



SPONSORSHIP

Representation

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Elite Dressage Rider



CONTENT

01 \ Introduction

02 \ Dressage

03 \ Why Us

04 \ Plans for 2025 and Beyond

05 \ Target Audience

06 \ Sponsor Benefits

07 \ Thank You & Contact



INTRODUCTION

Hi, I am Anne Marie. I was born in Denmark in 1987 and started riding at the age of 9. I completed a Masters of Law from the University of Copenhagen, specialising in law of of armed conflicts. Shortly after in 2012, I moved to Italy for a year, buying my first dressage horse and successfully competing it at advanced medium level. Since 2013 I have resided in Gloucestershire, working at various top dressage establishments, as well as in the hospitality sector.

When Covid hit I started working full time with the horses again, training, competing and coaching.

2025 will be my third season at International Grand Prix with my horse Zeilinger Firfod (aka Mumble), who I have owned since he was 6 years old and have trained myself. Grand Prix is the highest level in dressage, and it is the same test that is ridden at the Olympics.

In 2023 I moved with my husband to a small equestrian property outside Cirencester, which we have since been renovating. Half the house is now a separate guest wing, which we rent out on Airbnb. The aim is to use the guest wing primarily for equestrian clients, who can bring their horse with them for holiday or training stays.

For me, being competitive is not just about winning, it is also about the optimization process, the journey and the relationship between horse and rider. I take a very holistic and natural approach to horse welfare and am passionate about uniting performance sport with welfare and happiness of both horse and rider. Above all else, horse riding must be about enjoyment for all those involved and be driven by respect for the horse.

As a professional athlete, my goals are to continue competing at the highest levels, improve my performance, and provide a platform for sponsors to engage with a targeted audience. To achieve this, I am seeking financial support as well as sponsorship in the form of equestrian products, including tack, riding apparel, and horse care supplies.



DRESSAGE

Dressage has its origins in ancient Greece and Rome, where it was used to train horses for military purposes. The art of training horses to perform specific movements was vital for cavalry units. The word "dressage" itself comes from the French term dresser, meaning "to train" or "to teach."

In the 16th century, European schools of horsemanship refined the techniques, creating formal systems of training that focused on balance, precision, and control. It was in the 18th century, that dressage evolved into a competitive sport, with aristocrats using it to demonstrate the skill and beauty of their horses.


By the 19th century, dressage had become more systematised and was introduced into competitive settings. The modern version of dressage, as a sport, emerged in the early 20th century. It became part of the Olympic Games in 1912, with the International Equestrian Federation (FEI) formalising the rules and establishing international competition.

All dressage tests are performed in a standardised 20m x 60m arena with a special footing, to ensure an even playing field and the soundness of the horse.

Equestrian sports are also the only sports where men and women compete against each other in the same categories. highlighting the fact that riding has nothing to do with strength or size, but everything to do with skill.

Grand Prix is the highest level of competitive dressage, and only very few horses and riders make it to Grand Prix level. Success in the dressage arena highly depends on the quality, trainability and soundness of the horse, as well as the expertise of the rider. It takes between 6–9 years to train a horse to Grand Prix.

At the heart of every successful dressage rider is a deep respect for the welfare of their horses. In top-level equestrian sport, the bond between horse and rider is built on trust, care, and mutual respect. As a professional rider, I am committed to ensuring that every horse I work with is treated with the utmost care, respect, and attention to their physical and emotional well-being.

A woman with long dark hair and bangs, wearing a grey turtleneck and blue jeans, is smiling and holding the lead rope of a brown horse. The horse has a white blaze on its face. They are standing against a dark background.

WHY US?

In addition to the care I provide to my horses, I am dedicated to promoting **ethical practices** within the sport of dressage. This includes adhering to the regulations set forth by governing bodies, and advocating for a sport that upholds the highest standards of animal welfare.

At the highest levels of dressage, competition can be demanding, both physically and mentally, but it is essential that the horses are never pushed beyond their limits. I work closely with a team of trainers, veterinarians, farriers, nutritionists and body workers to ensure my horses are in peak condition and that their training is adapted to meet their **individual needs**. This includes regular assessments, balanced diets, and rest periods to maintain their longevity and overall health.

I am also a firm believer in the importance of **educating** other riders in the sport about the principles of good horsemanship, as well as continuously seeking education myself. **Sharing** experiences and knowledge, and being open to **change**, are fundamental elements if you want longevity in the sport as a coach and rider.

