



A taste of tradition
A PARTNERSHIP PROPOSAL



A celebration of tradition!

This is your invitation to help support a unique event that actively helps preserve our heritage.

Attelage de Tradition is a remarkable carriage driving event inspired by our French partners that actively promotes the use of antique horse drawn carriages and celebrates traditions.

Our events help showcase the original social traditions of carriage driving, once our primary means of transport. Like priceless works of art and antiques, recent years has seen valuable and historical carriages being destroyed or unnecessarily depleted.

With a close synergy to the ethos of your company, your valued support would be appreciated to help promote our worthwhile cause.



Preserving our heritage...



Attelage de Tradition
PANACHE • PERFORMANCE • PRECISION

Historically, the United Kingdom was at the forefront of carriage building, respected and revered world wide. We made the finest vehicles that were used by the common man as well as commissioned by world leaders and Royal heads of state. They still maintain an active role in many of the world's Royal households for state occasions.

These precious vehicles were responsible for creating nations, allowing despatch riders and Royal Mail to be delivered across continents and inspired engineers and skilled craftsmen to establish new industries such as wheelwrights, coachbuilders, loriners, harness makers, blacksmiths, spring makers, upholsterers, lamp makers.

Indeed, so important were carriages, that their wheelguage set the size of the modern Apollo Space mission allowing the rockets to be moved by rail into their launch sites.

Many of today's luxury automotive makers still have direct links to the original Victorian coachbuilders in which their prestigious brands were born including Bentley, Rolls Royce, Daimler Mercedes and Volvo.

Sadly with the success of the internal combustion engine, the need for horse-drawn carriages collapsed, many were destroyed or sold to overseas collectors, leaving the remaining few to perish in

old coach houses on estates or farm yards. This was recently illustrated when an ancient Travelling chariot by Coates & Blizard of Park Lane (pictured) was sold in original condition to a Norwegian collection for £60,000

Thankfully today, there is a growing European and American interest in preserving and using these vehicles due to Attelage de Tradition. This unique event is rapidly growing in popularity and actively encourages their use.



Bringing heritage alive...

An initiative by French aristocrat and leading carriage driving enthusiast, Baron Christian de Langlade decided to instigate a new type of competition on his family's estate in central France 20 years ago that helped preserve the traditions of carriage driving and promote the use of original traditional carriages.

On the back of this popular initiative, the Association Internationale d'Attelage de Tradition (AIAT) was created and now has 17 European and South American

affiliates with over 70 competitions held throughout the summer season. This initiative has actively helped encourage the use of traditional vehicles with greater numbers of restored and conserved vehicles being saved each year. With many prestigious Attelage competitions held around Europe, AIAT hosts five major events in the United Kingdom including HM The Queens Sandringham Estate - Norfolk, Glamis Castle - Scotland, Euston Estate - Suffolk, Tismans Farm - Sussex and Ashfields in Essex.



The Attelage de Tradition competition consists of three stages over two days where competitors have to present their complete turnouts for inspection and judging, followed on the second day with a 14km road drive with technical challenges to conclude with a driven obstacle course that tests the skills of the carriage driver. All the stages are scored and the category winners are revealed at the end.

One of the more popular and spectacular challenges is the Champagne drinking glass, that proves more difficult than one would ever think!

The Attelage event acts as a showcase for best practice carriage driving that also promotes good animal welfare encouraging the use of equines of all sizes and serves to establish this as one of the most spectacular country events in the UK



Preserving our heritage...

The Attelage de Tradition events are held throughout Europe at the most spectacular locations including Castles, Palaces, Châteaux and Stately Homes. In the United Kingdom, we currently have 3 great locations at Glamis, Sandringham and Euston, with plans for another three great locations.

These Great Estates offer tremendous partner opportunities for hospitality and product placement. The nature of the event with traditional carriages and period properties has a strong synergy for premium products, goods and services.

An essential part of the event is the socialising when we celebrate with a formal black tie dinner that offers tremendous hospitality opportunities for our Partner organisations. In addition arrangements are on hand to allow our guests a horsedrawn carriage experience along the same route as the competitors. Each Partner programme is tailor made to the individual and budgets and we would be delighted to discuss your particular opportunities.



CIAT GLAMIS



CIAT SANDRINGHAM



CIAT EUSTON

Privilege Opportunities...

We have the most wonderful marketing opportunities for our partner organisations including the ultimate in corporate hospitality and entertainment.

Unlike many country events, the Attelage de Tradition event offers our partners an event with ultimate kudos and prestige. With access to our fabulous country estate locations, partner organisations can take full advantage of our partner packages to maximise their corporate hospitality requirements.

To help you appreciate the amazing opportunities, we have gathered the following remarkable statistics:

Attelage



Spectators



Equine Market



Carriage Drivers

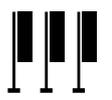
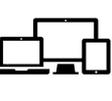


Partner Opportunities...

After only 6 years, Attelage de Tradition events are in their relative infancy here in the UK, whereas in Europe, after 20 years, attendance numbers are impressive.

We believe in strong growth potential in attendance and participation but to facilitate this we need essential funds to help our events develop. These funds will help stage the events and facilitate essential infrastructure and running costs. Although competitors already fund their own costs, supported funding will help develop the events further. This will offer a better visitor experience, secure the future of the events and **most importantly**, help the cause of preserving our nation's living heritage.

Partner Opportunities

 Access and use of the countries finest stately homes and estates (STC)	 Opportunity for product placement, advertising and sales	 Opportunity for event branding, banners, signage etc.	 Opportunity for tailored corporate hospitality packages (STC)	 Champagne reception with formal black tie dinner (STC)
 Horse drawn carriage ride for sponsors (STC)	 Programme advertising and product samples for 'goody bags'	 Press media coverage with quality photo opportunities	 Website and social media advertising and promotion	 Opportunity to present and award prizes

Partner Packages



Platinum	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gold	✓	✓	○	○	✓	✓	✓	✓	✓	✓	✓
Silver	○	○	○	○	✓	✓	✓	✓	✓	✓	✓
Bronze	○	○	○	○	○	✓	○	✓	✓	✓	✓

Venue entrance tickets will be issued free to sponsors (subject to conditions)
Gala dinner tickets will be subject to additional fees depending on quantity required

Funding opportunities:

Every Attelage de Tradition event staged in the United Kingdom is run independently with a team of enthusiastic volunteers working tirelessly to plan their event and raise funds. As each event is individual, their financial requirements are charged accordingly. For advice on partner opportunities, please refer to your contact to discuss the best options.



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