

ENSW Horse of the Year 2026

Show Ring Announcer Tender

11–13 September 2026 | Sydney International Equestrian Centre (SIEC)



SHOW HORSE
NEW SOUTH WALES

Equestrian NSW Show Horse invites Expressions of Interest from experienced show ring announcers interested in providing announcing services for the **2026 ENSW Horse of the Year**.

As the premier event on the ENSW Show Horse calendar, Horse of the Year attracts leading competitors from across New South Wales and the wider equestrian community. We are seeking an enthusiastic, professional and engaging announcer capable of enhancing the competitor and spectator experience while showcasing our sponsors, competitors and event partners throughout the duration of the event. The successful applicant will serve as the voice of the event across all three days and play a key role in maintaining the professionalism, atmosphere and smooth operation of Horse of the Year.

Scope of Tender

Applicants are requested to submit a proposal addressing the following criteria.

1. Pricing

Please provide a detailed quotation including:

- Total daily fee
- Travel expenses
- Accommodation costs
- Flights (if applicable)
- Any additional associated costs

All pricing must be clearly itemised and inclusive of GST where applicable. Cost will form one component of the overall tender assessment process.

2. Responsibilities

The successful applicant will be responsible for:

- Announcing all classes throughout the event
- Calling competitors into rings and marshalling areas
- Announcing catalogue numbers and competitor information
- Delivering results, presentations and championship announcements
- Providing live commentary during classes where appropriate
- Assisting with event schedules, ring movements and competitor information
- Maintaining communication with event officials and ring stewards
- Conducting competitor, sponsor and winner interviews where required
- Supporting event engagement through informative and professional commentary

The announcer will also be required to provide commentary and announcements through the event livestream audio feed where applicable.

3. Sponsor Recognition & Promotion

Sponsor engagement is a key priority of the event.

The successful applicant will be required to:

- Recognise the Event Naming Rights Sponsor regularly throughout the event
- Promote class sponsors and acknowledge their support
- Deliver sponsor advertisements and acknowledgements provided
- Become familiar with sponsor businesses, products and services prior to the event
- Incorporate sponsor recognition naturally and professionally throughout commentary

Applicants should demonstrate their ability to support sponsor visibility while maintaining an engaging and authentic announcing style.

4. Livestream Commentary

The successful applicant will be the primary voice heard through the event livestream.

Responsibilities may include:

- Class commentary
- Competitor introductions
- Championship coverage
- Winner interviews
- Sponsor acknowledgements
- General event updates and information

Applicants should demonstrate confidence and experience working with livestream, broadcast or public address systems where possible.

5. Knowledge & Experience

Please provide details of:

- Previous announcing experience
- Relevant equestrian industry knowledge
- Experience announcing show horse, breed, agricultural, sporting or major event competitions
- Examples of previous events announced
- Social media, website or professional references (if applicable)

A sound understanding of show horse competition, classes, championships and event protocols will be highly regarded.

6. Personal Attributes

ENSW Show Horse is seeking an announcer who demonstrates:

- Professional presentation and communication
- Strong public speaking skills
- Confidence engaging with competitors and spectators
- Reliability and punctuality
- Ability to work collaboratively with event officials and volunteers
- Capacity to remain calm and adaptable in a fast-paced event environment

The successful applicant should be approachable, engaging and capable of creating a welcoming atmosphere for competitors and spectators alike.

Assessment Criteria

Submissions will be assessed against:

- Demonstrated announcing experience
- Knowledge of the equestrian industry
- Ability to engage competitors, spectators and livestream audiences
- Understanding of sponsor recognition requirements
- Professional communication skills
- Value for money
- References and previous work

ENSW Show Horse reserves the right not to accept the lowest-priced submission.

Submission Information

Proposals should be submitted via email to:

showhorsensw@ensw.org.au

Submissions Close: Friday 12 June 2026

Shortlisted applicants may be contacted for further discussion. We look forward to partnering with a professional and engaging announcer who can help showcase the competitors, sponsors, community and excitement of the **2026 ENSW Horse of the Year**.