

ENSW Horse of the Year 2026

Content Creation & Digital Media 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 content creators, videographers, photographers and digital media teams interested in providing event coverage 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 a creative team capable of capturing the professionalism, atmosphere and excitement of the event while delivering engaging content for competitors, sponsors and spectators across all three days.

Scope of Tender

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

1. Pricing

Please provide a detailed quotation including:

- Total cost for event coverage across all three days
- Travel expenses
- Accommodation costs
- Flights (if applicable)
- Editing and post-production costs
- Additional staffing requirements
- Any other 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. Deliverables

Please outline exactly what is included within your proposed package, including but not limited to:

- Class reels
- Championship and presentation reels
- Behind-the-scenes content
- Competitor-focused content
- Sponsor-focused promotional content
- Daily highlight reels
- Event recap video
- Photography services (if applicable)
- Same-day content delivery
- Content turnaround timeframes
- Approximate number of edited reels, videos and images provided

Applicants are encouraged to outline any additional content opportunities that may support future promotion of ENSW Show Horse events.

3. Content Usage & Licensing

Please clearly specify:

- Ownership of all content captured
- Licensing arrangements
- Usage rights granted to ENSW Show Horse
- Any restrictions relating to editing, reproduction, sharing or reposting content
- Time limitations (if any) on content usage

ENSW Show Horse requires unrestricted, ongoing usage rights to all content captured as part of the event coverage.

This includes the right to:

- Use content across social media platforms

- Use content for future event promotion and marketing
- Use content in sponsor proposals and promotional material
- Share content with the event Naming Rights Sponsor
- Share content with relevant class sponsors
- Edit, crop, resize and adapt content for promotional purposes

Appropriate creator attribution will be provided where practical and applicable.

4. Sponsor Recognition & Brand Integration

Sponsor visibility and digital engagement are key priorities of the event.

All content produced must incorporate:

- ENSW Show Horse branding
- Naming Rights Sponsor recognition
- Relevant class sponsor recognition where applicable
- Event branding and signage where available

ENSW Show Horse branding must appear on all published event content.

Applicants should outline how sponsor integration, branding opportunities and audience engagement strategies will be incorporated into their coverage.

5. Experience & Previous Work

Please include:

- Business name
- Primary contact details
- Social media handles
- Website and/or portfolio links
- Examples of previous event coverage
- Relevant equestrian industry experience
- Relevant sporting event experience

Applicants are encouraged to provide examples demonstrating their ability to capture live events, produce engaging social media content and deliver sponsor-focused outcomes.

Assessment Criteria

Submissions will be assessed against:

- Demonstrated experience and quality of previous work
- Value for money
- Ability to deliver required content outputs
- Understanding of the equestrian industry
- Capacity to deliver content within required timeframes
- Sponsor integration and branding opportunities
- Licensing and usage arrangements

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 and clarification. We look forward to partnering with a creative team who can help showcase the professionalism, atmosphere, community and excitement of the 2026 ENSW Horse of the Year.