

WHAT YOU HAVE TO DO

Retailers:

- Contact local shows, pony clubs and riding club groups to discuss sponsorship in the form of gift vouchers.
- Make sure the show will accept your sponsorship before applying for a prize voucher. If possible, agree the class you are sponsoring.
- The class should be publicised as 'Sponsored by XX Retailer -BETA Vouchers to a value of £X'.
- Fill in the application form and send it to BETA.
- Arrange with the show organiser for you or a representative from your business to give the prize to the winner.



Show Organisers:

- Contact BETA for a list of your nearest BETA Member Retailers.
- Approach them for support, making clear the benefits that the retailer will get from supporting your event.



For quality service
and expert advice
shop where you see
this sign:



To find out more about BETA or
to find your nearest BETA retailer,
please contact:

www.beta-uk.org

Tel: 01937 587062

Email: rebecca@beta-uk.org

BETA Show Voucher
Sponsorship Scheme
for Retail Members



*Acting in your
interests*

WHAT IS THIS?

The BETA Show voucher scheme aims to introduce its Retail Members to the benefits of forging links with their local horse riding community through the provision of sponsorship in the form of gift vouchers.

The show vouchers can be used as prizes at local shows, events or competitions and can be redeemed by the winners at any BETA retail member, but they are most often used at the shop providing the vouchers. Once redeemed in store, the show vouchers can be submitted to BETA for refund on the face value of the voucher.

WHY DOES BETA PROVIDE THIS FUNDING?

The British Equestrian Trade Association represents equestrian retailers and promotes its members as offering quality service and expert advice. BETA also serves riders and horse owners by working to build excellence on behalf of equestrian shops and shoppers. The show voucher scheme helps to bring retailers and riders closer together for the benefit of both.

Benefits to member retailers

- To encourage the footfall of riders into BETA members' shops.
- To encourage these customers to make a purchase, many of which will be for more than the value of the voucher.
- To provide retailers with a networking opportunity and a reason to approach your local equestrian community and thus help to increase and expand your customer base.
- To increase awareness of BETA Retail Members.
- Free publicity for YOUR business.
- The scheme is here to help BETA Members promote their business.



Benefits to the riding community

- A chance to gain sponsorship and prizes.
- Attracts more competitors to events.
- Creates the opportunity to develop further links with your local equestrian retailers.
- Builds mutually beneficial relationships with the wider equestrian business world.



HOW IT WORKS

Retailer eligibility

Any paid up Retail Member of BETA may apply. Available in units of £25 per class, vouchers to a maximum value of £100 can be requested in any one calendar year from any one member. The scheme has a fixed budget so the vouchers are available on a first come first served basis – so be quick to make your request for this funding!

Eligible Shows

Any shows or event will be considered, either affiliated or unaffiliated.

Vouchers

Vouchers are provided up to a total value of £25 per class and can be redeemed in any BETA retail member's shop.

The maximum voucher value issued is £25 and the minimum voucher is £5. The maximum number of vouchers that could be awarded per class would therefore be 5 vouchers, each worth £5, the minimum would be one worth £25, but it is up to the retailer awarding the vouchers to decide the denomination. (For example 1 x £15, 2 x £5 or 1 x £20 and 1 x £5).

In addition the recipients will receive a Certificate with the shop's name and address on it as the sponsoring retailer.

BETA'S ROLE

Once a member retailer's application has been accepted we will notify you and the show concerned. We will write to the show to confirm support of the class and send them the voucher and certificate with the sponsoring retailer's name on it.

A list of BETA Retail members is supplied to the winner.

Redeeming vouchers

- The voucher is presented to the BETA Retailer of the winner's choice.
- The voucher is valid for 6 months from the date of the show.
- Please check that the voucher is valid before redeeming as not to do so risks us declining to reimburse the voucher.
- The voucher can be used towards goods up to the face value.
- If the goods purchased are more than this, then the customer must pay the difference.
- The voucher is returned to BETA with a supporting invoice for reimbursement by BACS along with the claim form.

