



Advertising & Sponsorship Options at Kelsall Hill Horse Trials

Friday 24th, Saturday 25th & Sunday 26th
September 2021



Supporting



Picture courtesy of Hannah Cole Photography

www.kelsallhill.co.uk • Tel: 01829 708241

Advertising and Sponsorship Opportunities at Kelsall Hill Horse Trials 2021

Page	Package	Cost (£) ex VAT	Title Sponsor	Programme Advert	Social Media	'Love IT' Newsletter	Website Links	Banner Placement	Commentary	Lunch	Trade Stand	Air Ambulance
24	Brand New Equestrian Centre											
9	Programme: half page ad	60		✓								
9	Programme: full page ad	100		✓								
8	Trade stand: retail for 1 day	Price depends on size, please see page 8									✓	
8	Trade stand: retail for 3 days										✓	
8	Trade stand: food for 3 days										✓	
14	Section sponsor	180		✓	✓	✓	✓	✓ x 1	✓ x 2	✓ x 2		✓
15	Dressage arena	350		✓	✓	✓	✓	✓ x 4	✓ x 3	✓ x 2		✓
16	Show jumping arena	POA		✓	✓	✓	✓	✓ x 6	✓ x 4	✓ x 4		✓
17	Show jumping fence	POA		✓	✓	✓	✓			✓ x 2		
9	Cross country crossing points	150		✓	✓	✓	✓	✓ x 10	✓ x 2	✓ x 2		✓
18	Cross country: standard fence	300		✓	✓	✓	✓	✓ x 2	✓ x 3	✓ x 2		✓
19	Cross country: water complex	POA		✓	✓	✓	✓	✓ x 4	✓ x 4	✓ x 2		✓
20	Cross country: ski jump	800		✓	✓	✓	✓	✓ x 6	✓ x 6	✓ x 6		✓
10	Vehicle sponsor	750		✓	✓	✓	✓	✓ x 2	✓ x 3	✓ x 6	✓	
11	Official clothing sponsorship	POA		✓	✓	✓	✓	✓ x 1	✓ x 2	✓ x 2		
12	Annual event sponsor	4500	✓	✓	✓	✓	✓	✓ x 6	✓ x 10	✓ x 10	✓	✓

Title Sponsor

Sponsorship, Kelsall Hill's Horse Trials to take on company's name in title, section sponsor of the Advanced Intermediate in all media promotions.

Payment Terms

Payment is required 30 days from the date of invoice, unless otherwise agreed. **ANY LATE SPONSORS WILL STILL BE EXPECTED TO PAY PRIOR TO THE EVENT PLEASE. ALL PAYMENTS MUST BE MADE PRIOR TO THE EVENT.**

Programme Advert

There will be 1000 programmes produced, artwork needs to be with us not later than **01/09/2021**.

Social Media

The event will be promoted and covered on the day by our social media platforms.

'Love IT' Newsletter

We will be promoting our event through our CRM package via an emailed newsletter to our 4,840 subscribers.

Website Links

A link to your business on our websites links page and event page (Since 2006 we have had USERS: 320,983, SESSIONS: 675,489, PAGE VIEWS: 2.3 MILLION)

Banner Placement

Banners need to be 3.3m long x 1m high so we can mount them on frames, these must be with us by **13/09/2021**.

Commentary

Let us know what message you want to get out and our commentary team will broadcast it during the event at regular intervals.

Lunch

A buffet style meal served in Urchin's Kitchen overlooking our show jumping arena between 12.30pm and 2pm. Three courses, plus cheese and biscuits, wine and coffee worth £25 per head.

Trade Stand

Need to set up on Thursday night or Friday morning unless on a day rate (25 trade stands at the last September event).

SPONSOR

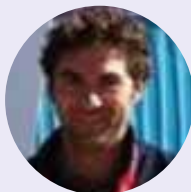
— **It!** —

Why should you sponsor Kelsall Hill Horse Trials?

World Class XC Team



Captain Mark Phillips
(Course Designer)



Dominic Lawrence
(XC Course Builder)



Mary Kennerley
(XC Course Dresser)

Estimated footfall
for September 2021

FRW Photography



Approx 2500

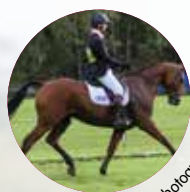
Our Universe is BIG

Eventing appeals to an audience of 5.8m with an affinity for horses.



