



**ARENA UK**  
MORE THAN JUST A SHOWGROUND

## 2025 Business Partnership Opportunities





## Business Partnerships at Arena UK

Arena UK is the UK's largest indoor and outdoor all weather surface arenas situated amongst 515 acres of show ground, which is located in the East Midlands aside the A1 road network at Allington, close to Grantham, Lincolnshire.

Easy access to the show ground is afforded both via the A1 and the national rail network serviced by LNER & Hull Trains and is extremely convenient as a central location to service the whole of the U.K.

Equestrian sport is currently the most prominent of sports within which there is total gender equality. Equestrian sport is unashamedly proud to be a family orientated sport rather than attracting a specific gender. Equestrian sport by its sheer nature, attracts a broad spectrum of followers be they competitors, spectators or general equine devotees.

## OUR PLATINUM PACKAGE

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- Display of three advertising banners/boards for 12 months in Championship Arena & Outdoor Arenas
- 12 month trade stand license to attend all events held at Arena UK including the Arena UK Major Show Jumping Championships
- 12 month sponsorship of liveried Show Jump (to be supplied) to be used throughout the year at all Arena UK Show Jumping Events, including one live-streamed event at Arena UK Major Show Jumping Championships
- Multiple corporate announcements via the public address system made throughout events, boasting company commentary notes
- VIP hospitality for 10 guests at sponsored event at Arena UK Major Show Jumping Championships
- Sponsorship of Class at Arena UK Festival of Show Jumping, including display of advertising banner, name checks throughout the class, branded rosettes and rug, opportunity for sponsor to present prizes
- Corporate logo/branding links on Arena UK's website along with Social Media avenues which currently attracts over 70,000 page views & circa 9,000 monthly users
- Full press office facilities including branded press release to local, regional & national press
- VIP parking facilities

Total cost **£7,600.00**

*Plus VAT*





## OUR GOLD PACKAGE

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- Display of three advertising banners/boards for 12 months in Championship Arena & Outdoor Arenas
- Sponsorship of nominated class at Arena UK Major Show Jumping Championships to include name checks throughout the class, branded rosettes and rug, opportunity to present prizes
- 12 month trade stand license to attend all events held at Arena UK including the Arena UK Major Show Jumping Championships
- 12 month sponsorship of liveried Show Jump (to be supplied) to be used throughout the year at all Arena UK Show Jumping Events, including one live-streamed event at Arena UK Major Show Jumping Championships
- Multiple corporate announcements via the public address system made throughout events, boasting company commentary notes
- VIP hospitality for 6 guests at sponsored event at Arena UK Major Show Jumping Championships
- VIP parking facilities

Total cost **£5,100.00**

*Plus VAT*



## OUR SILVER PACKAGE

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- Display of 3 advertising boards in our main International Arena
- 12 month trade stand license to attend all events held at Arena UK excluding Arena UK Major Show Jumping Championships
- VIP hospitality for 4 guests (one evening) at Arena UK Major Show Jumping Championships
- Business advertisement in all Arena UK schedules produced in current year
- Corporate logo/branding links on Arena UK's website along with Social Media avenues which currently attracts over 70,000 page views & circa 9,000 monthly users
- VIP parking facilities

Total cost

**£3,600.00**

*Plus VAT*





## OUR BESPOKE OPTIONS

- Headline Annual Business Partner of Arena UK, to include company branding across whole site, Hospitality Suite, Public Bar naming right, sponsorship of one nominated class at Arena UK Major Show Jumping Championships £6,000.00
- Headline Sponsorship of Arena UK Major Show Jumping Championships, to include branded show jump, advertising banners, trade stand, website advertising, title sponsorship of the Major Grand Prix plus qualifying classes, Evening and daytime VIP hospitality P.O.A.
- Production of a Branded bespoke company show jump to be used throughout the year at Arena UK events including one live-streamed event at the Arena UK Major Show Jumping Championships (jump to remain the property of Arena UK) Prices start from £2,500.00
- Sponsorship of nominated class at Arena UK Major Show Jumping Championships including name checks throughout the class, name branded rosettes, with the opportunity to present prizes, Cost dependent on prestige and start per class from £1,000.00
- Title Sponsorship of the Puissance Event at the Arena UK Major Show Jumping Championships including name checks throughout the class, name branded rosettes with the opportunity to present prizes. Evening VIP hospitality for 10 guests, advertising board displayed in the Main Indoor arena for the duration of the event £5,000.00
- Title Sponsorship of the Six Bar Challenge at the Arena UK Major Show Jumping Championships including branding (to be supplied) of the jumps, name checks throughout the class, name branded rosettes, with the opportunity to present prizes. Evening hospitality for 10 guests, advertising board displayed in the Main Indoor arena for the duration of the event £4,000.00



## OUR ADVERTISING BOARD OPTIONS

- |   |           |
|---|-----------|
| • Arena Naming Right per annum (Outdoor Arena) includes display of 3 x advertising boards, choice of three arenas)<br>Arena name to be used at all Arena UK organised events and schedules, includes advert on Arena UK website | £1,750.00 |
| • Display of advertising board for 12 months in the Indoor (Championship Arena (max size 3m x 1m) Larger sizes are available, please request a quotation  | £420.00   |
| • Display of advertising board in the Indoor Championship Arena (max size 3m x 1m) for the duration of the Arena UK Major Show Jumping Championships  | £250.00   |
| • Display of 3 advertising boards for 12 months in the Indoor Championship Arena and 2 advertising boards in Main Outdoor Arena   | £1,000.00 |
| • Display of advertising board on the Main Entrance to Arena UK (12 months)   | £600.00   |
| • Advertising on Arena UK website (12 months) Prices start from   | £250.00   |
| • Twelve-month Trade Stand option to include guaranteed allocated trade stand space at all Arena UK organised events (pitch fee not included)<br>Display of advertising board in Main Indoor Arena                              | £750.00   |





