



SINGAPORE TURF CLUB  
RIDING CENTRE



# STCRC INTERCLUB SHOW

# ABOUT STCRC



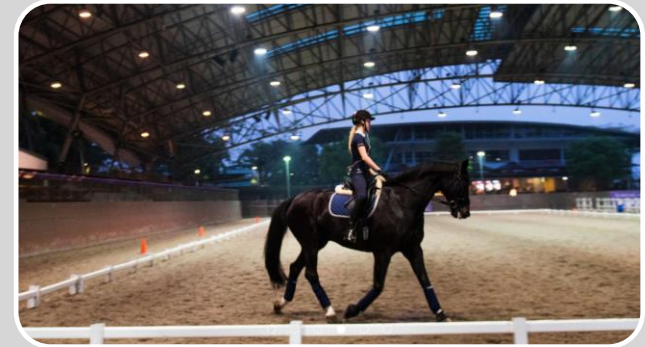
## Advanced Facilities

- Purpose built sheltered arena for Youth Olympic Games
- 3 hectares of lush greenery



## Caring for Horses

- Educate public about horses
- Create awareness on horse care



## Equestrian Hub

- For horse owners and horse lovers
- Both leisure and competitive riders
- British Horse Society approved riding centre

# ABOUT STCRC INTERCLUB SHOW 2022



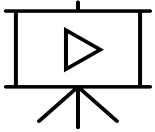
## Celebrating the best in Equestrian Finesse

Series of dressage and jumping shows to demonstrate the extraordinary partnership between the rider and the horse for equestrian art at its finest

- ∪ Aprílios/Máios – 30 Apr and 28 May
- ∪ Októvrios – October (dates to be advised)
- ∪ Dekémvrios – December (dates to be advised)

**Don't miss this unique opportunity for your brand to engage with the prestigious and exclusive equestrian community!**

# PUBLICITY PLAN



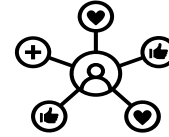
## EARNED MEDIA

- U Press release to announce the three shows
- U Invite media to attend and cover competitions



## CORPORATE WEBSITE

- U Landing page with show details
- U Update content with each competition to announce winners for competition past and invite participation for upcoming competition
- U Drive all comms to landing page



## SOCIAL MEDIA

- U Create awareness and drive participation
- U Educate about show, for those outside inner circle
- U Profile participants and horses
- U Rally support for participants



## DATABASE & PARTNERSHIP

- U eDM to own and fellow club databases to create awareness and drive participation

# SPONSORSHIP PACKAGES

Gold  
\$5,000/show

Silver  
\$3,000/show

Bronze  
\$1,500/show

Entitlements	Gold	Silver	Bronze
Logo and hyperlink on STC event page	★	★	★
Logo on eDM and event booklet	★	★	★
Social media tagging	★	★	
Logo on Arena banner	★	★	
Sponsor's own Arena banner	★	★	
Logo on event standees and rosettes	★		

# CONTACT US



9653 9778 (Roy Ibrahim)



[RoyIbrahim@turfclub.com.sg](mailto:RoyIbrahim@turfclub.com.sg)  
[HilaryLoong@turfclub.com.sg](mailto:HilaryLoong@turfclub.com.sg)



[www.turfclub.com.sg](http://www.turfclub.com.sg)



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