



2023/2024

NEXTQUESTRIAN

Sponsorship Packages



Welcome message

“—
Welcome to Nextquestrian, where technology and innovation lead the way towards a more sustainable future.

By definition, equestrian activities rely on the intricate interaction between horse and rider. The ability of any rider, trainers or judges to correctly interpret the subtle signals of our four-legged partners will not only greatly enhance the short-term success of any horse-rider combination, it will also determine the long-term health and welfare of the horse.

However, assessing these interactions is highly complex, with many different aspects that need to be considered. Eyetracking technology can provide us with an objective and detailed analysis of what riders, trainers and judges focus on when visually interacting with horses. By tracking eye movements, we can identify patterns of what elements judges focus on when assessing horse-rider combinations. This information can lead to more standardized and objective performance evaluations, improving the sustainability of equestrian sports. Now and in the future.

Tracy James

—”



NEXTQUESTRIAN
Advancing Equestrian Sport with Innovative Technology



WHO WE ARE

Nextquestrian, hosted by students from VHL and Inga Wolframm, is a horse event featuring a Tobii eye tracker for analyzing search patterns.

The event, featuring 3 experts of the industry and high-level athletes, attracts equine enthusiasts and those interested in new ideas.

The event offers clinics in showjumping, dressage, and free movement, attracting a diverse audience. Sponsorship of Nextquestrian provides access to the equestrian sector, allowing for knowledge exchange and learning.



DUTCH EQUINE INDUSTRY

450.000 horses in the Netherlands

1.2 Million people **interested** in horse sport

466.000 people **active** in horse sport

6.600 equine enterprises

2 Million visits to equine events **every year**

1.5 - 2 BILLION

total turnover of the equine sector



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Our Social Media

 <p>HIPPISCH CENTRUM LATHUM</p> <p>EVENT LOCATION CONFIRMED</p>  <p>Huis te Lathumweg 2, 6988 BS Lathum</p>	<p>DR. PETER REUTER ASSOCIATE PROFESSOR AT VHL</p>  <p>VAN HALL LARENSTEIN X DR. PETER REUTER</p> <p>This unique collaboration will develop a highly innovative research line focusing on visual attention, perception and decision making in equestrian activities.</p>	<p>EYETRACKER USED IN JUDGING</p>   <p>CENTRE LINE VS CHANGE OF REINS</p>
<p>CORE VALUES NEXTQUESTRIAN</p>     <p>van hall larenstein university of applied sciences</p>	 <p>MISSION</p> <p>We aim to innovate equestrianism with cutting-edge eye-tracking technology. Our mission is to advance equestrian sports with a focus on equine welfare and sustainable performance.</p> <p>van hall larenstein university of applied sciences</p>	<p>MISSION</p> <p>We aim to innovate equestrianism with cutting-edge eye-tracking technology. Our mission is to advance equestrian sports with a focus on equine welfare and sustainable performance.</p> <p>van hall larenstein university of applied sciences</p>
 <p>tobii X EYETRACKING</p> <p>NEXTQUESTRIAN</p>	<p>VISION</p> <p>We envision a future that incorporates eye-tracking technology in equestrian activities at all levels of the sport. We aim to explore horse riding performance by blending precision with passion using eye-tracking technology innovation to promote equine welfare while elevating the equestrian experience.</p> <p>van hall larenstein university of applied sciences</p>	<p>NEXTQUESTRIAN</p> <p>BE THE FIRST ONE TO KNOW WHEN WE GO LIVE</p>  <p>van hall larenstein university of applied sciences</p>

FIND US ON:



@nextquestrian



Nextquestrian



HVHL Equine Masterclasses



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Sponsorship Opportunities

Gold

Elevate your brand's presence at NEXTQUESTRIAN with our exclusive Gold Sponsorship Package. As a Gold Sponsor, you'll have strong recognition on all our social media platforms and website, as well as exceptional event hospitality.

Silver

The Silver Sponsorship Package offers an exciting group of opportunities to promote your brand. This package is a perfect blend between online and on-site recognition, maximising all benefits of both at a great value.

Bronze

Our Bronze Sponsorship Package is an excellent entry point to support NEXTQUESTRIAN and connect with our equestrian community. With a focus on online recognition and on-site visibility, this package allows you to be a part of this event and share your brand with a dedicated audience.



Gold Package €500

Event Hospitality

- Prime parking
- Seating during the event
- Welcome drink
- 5 Complementary entrance tickets
- 5 Food and Beverage Vouchers
- Personalised event pass with company information
- Title of one clinic (Sponsored by)
- A banner at the entrance and one in the arena
- Sponsor Intros during event breaks
- Flower presentation during the event

Additional Benefits

Print Materials

- Recognition as a gold sponsor on all print materials

Marketing

- Recognition as a gold sponsor on the Nextquestrian website
- Recognition as a sponsor in three different social media posts on all platforms.
- Recognition as a gold sponsor on a social media post about the sponsoring company

IF INTERESTED PLEASE SEE LAST PAGE

Silver Package €350

Event Hospitality

- Prime parking
- Seating during the event
- Welcome drink
- 3 Complementary entrance tickets
- 3 Food and Beverage Vouchers
- Personalised event pass with company information
- A banner somewhere around the facility

Additional Benefits

Print Materials

- Recognition as a silver sponsor on all print materials

Marketing

- Recognition as a silver sponsor on the Nextquestrian website
- Recognition as a sponsor in two different social media posts on all platforms.

IF INTERESTED PLEASE SEE LAST PAGE

Bronze Package €250

Event Hospitality

- Prime parking
- Seating during the event
- Welcome drink
- 2 Complementary entrance tickets
- 2 Food and Beverage Vouchers
- Personalised event pass with company information
- A banner somewhere around the facility

Additional Benefits

Print Materials

- Recognition as a bronze sponsor on all print materials

Marketing

- Recognition as a bronze sponsor on the Nextquestrian website
- Recognition as a sponsor in one social media post on all platforms.

IF INTERESTED PLEASE SEE LAST PAGE

Alternative Opportunities

Product Sponsorship

Furniture: bar chairs, blackout curtains, etc...

Electronics: screens, projectors, headsets, floor chord covers, walkie talkies, etc..

Blankets, flowers, etc..

Digital Marketing

Explore digital marketing opportunities, such as sponsored social media posts, email campaigns, or exclusive content on our website.

Please reach out to us to establish the best package.



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Research

Only by understanding, improvement is possible

Animal welfare and health are becoming increasingly important to the general public, and this does not stop with equestrian sports. Thus, Nextquestrian is organized in close contact with Dr. Inga Wolfram. With her research chair 'Sustainable Equestrianism' at Van Hall Larenstein she contributes to a sustainable equine sector by carrying out various researches.

Key questions

- Sustainable horse welfare and human behavioural psychology
- Sustainable business
- Sustainable environments for horses and humans





If you are interested in one of our sponsorship packages
please reach out to us via our email equine.symposium@hvhl.nl