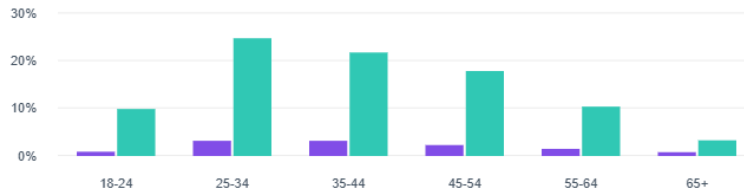
# STATISTICS



## Followers 40,067

Country	Followers
United Kingdom	37,926
Ireland	749
United States	284
Australia	207
France	119
Spain	80
Pakistan	77
New Zealand	64
Belgium	60

Age and Gender **Women 88.2%** **Men 11.8%**



### Page Overview

Last 28 days (21/2/25)

Views	269,311
Reach	115,159
Content interactions	908
Follows	148



## Instagram

## Followers 14,069





# CMH.TV STREAM ANALYTICS

NEW: Use this page for time periods after / on July 1, 2023

Sep 16, 2024 - Feb 25, 2025

## CMH.TV STREAM ANALYTICS

Web Event ID: 14... (1)

Web Channel Na...

Web User Country

App Event ID: 14... (1)

App Channel Na...

App User Country

CMH.TV - Digital pioneer of equestrian sports

### The ALX Horseboxes Major Show Jumping Championships at Ar...

Data From Google Analytics

STREAMVIEWS (LIVE) - Website  
11,371

STREAMVIEWS (ARCHIVE) - Website  
7,676

VIEWERS (LIVE) - Website  
4,167

Viewers - Archive  
2,783

AVG WATCHTIME PER VIEWER  
40:42

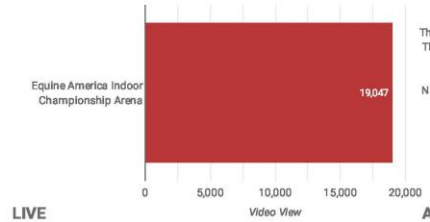
VIDEO VIEWS Website  
19,047

VIDEO Viewers  
5,585

VIDEO VIEWS Mobile App  
52,428

TOTAL VIEWERS Mobile App  
6,470

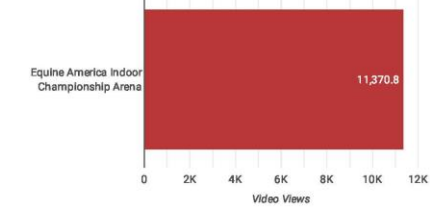
#### What is your most viewed channel? (live & archive)



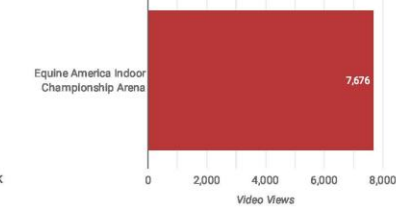
#### What was the most interesting part of your broadcast?



LIVE



ARCHIVE



Sep 16, 2024 - Feb 25, 2025

CMH.TV STREAM ANALYTICS

Event ID We... (1)

Channel ID Web

Web User Country

Event ID Ap... (1)

Channel ID App

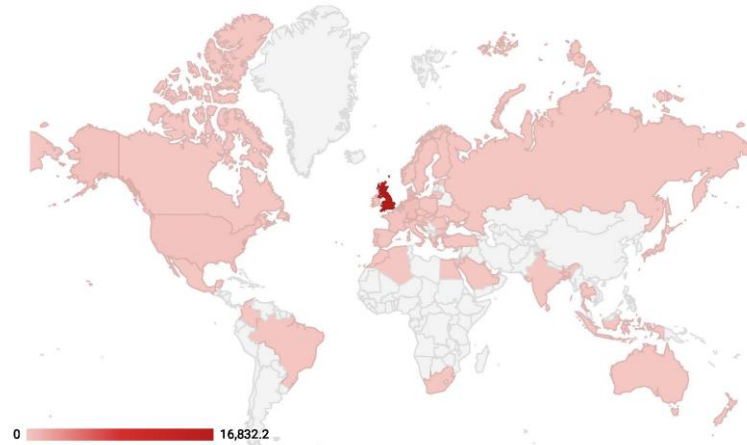
App User Country

Country	Web Views	Watch Time per User
1. United Kingdom	16,832	00:51:25
2. Germany	493	00:06:46
3. United States	270	00:15:33
4. Netherlands	223	00:10:02
5. France	182	00:23:25
6. Belgium	158	00:07:36
7. Brazil	116	00:35:36
8. Ireland	105	00:10:47
9. Jersey	84	01:44:31
10. Spain	80	00:08:27

Number of countries: 1/57



## WORLDWIDE BROADCAST VIEWS



0 16,832.2

Country	App Views	Watch Time per Us...
1. United Kingdom	39,853	01:24:47
2. United States	3,902	00:03:15
3. Netherlands	1,370	00:02:55
4. Germany	1,310	00:01:06
5. Ireland	1,035	00:04:47
6. Belgium	982	00:02:43
7. Italy	512	00:01:34
8. France	392	00:03:44
9. Spain	322	00:07:19
10. Bulgaria	313	00:02:32

Number of countries: 1/56







For sponsorship enquires, please call: 07901 555729 / +44(0) 1476 591 569

[Email.teresa@arenauk.com](mailto:Email.teresa@arenauk.com)

Arena UK, Allington Lane, Allington, Lincolnshire, NG32 2EF