ranking SEO results



---

## Inbound & Outbound Marketing

11.7m

Social media views

(SPIHT own channels)

635,550

Website page views

12,000

Opted-in mailing list

£50k

Marketing spend

---

## Media Coverage

55m

Digital media views

600,000

Readership in traditional press

150+

Press articles

Extensive coverage was gained across multiple social media channels including those of Horse & Hound, Eventing Nation and An Eventful Life. Total audience over these three brands is **951k**.

---

## Clip My Horse TV

42,000

Video Livestream Views

40 mins

Average watch time

486,164

Social Media Reach

Audiences from the UK, USA, New Zealand, Ireland, Germany, Australia, and Canada were among the top livestream viewers, making this a worldwide celebration.

# Maximise Your ROI

Maximise your brand visibility within our loyal and growing audience. From headline sponsor to branded hospitality events, we can offer bespoke packages to suit your budget and satisfy your objectives.

Depending on your package you can expect to receive:

- Logo presence on signage, programmes, and official website
- Direct sales opportunities
- Opportunities for on-site product showcases and experiential marketing
- Mentions in PR, paid media, and social channels
- Banners and branding on cross-country fences, arenas, and hospitality areas
- Tickets, membership passes and networking experiences for your team
- Hospitality opportunities for your customers
- Exposure through live, international streaming service reaching audiences worldwide



# Align with a Brand You Can Trust

By aligning with Scone Palace International Horse Trials, your brand connects directly with one of the country's most prestigious equestrian events and its high-value, lifestyle-focused audience.

This association not only reinforces your reputation for quality, prestige, and authenticity, but also strengthens brand credibility across a global audience of established professionals, young riders, families and wealthy retirees.

---

From headline sponsor to branded hospitality events, we can offer bespoke packages to suit your budget and satisfy your objectives. Depending on your package you can expect to receive:

- Logo presence on signage, programmes, and official website
- Direct sales opportunities
- Opportunities for on-site showcases and experiential marketing
- Mentions in PR, paid media, and social channels
- Branding on cross-country fences, arenas, and hospitality areas
- Tickets, membership passes and networking experiences
- Hospitality opportunities for your customers
- Exposure through live, international streaming service reaching audiences worldwide



# SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	PRICE
Partner packages	from £18,000
International class / presenting sponsor	from £15,000
Associate sponsors	from £15,000
Grass roots event sponsor	from £8,000
Grand prix event sponsor	from £8,000
Other class sponsorship	from £2,000
Feature cross-country jump	from £5,000
Main arena sponsorship	from £5,000
Landmark and location sponsorship	from £3,000
Networking and hospitality packages	price on request
Special requests and bespoke packages	price on request



SCONE PALACE  
INTERNATIONAL HORSE TRIALS  
27<sup>TH</sup> TO 30<sup>TH</sup> AUGUST 2026

**NEXT STEPS**

Opportunities are now open for sponsorship of Scone Palace International Horse Trials 2026.

Packages priced from **£450** to **£50,000+**

Bespoke opportunities can be tailored specifically to fit your budget and brand objectives.

**CONTACT US TODAY:**

**Holly Marshall**

Sales Executive

[holly@perth-races.co.uk](mailto:holly@perth-races.co.uk)

**Matthew Taylor**

Director of Racing

[matthew@perth-races.co.uk](mailto:matthew@perth-races.co.uk)

**Brian Stevenson**

CEO, Scone Estates

[brian.stevenson@scone-palace.co.uk](mailto:brian.stevenson@scone-palace.co.uk)