

Protecting the Brand at the Defender Kentucky Three-Day Event presented by MARS Equestrian

Sponsorship is an ever-increasing part of the success of major sporting events worldwide. No more so than at the Kentucky 5 which is historically known simply by the name of the title sponsor. As "Rolex" became "Land Rover" and now "Defender" the identity of the event evolved and establishing and protecting the brands involved with this competition is imperative. Simply put, we could not run this event without the support of our sponsors.*

All signage in the arenas and on the cross-country course must remain clear for spectators and cameras. This pertains to all sponsor signage. Branding is placed strategically for spectator and TV visibility. Please bear in mind that sitting in front of a signage board virtually eliminates the asset that the sponsor has paid for. The value of their sponsorship is tied to that branding.

Below are some specifics on assets other than signage:

Defender

With that in mind, Defender's feature on course and in the arena is their vehicles. Everyone with access to the Field of Play must be mindful of this. Please do not position yourself (or allow others to position themselves) near the cars. Additionally, there are certain places on course where personal vehicles (vet trucks, officials' vehicles, jump judge cars, etc.) are necessary, but they must not be parked near a Defender display (or in the TV shot whenever possible). If you are asked to move your vehicle, please appreciate that competition and sponsorship have discussed this and that a compromise will be agreed upon. This is to maintain the integrity of Defender's brand and the relationship between the event and the sponsor.

MARS Equestrian

The biggest potential conflict is the presence of non-MARS chocolate and products in the various EEI controlled locations (Stable Office/Rolex Stadium Office/Volunteer tent/XC Finish Tent etc.). Significant amounts of product can be provided to all locations courtesy of MARS, please let the EEI office know your needs ahead of time and we will ensure that it is stocked.

ROLEX

The clocks are the most important aspect of their branding. They are strategically placed for maximum visibility around the venue. Golf carts/cars etc. parked around them diminish their impact. It is critical that they do not get lost in the arena (either in person or on TV) depending on course design and other features on the field of play. It is also very important that they are not damaged by vehicles.

*Please contact **Joanie Morris at joanie@eq-events.com or 484/459-2045** if you believe your position on the Field of Play will impact a TV camera shot or a sponsorship activation. This is especially important on Saturday morning for cross country volunteers and officials, if you are not sure please ask!*