

# EQUINE PROMOTIONS AUSTRALIA

## Sponsorship Opportunity

Please find below a list of Requirements and Benefits for those wishing to apply for Rider Sponsorship with Equine Promotions Australia in 2023.

### Requirements

#### Business Promotion

Word of mouth is monumental in the equine industry and due to this, it would be fantastic if our Sponsored Riders could periodically promote our business in person and online. This is inclusive of tagging us in all posts that feature any of our images.

#### Official Photographer Nominations

A lot of our Official Photographer positions at events come from word-of-mouth nominations from competitors and organisers alike. It would be greatly appreciated if our Sponsored Riders could nominate and put forth our name for any Official Photographer available positions that they come across.

#### Following

We would love for our Sponsored Riders to periodically encourage their friends and family to follow us on Social Media!

#### Giveaways, Model Calls and Promotions

We will from time to time host a model call or a photoshoot giveaway for portfolio-building purposes that often rely on post-sharing and tagging. It would be very helpful if our Sponsored Riders were to proactively share these posts and tag friends and family, encouraging them to do the same.

### Benefits

#### Introductory Photoshoot

Once on board, our Sponsored Riders will receive an all-inclusive complimentary Introductory Photoshoot to announce their position on our team. This photoshoot is valued at \$550.00.

#### Complimentary Event Images

All Sponsored Riders will receive 2 Complimentary images from any event that we cover, with all additional images available at a discounted rate.

#### Coupon Codes

A unique Coupon Code will be provided to our Sponsored Riders to distribute to friends and family which will grant the user discounts on our Private Photography and other services.

#### Early Access/First Dibs

Early access to sales, model calls and other promotional events will be provided to our Sponsored Riders, as well as their friends and family.