**Expressions of Interest to host the**

**FEI Pacific League World Cup Final 2017/18**

Equestrian Australia invites all prominent dressage events to apply to host the FEI Pacific League World Cup Final. The qualifying period for the 2017/18 Pacific League World Cup Final is 1st January 2017 to 31st December 2017, and the Pacific League Final will be held between December 2017 and February 2018. This is as per the rules approved by FEI.

Fifteen of the best qualified Grand Prix Dressage riders and horses in the Pacific League will be invited to compete in the Final – with the winner earning the right to represent the Pacific League at the World Cup final to be held in 2018. (Please refer to the World Cup Rules for further clarification, available at <http://www.fei.org>).

The FEI Pacific League World Cup Final is a significant Dressage event in its own right. The venue, footing, stabling and facilities should be of a standard in keeping with a prominent World Cup event. Facilities for competitors, spectators and media should be of a superior standard.

The FEI Grand Prix and the FEI Grand Prix Freestyle must be run on consecutive days. A Grand Prix Special may be included in the program. However, the final classification will be determined by the placing in the FEI Grand Prix Freestyle.

**Competition Requirements of your event:**

* International prestigious event status (CDI3\* or CDI-W)
* Program that includes GP and GP Freestyle
* Event facility and organisation capable of providing a world class competition.

**Equestrian Australia commercial requirements:**

* Capacity to facilitate media coverage
* Provide recognition for the FEI
* Provide recognition for EA National Sponsors including Ariat, IRT, Gow Gates, KER and Barastoc as well as any future national sponsors. EA will send through sponsorship obligations for how these partners will need to be recognised at the Pacific League World Cup Final.
* Provide recognition for EA Program Partner – Australian Government, Australian Sports Commission, Australian Institute of Sport.

**Benefits to your event:**

* Co-ordinated promotions and publicity
* Additional opportunity to attract the best Grand Prix combinations
* Enhanced marketing opportunities for your event
* On-going exposure of your event via its status as the FEI Pacific League World Cup Final **Expression of Interest to run the 2017/18 Pacific League World Cup Final**

Name of Event:

Date of Event:

Level of Event: (e.g. CDI3\*, or, CDI\_W):

Location of Event:

Name of main contact:

Ph: Mobile:

Email:

How many entrants did you have in the Grand Prix at your last event?

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Please list your existing sponsors, their level of sponsorship and their product category:

Please provide a copy of a recent sponsorship proposal

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| Sponsor name | Product Category | Investment for event ($)  |
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Please describe the availability for signage and promotion of the FEI Pacific League World Cup Final as a feature of your event

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Please describe and give examples of the existing and provide example of media exposure (both local and national) received by your event.

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Please describe covered seating and VIP hospitality facilities at your venue

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Please provide any other information you deem useful.

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**EOI must be received by Monday 1 August 2016**

EOI and all enquiries to be addressed to:

Equestrian Australia

PO Box 673

Sydney Markets, NSW 2129

FAX: 02 9763 2466 PH: 02 8762 7777

Email: sue.hartog@equestrian.org.au