

-Stichting Dutch Horse Events-

SPONSOR BROCHURE



Top Dressage Tolbert



Top Dressage Tolbert



10 tlll 13 april 2025

**TOP
DRESSAGE
TOLBERT**

CDI 3* Tolbert

organisatie:



L&R Events



TOP DRESSAGE TOLBERT

Third Edition

In 2024, we hosted the second edition of Top Dressage Tolbert, which was an immense success, attracting around 198 riders from 21 different countries, including Olympic competitors like Helen Langehanenberg, Emma Kanerva, and Juan Antonio Jimenez Cobo. Additionally, Denmark selected our competition as the first observation event for their team ahead of the European Championships.

Organization

L&R Horse Events is dedicated to creating a warm, customer-friendly, and adaptable environment. With the triumph of the initial two editions of Top Dressage Tolbert, they have demonstrated their ability to organize a high-quality, world-class dressage competition that remains financially accessible for both participants and sponsors.

Goal

Our aim is to establish this annual international dressage competition as an event where all (inter-)national dressage riders can participate with enthusiasm and look forward to returning. For Dutch dressage athletes, especially the youth, it provides a valuable opportunity to gain experience in an international setting "right in their backyard" in the Netherlands.

Join us as a partner of Top Dressage Tolbert and experience world-class dressage sport, unique side events, and high-quality catering and entertainment alongside your clients or associates!





TOP DRESSAGE TOLBERT

RECENSIES

Foreign Judge reported to the FEI:

"I'd like to insist on the fact this competition is the proof it's possible to organise a CDI for the 1st time but in a very professional way in an excellent atmosphere and totally successfully !! "



Svenja Grimm (Chili) – Foreign Rider:

"It was well organised and although it started with a lot of rain the organisers kept everything under control!!! WELL DONE"



Carl Hester (current European Champion with the British team):

"It's a cool show, friendly"





TOP DRESSAGE TOLBERT

STATISTIEKEN



21
Nationalities

Australia, Belgium, Denmark, Germany, Finland, Great Britain, Greece, Ireland, Italy, Japan, the Netherlands, Norway, Poland, Portugal, Spain, Thailand, Sweden, Switzerland, Palestina, Kyrgyzstan and Chili.



198
starts

103 starts achieved a new personal record at Top Dressage Tolbert.



38.011
(Digital) Spectators

Over 26,000 viewers via Clip My Horse from as many as 63 countries, including Belgium, Denmark, the United States, Germany, Sweden, the United Kingdom, Norway, Switzerland, and Finland. Despite the bad weather, more than 12,000 visitors attended the event.

89
Involved partners

Our goal is to use as many local businesses as possible. We have utilized catering, ground maintenance, hotels, restaurants, supermarkets and local bedding suppliers. Various Groningen-based exhibitors were also represented. In the area between Groningen, Drachten, and Roden, all hotels and B&B's were fully booked; in total over 1,500 overnight stays!

893.029
Views on social media

On social media, the event was also well-followed. In total, the posts were viewed almost a million times.

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A unique event in terms of dressage, atmosphere and hospitality

Hospitality

Top Dressage Tolbert is a beautiful meeting point to combine work and (top) sports. The event offers numerous opportunities to introduce existing relationships to dressage in a unique setting in an informal manner. The event provides various sponsorship opportunities, such as having your own VIP section in a large VIP lounge with an optimal view of the main arena, ensuring your guests have the most comfortable experience while enjoying equestrian sports.



Promotion

During and prior to the event, there are numerous ways to get your company noticed and in the spotlight. This can be done online and offline, through billboards and/or competition sponsorships. Please consult with us about the possibilities to promote your company in the best way possible!



Media

Starting from November, the event will be promoted through newsletters and social media campaigns. The "fanbase" of over 4,000 loyal followers on social media will be prominently included in these efforts. The event will be highlighted through contacts at RTV and northern and equestrian newspapers. We are also happy to include you in these routes as a partner of the event. "Clipmyhorse" is a leading streaming service in the world and will broadcast the competitions live all days.