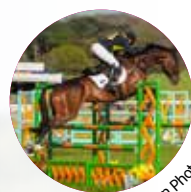
(Mark Clayton Photo)

Eventing is for people who enjoy the outdoors, the countryside and riding.



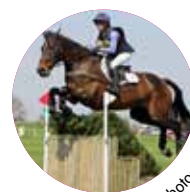
(FRW Photography)

It's the ultimate equestrian challenge. Both horse and rider require stamina, bravery, athleticism and trust.



(Mark Clayton Photo)

The sport is a combined discipline of Dressage, Show Jumping and Cross Country.



(FRW Photography)

The UK is the largest global market for international events and world ranking riders.

What makes Eventing stand out?



(Mark Clayton Photo)

EXCITEMENT

Over 80% of fans rate excitement and the nature of the competition as the most important values of the sport.



(Mark Clayton Photo)

ACCESSIBILITY

With competition built around horses of different standards, beginners can regularly compete against Olympic champions.



(Mark Clayton Photo)

DIVERSITY

Equestrianism is the most notable equal opportunity sport, with men and women always in direct competition with each other.

1.082m
people attend eventing
annual in the UK.

62%

As spectators
only**

13%

As spectators
or volunteers

8.5%

As spectators
only

7%

Spectators or
competitors

9.5%

Other,
e.g. grooms

* 2017 BE survey of affiliated events

** Two Circles; The BE Universe - Fans, Fields and the Future July 2017

For our reliability, by the end of
September's event we will have run
71 DAYS with only 1 day cancelled



(Mark Clayton Photo)

BRAND DISPOSED

53% of fans have a more favourable opinion of brands partnering the sport with 36% more likely to buy sponsors brands and services.

Why should you sponsor Kelsall Hill Horse Trials?



"Kelsall Hill consistently provides great competition opportunities for the British Eventing membership, and we are delighted that they will be hosting their first International classes from 2020. Their tender for these classes highlighted their ability to provide viable commercial partnership offerings, and sponsorship at Kelsall Hill is a brilliant way to gain access to a unique and engaged demographic. The sport of Eventing is high paced and exciting, and I am sure that anyone involved in the sport and with the team at Kelsall Hill will find it a valuable and rewarding experience."

Jude Matthews, CEO of BE



"As an sponsorship opportunity there is no one better placed than Kelsall Hill Horse Trials. The Spring International event will attract the best riders and horses with their owners from across the UK and abroad, providing the sponsor a unique change to put their product to a very select audience. In the autumn, Kelsall Hill Horse Trials offers competition for not only the our grassroots riding members but also the aspiring members who compete nationally aiming to reach the top of the busiest competition calendar anywhere."

Fiona O'Hara, Chairman of BE



"Kelsall Hill is renowned throughout the country for its unbelievably good footing come wind, rain or shine. I enjoy the challenge of giving the lower level riders a taste of the questions facing the riders of the upper echelons of the sport while at the same time providing an educational experience for the younger horses with the country's top professional riders. The great viewing at Kelsall Hill cross country course provides spectators with a unique opportunity to watch the stars of tomorrow crossing the country."

Captain Mark Phillips (Picture courtesy of FRW Photography)



"I would thoroughly recommend sponsoring Kelsall Hill Horse Trials. They have a great range of options to suit all businesses big or small. Phil and his team look after their sponsors really well and the hospitality is excellent."

Sarah Hamlyn

BRITISH EVENTING REGIONAL CO-ORDINATOR FOR CENTRAL NORTH



"In my opinion, Kelsall Hill is one of the best one-day event courses I've seen in this country. I hadn't planned to run all my horses today but when I saw how fantastic the ground was I thought that I would give them a confidence-giving run before aiming them at Boekelo Horse Trials in Holland. Full credit to the Kelsall Hill team - this is an exceptional event."

Oliver Townend (Picture courtesy of Peter Robinson)

INTERNATIONAL EVENT RIDER



"I love it here at Kelsall Hill, the courses are great they have a 3 day feel to them, they are very chunky and lots of undulation catering for all levels providing plenty of education."

