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Dear

As the Ultimate Showcase of Champions continues to grow in popularity within the equestrian fraternity it is time for USOC to return to its original birth place and format. This means that 2010 will see the show held on 8<sup>th</sup> August at The Great Yorkshire showground. The show will incorporate showing in-hand and ridden, show jumping, working hunters and dressage to name but a few.

The re-launch of the [www.usoc.co.uk](http://www.usoc.co.uk) website has been hugely successful with plans for advertising opportunities for businesses in the near future.

The equestrian market is expanding rapidly and from a base of 1.2 million horses\*\* in the UK and over 2.4 million people participating in riding activities every week it is estimated that horse owners and riders spend in the region of £2.5 billion on equestrian pursuits. This covers everything from purchase, up keep, lessons, equipment and clothing etc. and can be broken down as follows:

- £150 million on buying horses every year\*.
- £1.3 billion on the upkeep of horses, excluding vets (source: ONS Consumer Trends Q3 2003, figures are 2002),
- £500 million on lessons with 45 million paid-for riding lessons taking place every year\*

Whilst the obvious necessities are covered in the above the spin off markets are just as attractive. Equestrian property and maintenance, vehicles, pets, mobile phones, accommodation.... The list is endless.

The Ultimate Showcase of Champions will give your company the chance to tap into this lucrative marketplace on the actual days of the show but also continually throughout the year via the website and show schedules.

There are various sponsorship and trade stand packages available and I will contact you to discuss this in more detail. If you need to contact me before then I am available on 07870664 607 or via the web site.

This is an opportunity not to be missed.

Yours truly,

Cathy Bertram  
Event director

\*BETA National survey 1999

\*\* BETA National Survey 2005