MARLBOROUGH
SHOW JUMPING | SHOW HUNTER

KIWI SUPER CLASSICS

SPONSORSHIP PROPOSAL

2026 / 2027



ELITE SPORT | PREMIUM EXPERIENCES | POWERFUL PARTNERSHIPS

MARLBOROUGH
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KIWI SUPER CLASSICS

NEW ERA OF NEW ZEALAND SHOWJUMPING



Marlborough Showjumping have joined forces with Manawatu Equestrian to create the Kiwi Super Classics — a premium competition series set to elevate showjumping through elite sport, meaningful partnerships and unforgettable experiences.

Join us as we shape the future of New Zealand showjumping with a vision that expands beyond a single event.

Together, we are building a series that connects riders, owners, breeders, businesses and spectators across New Zealand and Australia through professionally delivered competition and a shared ambition for the future of the sport.

Manawatu 2-4 April 2027 | Marlborough 9-11 April 2027 | Marlborough 17-18 April 2027

APPROX. $300,000 IN PRIZE MONEY ACROSS THE THREE-LEG TOUR

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ABOUT THE TOUR

BUILDING SOMETHING BIGGER THAN COMPETITION



OUR VISION

The combined vision of Marlborough Showjumping and Manawatu Equestrian is to deliver an exciting, professionally managed tour that showcases leading riders and provides sponsors with outstanding exposure, hospitality and direct engagement with the equestrian community.

Designed for long-term growth, the Kiwi Super Classics combines established venues, quality competition and a commitment to raising the standard of showjumping in New Zealand and Australia.

WHY PARTNER WITH US?

- ELITE COMPETITION
- TV EXPOSURE & PROFESSIONAL LIVE STREAM
- DIGITAL PROMOTION
- VIP HOSPITALITY
- NATIONAL AND INTERNATIONAL AUDIENCE
- GROWING LEGACY

KIWI SUPER CLASSIC S TOUR

2026 / 2027

1. MANAWATU
   2–4TH APRIL 2027
2. MARLBOROUGH
   9–11TH APRIL 2027
3. MARLBOROUGH
   17TH–18TH APRIL 2027



FUTURE VISION: A growing series connecting riders and audiences across New Zealand and Australia, with increasing international participation and reach.

A SERIES WITH IMPACT



6 STAR CLASSES

★ SUPER STARS ★ SHOOTING STARS ★ STARS IN YOUR EYES
★ SUPER STARS PONY ★ RISING STARS ★ YOUNG STARS

NZ ↔ AUS

TRANS-TASMAN TESTS

SENIOR TEST | YOUNG RIDER | JUNIOR RIDER



3 TOUR LEGS

MANAWATU | BLENHEIM | FINALS – BLENHEIM

≈ $300K
PRIZE MONEY

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PARTNER WITH KIWI SUPER CLASSICS



PUT YOUR BRAND AT THE HEART OF NEW ZEALAND'S PREMIER SHOWJUMPING TOUR.

A range of partnership opportunities allows businesses to align their brand with individual feature competitions, championships and experiences throughout the Kiwi Super Classics.

NAMING PARTNER – MARLBOROUGH — $50,000

Exclusive naming rights to the Kiwi Super Classic's Marlborough, including $80,000 SUPER STARS class

FEATURE EVENT NAMING PARTNERS — $15,000 each

- SHOOTING STARS
- NZ v AUS SENIOR RIDER

TEAM COMPETITION PARTNERS — $8,000 each

- NZ v AUSTRALIA YOUNG RIDER
- NZ v AUSTRALIA JUNIOR RIDER

CHAMPIONSHIP NAMING PARTNERS — $5,000 each

- NORTH ISLAND v SOUTH ISLAND
- STARS IN YOUR EYES
- SUPER STARS PONY
- RISING STARS
- YOUNG STARS

FEATURE CLASS & ARENA PARTNERS — $4,000 each

- FUTURE STARS
- HORSE DERBY
- PONY DERBY

FUNCTION SPONSOR — $5,000

Exclusive association with the Kiwi Super Classic's function and hospitality experience.

CLASS NAMING PARTNERS — $950

10 OPPORTUNITIES

Naming rights to two classes at the show not listed above.

SUPPORTING SPONSORS

- **$500** SUPPORTING SPONSOR
- **$300** COMMUNITY SPONSOR

MORE THAN NAMING RIGHTS

- ARENA PRESENCE
- LIVESTREAM EXPOSURE
- TV EXPOSURE
- PRIZE PRESENTATIONS
- SPONSOR INTERVIEWS
- VIP HOSPITALITY

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WIDER PARTNERSHIP OPPORTUNITIES



CONNECT YOUR BRAND WITH THE GROWING NATIONAL SHOWJUMPING TOUR

Beyond individual Kiwi Super Classics competitions, our partnership programme provides opportunities across the full tour and individual events — creating long-term value for brands at every level.

KIWI SUPER CLASSICS TOUR PARTNER

All three Kiwi Super Classics events:

- Multi-event brand exposure
- Website recognition
- Social media campaign
- Arena signage
- Livestream visibility
- VIP hospitality
- Trade Village presence
- Prize presentations
- Professional photography & video
- Priority renewal

MARLBOROUGH SEASON EVENTS PARTNER

Partnership across all Marlborough events

- Website recognition
- Arena branding
- Event program
- Social media promotion
- Sponsor profile
- Trade Village site
- Hospitality package
- PA announcements
- Prize presentations
- Professional photos

INDIVIDUAL MARLBOROUGH EVENT PARTNER

Naming partnership of one of the Marlborough events

- Website promotion
- Event program
- Arena signage
- Social media promotion
- PA announcements
- Hospitality
- Trade Village site
- Prize presentations
- Professional photos

OFFICIAL CATEGORY PARTNERS

EXCLUSIVE CATEGORY RIGHTS

Position your business as an official partner within your industry.

- OFFICIAL VEHICLE PARTNER
- OFFICIAL AIRLINE
- OFFICIAL WINE PARTNER
- OFFICIAL NUTRITION PARTNER
- OFFICIAL EQUINE HEALTH PARTNER
- OFFICIAL RURAL PARTNER

- MULTI-EVENT EXPOSURE
- TV & LIVESTREAM EXPOSURE
- VIP HOSPITALITY
- TRADE VILLAGE
- BRAND ACTIVATION
- PRIZE PRESENTATIONS

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New Zealand Cowboy Challenge Association, Inc.

N.Z.C.C.A.

www.cowboychallenge.co.nz

Cloud 9

COWBOY CHALLENGE

Points Approved at

Kiwi Super Classic Finals Weekend



Prize Money and Much More

MARLBOROUGH

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THANK YOU

FOR CONSIDERING A PARTNERSHIP WITH

KIWI SUPER CLASSICS

Your support helps us continue to grow premier showjumping in New Zealand, create opportunities for riders at every level and deliver unforgettable experiences for competitors, spectators and communities.

TOGETHER WE CAN JUMP HIGHER, REACH FURTHER AND ACHIEVE MORE

LET'S CREATE SOMETHING EXTRAORDINARY

We would love to discuss how we can tailor a partnership that aligns with your goals and showcases your brand.

CONTACT US TODAY

TO START THE CONVERSATION

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