Rosalind Canter (Picture courtesy of FRW Photography)

INTERNATIONAL EVENT RIDER



"Following all the really good things I had heard, I decided to take the 4 hour drive to Kelsall Hill and everything was as good as we had hoped. The XC course had a great flow to it as it had lovely sweeping lines and proved very educational with 4 really decent ditches, a big step and a fab water complex. The whole team did brilliantly, next year I will be back with 8 horses!"

Harry Meade (Picture courtesy of FRW Photography)

INTERNATIONAL EVENT RIDER

Why should you sponsor Kelsall Hill Horse Trials?



"Last year was my first visit to Kelsall Hill and I was hugely impressed by the event, the cross country courses and the going."

Nicola Wilson (Picture courtesy of FRW Photography)

INTERNATIONAL EVENT RIDER



"I always very much enjoy competing at Kelsall Hill. It is a great venue and I especially rate the Cross Country Courses designed by Mark Phillips, he certainly is one of the best Designers in the world and I always enjoy riding his courses."

Andrew Hoy (Picture courtesy of Mark Clayton)

INTERNATIONAL EVENT RIDER



"I was very pleased with all my rides, I thought it was a very educational and fair course which although walked big in places rode very well. I was impressed with all aspects of the event and will plan to come back."

Andrew Nicholson (Picture courtesy of Matt Nuttall Photography)

INTERNATIONAL EVENT RIDER



"Kelsall Hill is definitely one of the best one day events on the circuit and one that I always try to get to, an outstanding horse trials venue. The cross country courses are fantastic in design and build, whilst being spectator friendly with a 'Barbury-esque' cross country viewing which ensures the event is popular with owners too. The ground was amazing, full credit to the team."

Piggy French (Picture courtesy of FRW Photography)

INTERNATIONAL EVENT RIDER



"Kelsall Hill has to be one of the best one day events for producing and educating horses. The ground is always exceptional and the courses are very encouraging for newly upgraded horses."

Michael Owen (Picture courtesy of Matt Nuttall Photography)

INTERNATIONAL EVENT RIDER



"This was my first visit to Kelsall Hill and I really enjoyed it. It's a lovely venue which has almost the feel of a three-day event."

Jonny Evans (Picture courtesy of Matt Nuttall Photography)