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A unique event in terms of dressage, atmosphere and hospitality

Ambassador

We are incredibly proud of our ambassador, Hans Peter Minderhoud! This top rider, who belongs to the elite in the world, has been a loyal participant at the Tolbert events for many years. "I am an ambassador for Top Dressage Tolbert because it is a great organization that always shows flexibility," says Hans Peter Minderhoud.



Location

An incredible venue with an equally impressive ambiance. The location shows international atmosphere and has hosted numerous equestrian events. The HJC Manege in Tolbert is already well-known among the national dressage riders. Experience it at the HJC! Additionally, at the showground you'll find a tasteful and atmospheric restaurant called "De Postwagen" and a lively event-hall called "Plaza Posta!"



Visitors

Like the first edition, we expect 25,000 visitors at the second edition over four days. We also have a fantastic shopping and hospitality area where visitors can shop well! The event will be broadcast via "Clipmyhorse". They will broadcast the competition live all over the world.



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Top Dressage Tolbert



VIP-table for 4 people for a day

Arrangement* with a VIP table for 4 people.

*An arrangement includes coffee, tea, soft drinks, wine, beer, sweet treats, a lunch buffet, and snacks. For an additional cost, a dinner buffet is available.

€750,-
excl. VAT
per day

VIP-table for 6 people for a day

Arrangement* with a VIP table for 6 people.

*An arrangement includes coffee, tea, soft drinks, wine, beer, sweet treats, a lunch buffet, and snacks. For an additional cost, a dinner buffet is available.

€1.150,-
excl. VAT
per day

Premium promotional sponsor

Distributing flyers or promotional materials. Advertisement on social media.

Placement of one billboard on the short side of the arena (visible for 4 days, also during broadcasts on Clipmyhorse).

€500,-
excl. VAT

The general terms and conditions apply to our sponsorship packages.

Scan the QR code for the general terms and conditions.



Top Dressage Tolbert



Gold



Sponsor package with VIP table for 6 people.

Sponsor of one of the final competitions with three sponsor show rugs.

Listing in newsletter, on start list and website.

Advertisement on social media.

Placement of two billboards along one short and one long side of the arena.

Free stabling of a horses, in case of competing at the CDI.

Additional exposure in consultation / customized.

€6.000,-

excl. VAT

Silver



Sponsor package with a VIP table for 4 people.

Sponsor of one of the competitions (excluding the finals) with three sponsor show rugs.

Listing in the newsletter, on the start list & website. Advertisement on social media.

Placement of one billboard along the long side of the arena.

Free stabling of a horse, in case of competing at the CDI.

€3.750,-

excl. VAT

Bronze



Sponsor package with a VIP table for 6 people for one day at your own choice.

Sponsor of one of the competitions (excluding the finals) with a sponsor show rug.

Listing on the start list & website.

Advertisement on social media.

Placement of one billboard along the long side of the arena.

€1.550,-

excl. VAT

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Friend of Top Dressage Tolbert

Business Friends:

Listing in the newsletter, on the start list & website.

Advertisement on social media.

Private Friends:

5% discount on the registration fee (the discount applies to a maximum of 1 registration)

Participant in the exclusive lottery*)

(Think of prizes such as 1 day of using the VIP package for 2 people and many more beautiful prizes.)

donate as a friend

€100,-

Click [here](#) to become a friend

donate as a business friend

€250,-

Exhibitor Premium

5m. x 5m. pagoda tent with cassette floor & electricity.

Advertisement on social media.

Listing on the website & the newsletter.

Placement of one billboard or flag along the long side of the arena's)

€975,-

excl. VAT

Exhibitor

5m. x 5m. pagoda tent with cassette floor & electricity.

Advertisement on social media.

Listing on the website & in the newsletter.

€775,-

excl. VAT

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