

# HORSE & HOUND

## UK equestrian sponsorship round-up

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### Childéric Saddles UK

The saddlers will be sponsoring the elementary finals at the LeMieux National Dressage Championships.

As part of the deal, the brand will support all seven regional championships in the run-up to the finals at Stoneleigh Park, Warks, on 15-18 September.

“We have an increasing band of dressage riders choosing to ride in Childéric, but this is our first dressage specific sponsorship of its kind,” said Tricia Bracegirdle, managing director of Childéric Saddles UK.

“We are thrilled to be involved with this highlight within the dressage calendar.”

### Noble Outfitters

The clothing company has signed a clothing deal with eventer Willa Newton.

The four-star rider is competing in the Event Rider Masters CIC3\* at Bramham this weekend (9-12 June).

“Their clothes are so comfortable,” said Willa.

“They have a technical layering system which really does seem keep me at the perfect temperature whether I’m riding, teaching or just in and around the yard.”

## Dressage Deluxe

Multiple medal-winning para dressage rider Natasha Baker is now being sponsored by the online retailer.

The London 2012 paralympic gold medallist joins fellow dressage riders Bobby Hayler, Paul Hayler, Damian Hallam, Shiwon Green, Jane Lavington and grass roots ambassador Danielle Bott.

“We’ve known Natasha personally for many years and are delighted to have the opportunity to work with her,” said managing director Alison Nye-Warden.

“Her down to earth personality, reputation, world-class talent and profile is another great addition to ‘Team Dressage Deluxe’ and we are thrilled to welcome Natasha on board.”

## Cool Equestrian and Mount St John

The two companies have been revealed as the principal sponsors of the Bolesworth International dressage freestyle.

Retailer Cool Equestrian will have a stand in the VIP area of the show, which runs from 15-19 June, where videos from the Mount St John stud will be shown.

“Emma Blundell, director of Mount St John, and myself are great friends and thought it important to support such a prestigious event where the best riders in the country will be competing in the inter I freestyle and the grandprix,” said Cool Equestrian managing director Sara Branch.

“I feel privileged to have such a prestigious venue in such close proximity to my store and am delighted to be involved with this event.”

## Robinson Animal Healthcare

The manufacturer has donated products to Equine Egypt Aid to help support its work.

The charity treats sick and injured working animals and also provides education to owners.

Robinson Animal Healthcare donated veterinary gamgee, wound dressings and Equiwrap bandages.

“Everyone at Egypt Equine Aid wishes to send enormous thanks to Robinson Animal Healthcare, not only for making the job of treating the horses much more

efficient, but also for offering much-needed comfort to the animals that work so hard,” said charity volunteer Brimble Wharton.

## Hack Up Bespoke

The supplement company has become the main sponsor of British Dressage’s (BD) eastern region.

The company will be offering product prizes to the highest-placed riders in all novice and elementary classes for each county every month.

“It is an exciting time to be able to have our business and love of dressage combined in such a positive way,” said Alex Gingell from the company.

Katherine Perry, regional development officer, added that gaining a high-profile sponsor for 2016 is a “great result” for the eastern region.

## The Royal Highland Show

The show has raised almost £450,000 in sponsorship for this year’s event (23-26 June).

Title sponsor, the Royal Bank of Scotland, continues to support the show.

Other major sponsors, including Heineken, Marks & Spencer, Greenspan Energy, McDermott Group, Scottish Power and Quality Meat Scotland, have also confirmed their renewed support.

A host of new sponsors have also joined for 2016. These include: the Scottish Salmon Company, Scottish Salmon Producers’ Organisation, Highland Spring, Fisher Paykal, Strathallan Events, Easterton Stables, Scottish Beef Association, Odysseus Capital Management, Dengie, RD Sports horses, MacMillan Land and Newark Livestock Mart.

Lactallis McLelland will sponsor a new class at this year’s show — an overall prize in the Scottish cheese, ice-cream and butter championships.

# Harry Hall

Teenager Milly Dove has joined the clothing company's team of 10 junior riders.

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Harry Hall will supply the 14-year-old dressage rider with £800 of clothing and equipment over the coming year.

In return, Milly will write blogs for the company, share news of its events on social media and report on how her Harry Hall clothing is performing.

“Harry Hall has been a favourite brand with young riders for decades — a tradition we are proudly continuing with some fantastic new ranges,” said Harry Hall sales and marketing director Rachel Bowles.

“So we are delighted to support Milly and her pony as she strives to achieve her goals.”