INTERNATIONAL EVENT RIDER



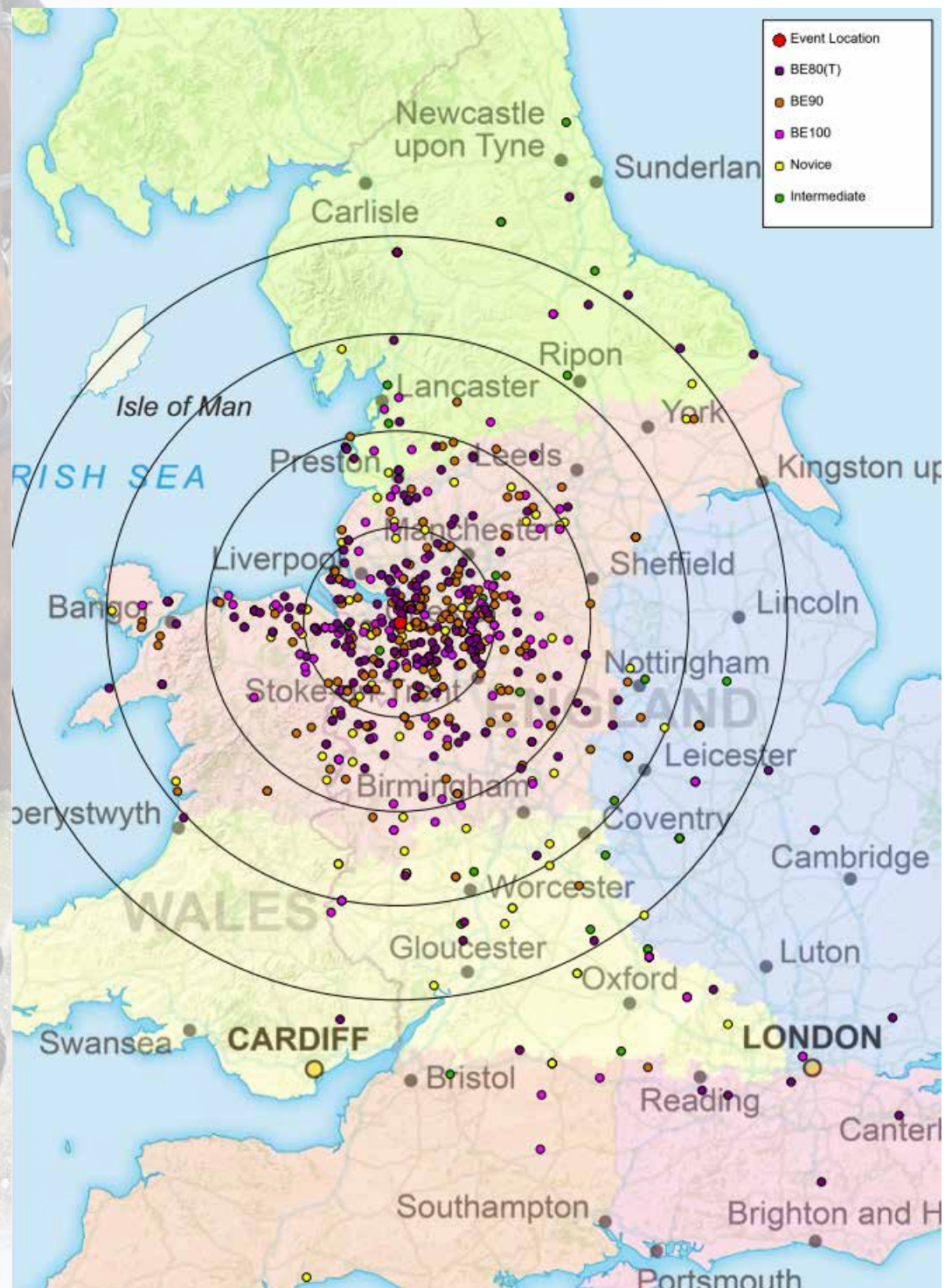
"Kelsall Hill is a wonderful event and the amount of effort put in by their team is extraordinary. The ground is reliably good and it was nice to have some changes to the course."

Alex Hua Tian (Picture courtesy of Mark Clayton)

INTERNATIONAL EVENT RIDER

Why should you sponsor Kelsall Hill Horse Trials?

The map below shows where our competitors travelled from for our September 2019 event. This clearly shows that our event has a national appeal with a strong North West following.





Website and social media statistics at our April British Eventing event

23/09/2019 to 30/09/2020

As social media continues to grow as a proven marketing strategy, Kelsall Hill actively increases its social media presence over the event season.

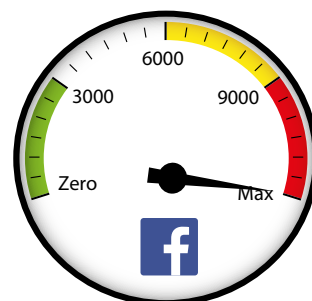
This provides our sponsors with a direct marketing opportunity to not only our existing followers but to a growing audience of British Eventing participants.



LIKES:
15,696



REACH:
284,772



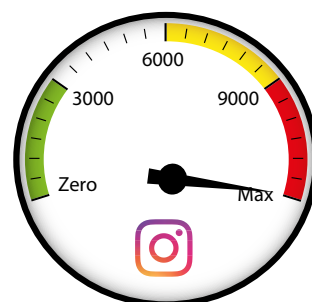
POST ENGAGEMENT:
37,059



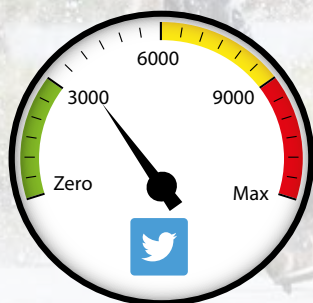
FOLLOWERS:
5,419



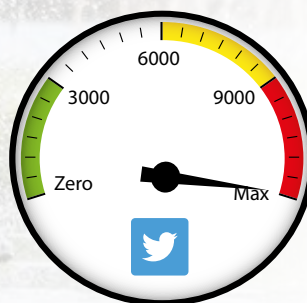
IMPRESSIONS:
163,476



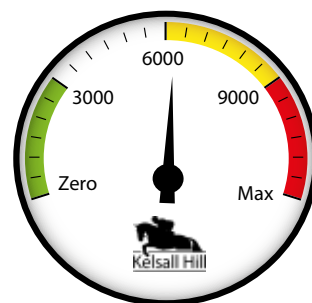
ACCOUNTS REACHED:
21,800



FOLLOWERS:
3,162



IMPRESSIONS:
18,903



PAGE VIEWS:
6,225



Trade Stands

Due to the show jumping arena moving there will be a new layout for the trade stand area.



