



SCONE PALACE
INTERNATIONAL HORSE TRIALS
27-30 AUGUST 2026

SPONSORSHIP OPPORTUNITIES



STAND WITH EXCELLENCE.

Horses, Heritage and a Host of Opportunities

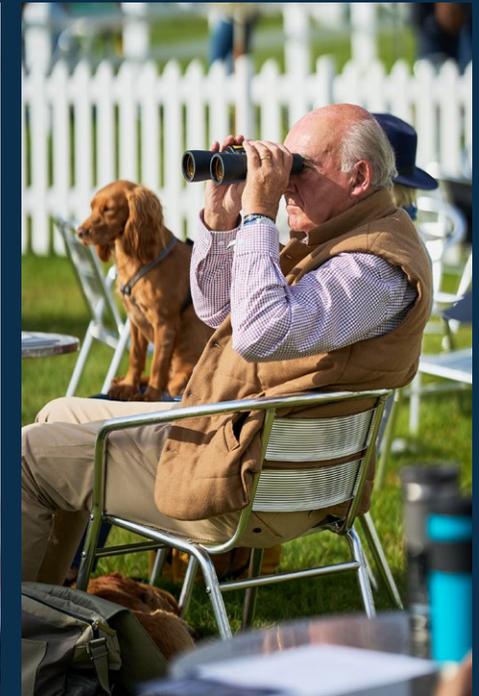
Scone Palace International Horse Trials galloped onto the equestrian sports scene in August 2025, quickly establishing itself as one of the UK's largest horse trials.

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 grassroots 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

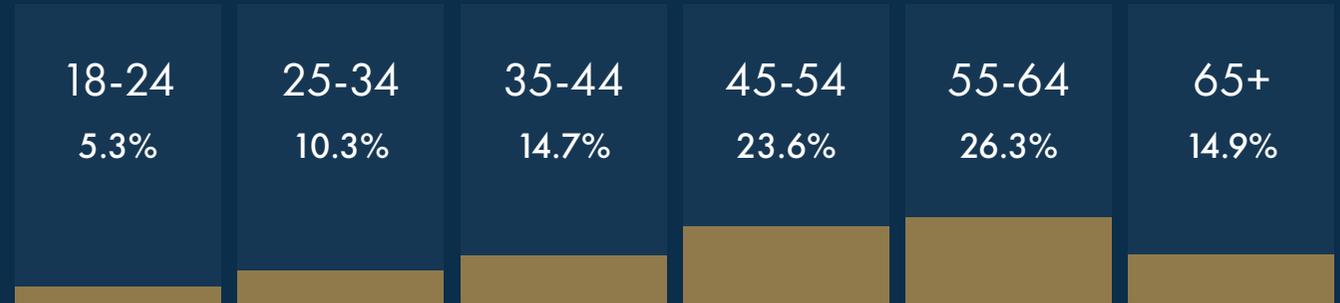
Our Audience is Your Audience

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.

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.

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



Hospitality & Networking Opportunities

At SPIHT 2026, hospitality takes centre stage in creating an unforgettable experience for our key sponsors, advertisers and partners. From vibrant welcome receptions to delicious buffets and sit down lunches, every detail is designed to leave you and your guests feeling valued and engaged.

The Partners' Lounge offers a dedicated area for our key sponsors and advertisers. With views across the main arena, a dedicated member of hospitality staff, and hot drinks, light snacks and sweet treats available throughout the day, this exclusive lounge is yours to enjoy throughout the event.

Available only to Key Sponsors and Partners.

The Networking Lounge is available to book in two-hour slots, making it the perfect location to meet with clients, celebrate with staff, or host your own networking event or drinks reception.

From £XXX per person. Also available as part of a larger sponsorship or advertising package.



ADVERTISING AND DIRECT SALES OPPORTUNITIES

Programme Advertising



Full Page £800 each / Inside Left £1200

Arena Boards



From £450 / board inc. production

ADVERTISING AND DIRECT SALES OPPORTUNITIES

Trade Stand Space



Price on request, depending on size.

Catering Concession



25% of event turnover



EDINBURGH GIN



Dual Sponsorship with Perth Racecourse

Scone Palace International Horse Trials and Perth Racecourse are proudly owned by Scone Estates, offering sponsors a dual events platform to showcase their brand.

This unique opportunity provides unparalleled reach: the prestige and international profile of SPIHT, combined with the excitement, atmosphere, and extended visibility of a busy summer jump racing season.

Perth Racecourse attracts 43,000 visitors throughout the season, creating consistent opportunities for brand exposure and client engagement. From live TV exposure to trackside banners, PR opportunities to titular race naming, this April to September event cycle is the perfect accompaniment to a SPIHT sponsors' package.

By partnering across both, you will maximise brand visibility, extend engagement, and align with two of Scotland's most prestigious events, all under the trusted name of Scone Estates.



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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.

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