

Agria 



BLENHEIM PALACE  
INTERNATIONAL  
HORSE TRIALS

17-20  
SEPTEMBER  
2026



# The Blenheim Eventing Honours: Celebrating Its People

Hosted by the Agria Blenheim Palace International Horse Trials



## The Awards

The Blenheim Eventing Honours celebrate the individuals behind the sport - those whose commitment, expertise and care make eventing possible. From lifelong volunteers to elite grooms, farriers and rising grassroots talent, these awards recognise the **people behind performance**.

This is recognition that is **earned, not given** - rooted in welfare, skill and long-term dedication.



**Blenheim Eventing  
Honours 2026**

*Celebrate the individuals behind the sport*



# The Event

A Champagne palace reception for invited guests only.

- A refined and intimate setting
- Curated guest list of industry and partners
- Story-led award presentations
- Premium environment for sponsor hosting

A moment designed to feel authentic, **prestigious and meaningful.**







# Award Categories



# Long Service & Dedication Award

Recognising volunteers who have dedicated 15 years or more to the Atria Blenheim Palace International Horse Trials.

This award celebrates individuals whose long-term commitment has helped shape the event over time. These are the people who return year after year, taking on essential roles that ensure the smooth running of the horse trials, often without recognition.

Their contribution goes beyond time given; it reflects loyalty, reliability and a deep personal connection to the event and the sport. Many have supported multiple generations of competitors and have become an integral part of the Blenheim community.

## Why it matters

This award represents the heart of the event, recognising those who quietly sustain it. It reinforces that the awards are built on authenticity and genuine contribution.

## Sponsorship opportunity

Align your brand with a deeply respected and emotional recognition, associated with heritage, trust and long-term commitment.



# Event Groom of the Year Award (Season-Long)

Awarded to one outstanding groom based on their performance across the 2026 eventing season, recognising excellence beyond a single event.

Grooms play a critical role in equestrian sport, responsible for the daily care, preparation and presentation of horses competing at the highest level.

This award acknowledges those who consistently deliver exceptional standards across multiple events.

Judging considers not only turnout, but also the condition, wellbeing and management of the horse throughout the season, as well as the groom's professionalism, organisation and attention to detail.

## Criteria includes

- Horse condition and turnout
- Welfare standards and daily care
- Professionalism and consistency across events

## Why it matters

This is a highly respected accolade within the industry, recognising sustained excellence and the people behind top-level performance.

## Sponsorship opportunity

Position your brand alongside elite performance, care and professionalism within the sport.





# Farrier Excellence Award

Celebrating the craft, skill and technical expertise of farriers whose work directly supports both equine performance and long-term welfare.

Farriers are fundamental to the success of event horses, ensuring balance, soundness and durability through precise and highly skilled work.

This award recognises **one outstanding farrier** who consistently demonstrates excellence in their craft.

It highlights not only technical ability, but also an understanding of the horse as an athlete, supporting performance while safeguarding long-term health.

## Why it matters

Farriery is essential yet often under-recognised.

This award brings visibility to a profession that sits at the core of both welfare and performance in eventing.

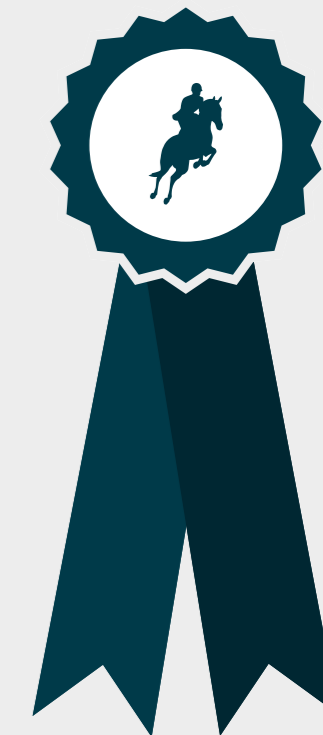
## Sponsorship opportunity

Associate your brand with precision, craftsmanship and technical excellence at the highest level.





# Director's Award for Outstanding Contribution



Presented by Blenheim leadership to recognise **one individual** who has made an exceptional and lasting contribution to the sport. This award is open to all roles across the event, from organisers and officials to grounds teams and operational staff. It celebrates those whose work has had a meaningful impact on the delivery, reputation and success of the event.

Recipients are individuals who go above and beyond their role, demonstrating leadership, dedication and a commitment to maintaining the highest standards within the sport.

## Why it matters

As a leadership-selected award, it carries significant prestige and authority, recognising not just effort but influence and impact.

## Sponsorship opportunity

Align with a **high-prestige, leadership-driven** recognition that sits at the centre of the awards ceremony.



# ★ Rising Star Award



Recognising the future of eventing, celebrating grassroots riders who show exceptional promise, dedication and potential.

This award is open to riders who have previously competed in Blenheim grassroots competitions, including the Eventer Challenge, Pony Club Team Showjumping and Retraining of Racehorses classes.

Presented in collaboration with the Pony Club, Riding Club and Retraining of Racehorses, it reflects the importance of grassroots pathways in developing future talent within the sport.

## Criteria includes

- Each partner organisation/ branch nominates a rider
- Nominees submit a short video and a 300-word statement
- Finalists are promoted across official channels
- The public votes to determine the winner

## Why it matters

This award connects grassroots participation with a major international event, supporting the next generation while broadening audience engagement.

## Sponsorship opportunity

Align your brand with aspiration, opportunity and the future of eventing.



# Sponsorship Structure

## Title Partner

“The [Sponsor Name] Blenheim Eventing Honours”

Positioned as the champion of the people behind equestrian excellence.

### Includes:

- Naming rights across the full awards platform
- Invitation to the Palace reception
- Integration across storytelling content (video, interviews, features)
- PR positioning aligned with welfare, people and excellence

## Category Partners

Each award offers a refined partnership opportunity:

- The [Sponsor] Long Service & Dedication Award
- The [Sponsor] Groom of the Year
- The [Sponsor] Farrier Excellence Award
- The [Sponsor] Rising Star Award

Limited and carefully curated to maintain prestige.



## Promotion & Exposure

- **71,000+** engaged social media followers
- **19,000+** email subscribers
- Website and editorial features
- Event-day visibility and brand integration
- Extended digital storytelling content
- On the night at the Awards alongside the Whos who if the Horse Trials World





## Who we work with



TATLER

HELLO!

The Oxford Times

HORSE&HOUND

Oxford Mail

Muddy Stilettos



Horse and Rider magazine

Midland Horse Magazine  
East Midlands / West Midlands

OX  
MAGAZINE

PONY  
magazine

COTSWOLD LIFE

Rural Life

F E M M E  
COUNTRY



## Why Partner With These Awards

These awards offer more than visibility, they offer authentic alignment.

- Rooted in real stories and real people
- Connected to welfare, craftsmanship and dedication
- Bridging elite sport and grassroots participation
- Designed to create meaningful, lasting brand association



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