



Susanna Wade Para Equestrian

In 1991, Susanna was involved in a serious car accident in which she sustained a broken neck. This left her with complete paralysis and she is now confined to a wheelchair. Following a long process of intensive rehabilitation and involving major self belief and determination, Susanna, with the generous support of friends and family, is now regularly back riding again. She is a 'serious hopeful' for the London 2012 Paralympics.



Call for Sponsorship

Susanna's efforts so far have been self funded with not a little difficulty. She is now seeking team sponsorship from organisations willing to invest in her abilities and the possibility of Paralympic success for the UK. In return, Susanna will continue to strive against adversity in her chosen sport, offer advertising opportunities and the satisfaction of investing in a socially responsible and diverse cause.

About the Paralympics and Equestrianism

The Paralympics run in parallel to the main Olympics (hence the name) and are sport events for elite athletes with a physical disability or vision impairment. They are designed to emphasise the participant's athletic achievements, not their disability.

Equestrianism is open to all disability groups, with riders divided into five grades. Having suffered severe spinal cord injury and now totally wheelchair bound, Susanna is eligible for Grade 1b, 1a being the most severely disabled and Grade 4 the least. Each rider is classified by two classifiers from different countries – their mobility, strength and coordination are assessed in order to establish a profile number which places them in a grade.

Para-equestrian Dressage became a Paralympic sport in 1996 at the Atlanta games, when 16 teams participated. This rose to 34 teams at Sydney 2000, 38 teams at Athens 2004. 24 nations were represented at the Beijing 2008 games. (84 athletes participated, not all in teams). It takes 4 people per country to make a team and many countries cannot find the funding to send a full team.

Team Great Britain, showing their supremacy in horsemanship, captured the team gold in equestrian dressage at the Beijing 2008 Paralympic Games, delivering a 100% record since Atlanta 1996. Susanna very much wants to play a part in a further victory for the GB Team in London 2012. As she says herself:

I really believe that given the right level of support, I have the capability and qualities to go all the way with Team GB.



Belgium 2009 on Painted Affair, working at one with the horse



Winter Championships 2009 presentation



Trainer, Clive Milkins with Lanbrusco, pictured in Hong Kong at Beijing 2008, after winning team and individual gold

Team Susanna Wade

Of course, Susanna is dependent on others to provide the support and expertise needed to compete at a serious level and she has a great back-up team already in place of trainers, grooms, physios, sports psychologist, vets, farrier and additional support – not to mention the fundamental requisite and most important team member, an appropriate horse on which to compete.

Why Should You Consider Sponsorship?

Susanna's successes to date have included:

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| 2010 | 2nd – British Winter Championships |
| 2009 | 2nd – British Winter Championships |
| | 5th – FEI CPEDI 3* Moorsele, Belgium |
| | 2nd – British Spring Championships |
| | 4th – FEI International CPEDI 3* Great Britain |
| | 4th – FEI International CPEDI 3* Mulhouse, France |
| | 3rd – European Final Selection, Hickstead |
| 2008 | 1st – British Winter Championships (Restricted) |
| | 2nd – Kbis National Championships |
| | 5th – FEI International CPEDI 3* Great Britain |

She has achieved this through self-funding, persistence, tenacity and the support of others willing to give their time to enable her to focus on 'ability' rather than disability. Because Susanna is over 25 years old, she does not benefit from the grants and schemes made available to younger 'would be' Paralympians. However, as many will be aware, dressage is not a sport that requires youth for success – experience can be an advantage, as witnessed by the very many successful mature people in the sport.

Susanna needs to raise at least £30k per annum to support her ambitions for London 2012 success. By supporting her in this, you will be sending out a powerful message about your organisation's ethos, commitment to diversity and corporate social responsibility.

To put this in context:

- £100 contribution will typically pay for the fuel required to get Susanna and her team to a UK event.
- £1,000 will fund two month's training with two of the top trainers in the country.
- £8,000 will cover all livery costs for an international standard horse for 12 months.



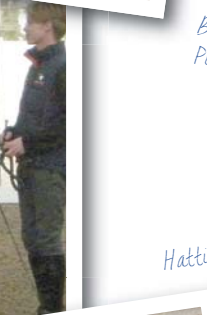
Susanna Wade Para Equestrian



← Unique horsebox lift



My first horse, Broadstone Picadilly



Hattie



Specially built ramp

The Benefits of Getting Involved

Marketing opportunities exist for incorporation of sponsor logos on Susanna's website: www.susannawade.org.uk and on Susanna's horsebox, which is regularly to be seen travelling across the UK / Europe's roads and in-situ at events. Logos may also be placed on jackets, rugs and saddle cloths, providing additional brand exposure; and visits to the yard where horses are stabled can be arranged, with appointment.

In addition, Susanna will consider requests from major sponsors for her personal attendance at PR events in the lead up to 2012 – and who knows – perhaps afterwards too, hopefully sporting a Paralympic medal for Britain! – your valued help could make this happen.

Sponsorship will provide brand exposure to a variety of audiences. It is believed that many people exposed to equestrian events tend to be relatively affluent and discerning, purchasing high value products and services, and are generally patriotic and likely to 'get behind' Susanna's cause.

If Susanna 'goes all the way' to London 2012, her media exposure will be far wider than equestrian circles and could present significant PR opportunities, both in the UK and overseas. It is worth noting that Channel 4 has secured the UK broadcasting rights to 150 hours of coverage during the event's 12 days – more than has ever been screened in the UK and providing significant commercial opportunities.

*Riding allows me freedom from my wheelchair
and is fantastic physiotherapy!*



Yes Please, Count Me In...

If you or your organisation is willing to consider sponsoring Susanna in this major challenge to become a Paralympian for Britain, then please contact her directly:

Call Susanna directly on **01949 843628**
or **07715 167493**

Or e-mail sponsor@susannawade.org.uk

Sponsorship, by way of direct financial support or provision of appropriate equipment or supplies, will be most gratefully considered.

Further information

For more information on Susanna Wade, including further details on her battle with disability and her achievements to date, please visit www.susannawade.org.uk