Tradestands that are not sponsors do not get a free lunch

Please contact Jane Whitaker, Co-Event Organiser, If you are interested via email: britisheventing@kelsallhill.co.uk or call 07807 120921. A maximum of two car passes will be issued per trade stand, unless agreed otherwise.

Any trade stands that wish to purchase any lunches please contact Meg or Jane.

Price Band	A: Up to 10m	B: 11m-15m	C: 16m-20m
Retail: 3 days	£150 inc VAT	£288 inc VAT	£300 inc VAT
Retail: 1 day	£72 inc VAT	Not Available	Not Available
Food Concessions	£250 inc VAT	£250 inc VAT	£250 inc VAT



Advertising in the Programme

1000 programmes will be produced for competitors and spectators to read.

OPTION	PRICE
Half Page	£60+VAT
Full Page	£100+VAT

All adverts have to be with us by **01/09/2021**. Please note if an advert space is requested, the space for printers is booked, therefore if the advert is not received before the deadline date then payment will still be required.

The air ambulance



Kelsall Hill will be donating 10% from selected sponsorship packages sold, please see table on page 2 for reference. We are delighted to announce we have donated **£8,928.55** to date.

Crossing Points on course

Package includes:

- Banner placement - Sponsor can provide up to 10 A4/A3 signs to be placed on the crossing points, signs to meet Kelsall Hill specification.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Commentary throughout the weekend - at least 2 mentions per day.
- Editorial in our pre/post event newsletter series.
- Car Passes - 1.



SPONSOR

— **It!** —

Official Vehicle Sponsorship

We would require three 4 x 4 vehicles which can be branded with your company name and details.



Photograph by Maria Wynne Photography

Package includes:

- 3 4x4 vehicles - Please can you ensure the vehicles are insured for the duration of the weekend.
- Banner placement - 2 banners placed around the event site.
- A full page colour advert in the programme.
- A trade stand for the duration of the event.
- Social media support - based on content supplied.
- Hospitality - lunch for 6
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Editorial in page pre/post event newsletter series.
- Commentary throughout the weekend - at least 3 mentions per day.
- Car passes - 2.

SPONSOR

— **It!** —

Official Clothing Sponsorship

We would like to offer your company the opportunity to place your logo on our official team clothing. There are two options open to you as follows:

1. Supply your own branded clothing and we will add our Kelsall logo.
2. We will obtain all items of clothing needed for the event and dual brand them.

Each member of staff is visible around the venue site, from the entrance gate, secretaries, car parking, trade stands, sponsors and exit gates, so your company branding will have maximum exposure.



BRAND IT
— **It!** —

Package includes:

- Banner placement - 1 banner to be placed around the event site.
- You will be the official clothing sponsor for the Kelsall Hill Team
- A full page advert in the programme
- Social Media Support - based on the content supplied.
- Hospitality - lunch for 2
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Editorial in page pre/post event newsletter series.
- Commentary throughout the weekend - at least 2 mentions per day.
- Car passes - 2

SPONSOR

— **It!** —

Annual Event Sponsor

Sponsoring the CCI3* S Class



WINNER: 2019 Izzy Taylor on Monkeying around

The Event Sponsorship package will cover our British Eventing Horse Trials, running in April and September.

At both events the package includes:

- Title sponsor - the Horse Trials will incorporate the name of the company and sponsorship of the CCI3* S Class, only in April.
- Hospitality - lunch for up to 10 people on either Friday, Saturday or Sunday.
- Banner placement - up to 6 banners around the event site.
- Banner placement on the winner's podium.
- The rosettes for the section will incorporate the company's colours and company name. The sponsors will have the ability to award prizes and trophies if desired.
- You will receive a trade stand space in a prime location during the horse trials.
- Advertising on the scoreboards in the scoring tent.
- Full page advert in the programme.
- Company link and logo on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Commentary throughout the event - at least 10 mentions per day.
- Editorial in our pre/post event newsletter series.
- Car Passes - 4.
- Annual facility banner placement at the Equestrian Centre - up to 2 banners.