My ethos is the following:

“Pursuing dressage excellence through sustainable, inspiring and holistic training for horses and riders”

By supporting my career, your company will be aligning with an athlete who upholds these core values. Your brand will be associated with a rider who not only strives for excellence in performance but also ensures the well-being and welfare of every horse in their care, helping to set an example for others in the sport.



PLANS FOR 2025

... AND BEYOND

The major shows for 2025 are already in the diary and the training is well underway. The goal for the season is to gain consistently higher scores at Grand Prix level with my main horse Mumble, with the stretch goal of making it to the Danish Championships in May, and the World Cup Qualifier in London in December. Here are the shows planned so far:

- Meyerscough Premier League ((Lancashire)- March
- Chard Premier League (Somerset)- April
- Addington International CDI (Buckinghamshire) - May
- Wellington International CDI (Hampshire) - June
- Hartpury International CDI (Gloucestershire) - July
- British Dressage National Championships (Cheshire) - September
- Wellington International (Hampshire)- October
- Aintree High Profile (Lancashire) - October

I also have two younger horses in the yard that will make their competitive debuts this year. They will start out at age appropriate levels and be slowly introduced to the world.

I am continuously looking to establish connections with horse owners, breeders and potential syndicate members to enable the purchase of additional horses. Having produced my own horse to International Grand Prix has positioned me well to form new partnerships and ensured my credentials.

My client base continues to expand with a wide variety of clients from the Cotswolds area, many of which are themselves competitive in dressage and eventing.



TARGET AUDIENCE

By supporting my career, your company will gain access to an engaged audience of passionate individuals who share a love for sport, horses, countryside living and high quality products. My commitment to excellence both in and out of the arena will help elevate your brand, associating it with the highest standards of performance and dedication.

Consumers view athletes as meaningful and personalised connections. Nielsen's 2023 Trust in Advertising study found that people trust recommendations from people they know more than any other influence factor. Through me, your company will have a highly valuable person-to-person interaction a community that trusts, likes and believe in me, such as:

- **Equestrians and competitors:** Dressage sponsorship often targets individuals who are actively involved in the sport.
- **Affluent Individuals:** Equestrian sports are often associated with higher income brackets due to the costs involved in horse ownership, training, and competition. There is an emphasis on functional, high quality products and services that stand the test of time.
- **Luxury and Lifestyle Brands:** Given the prestige of dressage, luxury goods companies – from watches to clothing, cars, and fine dining – are often key sponsors. These brands look to align themselves with the refined and sophisticated image that dressage represents. The target audience here is individuals who value status, tradition, and quality.
- **Corporate Brands:** Companies, particularly those with a focus on fitness, health, and outdoors, may sponsor dressage to reach an audience that values tradition, focus, and high-performance. Brands in the equestrian industry, such as tack, apparel, and supplements, as well as those in adjacent sectors like automotive, technology, and insurance, may also see dressage sponsorship as a valuable marketing opportunity.
- **International Markets:** Since dressage is a global sport, sponsors often look to expand their reach internationally, targeting wealthy consumers in key markets like Europe, North America, and parts of Asia.



SPONSOR BENEFITS

In return for your sponsorship, your company will receive the following valuable benefits:

- **Exposure at Competitions:** Your brand will be prominently featured on my competition kit, banners, and all promotional materials, ensuring visibility at national and international events.
- **Training Sessions:** Exclusive invitations to attend my training sessions, offering insight into the discipline of dressage and the meticulous preparation behind each competition. Come and meet the horses and learn about their unique personalities and characteristics.
- **Social Media & Online Presence:** I will feature your company on my social media channels, where I engage with a dedicated and targeted audience of international equestrians and brands. This includes regular posts, stories, and mentions across Instagram, Facebook and on my website.
- **Branded Kit:** Your logo will be displayed on my riding apparel, tack, and other key kit, ensuring that your brand is visible during competitions and media appearances.
- **Personalised Engagement:** As a sponsor, you will have the opportunity to collaborate on unique campaigns, online content, product showcases, and events that align with our brand values.

Guideline sponsorship costs

- National 2 day show/ Premier League: £300
- International 3 day show: £650
- Training session: £80-£120
- Horse or rider equipment, or discounts, are gratefully received. I am always looking to build long lasting relationships where we believe in each other's value and offer support on the journey.



THANK YOU

I would welcome the opportunity to discuss this proposal further and explore how we can work together to create a successful partnership.

Please do not hesitate to contact me on the details below to arrange a follow up at your convenience.

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