SPONSOR

— **It!** —

Section Sponsorship

This is a great way to create company or brand name awareness with names printed on competitor numbers. Over the three days we hope to have in the region of 840 rider combinations competing. Each day will be broken down into 6 or 7 sections of approximately 40 riders, placing to 10th.



Picture courtesy of Mark Clayton Photography and FRW Photography

Package includes:

- Company name on all competitors numbers in your section.
- Scoreboard header of the company's section will take on the company's name.
- Banner placement - banner placement around the event site. If company opts to sponsor more than one section the banner placement will increase dependent upon number of sections.
- Section titled with the company name.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo on Kelsall Hill's British Eventing website page.
- Editorial in our pre/post event newsletter series.
- Social media support - based on supplied content.
- Car passes - 1.
- Commentary throughout the weekend - at least 2 mentions per day, as your section is going around the cross country course.

Package investment

£180 +VAT plus an option on **£100** +VAT for additional sections
A maximum of 6 sections in total. Terms and Conditions apply.

SPONSOR

— **It!** —

The Dressage Arenas

For all phases the dressage arena is the first and some would argue the most vital part of the competition.

The dressage arenas have been laser levelled to provide competitors with a first class grass surface. Over the three days we will erect over 14 arenas set in a quiet area away from the show jumping and cross country.



Package includes:

- Banner placement - up to 4 banners placed around the dressage area.
- Company name in the dressage arena title.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Car passes - 2.

The Showjumping Arena

This phase will take place on a surface in our newly refurbished outdoor arenas overlooked by the terrace. This element of the competition is the deciding phase for many grass roots eventers, as elimination means they cannot go on the cross country. Too many faults or refusals could mean that their competition is over for the day. This is a key focal area for our event and is at the heart of the action for three days.



Package includes:

- Arena to carry the company name in the title.
- Banner placement in the arena and warm up arenas - up to 6 banners placed around the arena
- Advert in the programme.
- Hospitality - lunch for 4.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Commentary throughout the weekend - at least 4 mentions per day.
- Car passes - 2.

A Showjumping Fence

We would like to offer you the opportunity to have a show jumping fence made and designed to your companies choice. We have teamed up with Little Oaks Show Jumps to custom build them for our Show Jumping arena at the horse trials. Your fence will be incorporated into the show jumping course built by Sue Barratt and remain in the arena for the 3 days of competition. The fence will be added to our collection of show jumps and will remain as a permanent fixture at Kelsall Hill.



The package includes;

- A bespoke fence in the show jumping arena in your companies branding.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Car passes - 1.

SPONSOR

— **It!** —

Cross Country Fence: Standard

We will have 5 different courses of cross country jumps laid out. This is your opportunity for your company to sponsor a 'cluster' of jumps. The cross country is the most exciting part of the event for many people and is an ideal place for exposure to spectators.



Images courtesy of Mark Clayton and FRW Photography.
If you would like any banner guidance please give us a call.

Package includes:

- Banner placement - up to 2 banners placed around the 'cluster' of fences. Small banner signs supplied by the sponsor can be placed on the fence. Measurements of 5 inches high x 12 inches wide. The measurements for any new banners is 3.3m long x 1m high.
- Fence name incorporating your company name.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Commentary throughout the weekend - at least 2 mentions per day.
- Car passes - 1.

Cross country fence sponsorship:

Feature Fence : Water Complex

The only fence on the cross country course that will cause a splash. Located in one of the dips in the land this also provides a sun trap for spectators who enjoy relaxing on the large straw bales, whilst watching the action!



Image is courtesy of Mark Clayton Photography

Package includes:

- The water complex will carry the company name.
- Banner placement - up to 4 banners to be placed around the water complex.
- Advert in the programme.
- Hospitality - lunch for 2.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Car passes - 2.
- Commentary throughout the weekend - at least 4 mentions per day.

Cross country fence sponsorship:

Feature Fence : Ski Jump

The Ski Jump is one of the most prominent feature fences on the course, with a substantial drop of up to two metres. A real spectacle for photographers and spectators, for both thrills and spills.



Image is courtesy of Mark Clayton Photography

Package includes:

- The Ski Jump will incorporate the name of the company.
- Banner placement - up to 6 banners placed around the fence/event site.
- Advert in the programme.
- Hospitality - lunch for 6.
- Company link and logo to be featured on Kelsall Hill's British Eventing website page.
- Social media support - based on supplied content.
- Editorial in our pre/post event newsletter series.
- Car passes - 4.
- Commentary throughout the weekend - at least 6 mentions per day.

SPONSOR

— It! —

Sponsors of 2019

The team at Kelsall Hill would like to thank all of our sponsors from 2019 and we look forward to working with you in 2021. In 2020, we carried out no sponsorship, as we felt we could not offer good value for money due to the covid uncertainty.



Winner's Board Gallery



BE90 sponsored by Barlows UK Ltd, SMN Equine Therapy, Reaseheath College & Equine and Canine Solutions



BE90 sponsored by Cheshire Equine Theraplate



BE100 sponsored by Equine 74



BE100 Under 18's sponsored by The Fishpool Inn



NOVICE sponsored by Jane Chewins Limited



INTERMEDIATE sponsored by Jane Chewins Limited



INTERMEDIATE sponsored by Jane Chewins Limited



OPEN INTERMEDIATE sponsored by Equestrian Surfaces



in the news Kelsall Hill Equestrian Centre

Equitrader ▼

Kelsall Hill rise to the challenge

The second of this year's Protect My Income British Eventing affiliated horse trials ran from Sept 27-29th. The weekend proved to be most challenging since the centre started running their horse trials since 2006 causing the final days competition to be abandoned on safety grounds for the first time ever. "We have to be able to get the medics, vets and horse ambulance safely round the courses in order to run!" said co-organiser Jane Whitaker. "It was most unfortunate for Sunday's competition but we had significant amounts of rain on both Friday and Saturday and the extra 110 inches forecast for Sunday meant that our officials decided it would be unsafe to proceed. It's the first time we've had to do this and I'll tell you our hand work this was really frustrating for everyone!"



The weather in the lead up to Sunday's competition was not ideal. It was a very hot and sunny day with a high of 25°C. The rain started on Friday night and continued through Saturday. The rain was heavy and the wind was strong. The rain was a real challenge for the riders and the horses. The rain was a real challenge for the riders and the horses. The rain was a real challenge for the riders and the horses.



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▲ Equestrian Plus

▲ Horse and Hound

EVENTING

PROTECT MY INCOME
KELSALL HILL CO
10th September

Vassily beats the wet

An Australian champion horse trials rider was the top class before the event succumbed to heavy rainfall, as youngsters prove their mettle.

By Jane Whitaker

THE second of this year's Protect My Income British Eventing affiliated horse trials ran from Sept 27-29th. The weekend proved to be most challenging since the centre started running their horse trials since 2006 causing the final days competition to be abandoned on safety grounds for the first time ever.

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▲ Equestrian Plus

▲ Horse and Hound



KELSALL HILL

Protect My Income British Eventing
Affiliated Horse Trials

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▲ Equestrian Life

▲ Chester Chronicle

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▲ Equestrian Plus

▲ Horse and Hound

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Wet weather doesn't dampen spirits

EQUESTRIANISM

THE second of this year's Protect My Income British Eventing affiliated horse trials ran from Sept 27-29th. The weekend proved to be most challenging since the centre started running their horse trials since 2006 causing the final days competition to be abandoned on safety grounds for the first time ever.

"We have to be able to get the medics, vets and horse ambulance safely round the courses in order to run!" said co-organiser Jane Whitaker. "It was most unfortunate for Sunday's competition but we had significant amounts of rain on both Friday and Saturday and the extra 110 inches forecast for Sunday meant that our officials decided it would be unsafe to proceed. It's the first time we've had to do this and I'll tell you our hand work this was really frustrating for everyone!"

The weather in the lead up to Sunday's competition was not ideal. It was a very hot and sunny day with a high of 25°C. The rain started on Friday night and continued through Saturday. The rain was heavy and the wind was strong. The rain was a real challenge for the riders and the horses. The rain was a real challenge for the riders and the horses. The rain was a real challenge for the riders and the horses.

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