



amandashirtcliffe.co.uk



Grade I para driver and para dressage rider, Great Britain

AMANDA SHIRTCLIFFE

Sponsorship proposal 2027

9th at her first World Championships in 2025. In 2027 she's going for selection in both sports, and looking for the supporters to get there.



The story



“I missed the electrifying buzz and nervous energy of a competition arena.”

Amanda Shirtcliffe

Amanda grew up in the saddle. In February 2012 she was diagnosed with dystonia, an incurable neurological movement disorder that affects her legs, arms, neck, balance and co-ordination.

Inspired by the London 2012 Paralympics, she started again. Within a year she was riding for Great Britain, going on to win internationally and join the British World Class programme.

Then she took on a second sport. In 2025, in her very first competitive season of para carriage driving, she drove for Great Britain at the FEI Para Driving World Championships and finished 9th of 17.

Grade I

In both para driving and para dressage

9th

Of 17 at her first World Championships, 2025

13

International para dressage wins

2013

International debut for Great Britain

- 2012** Diagnosed with dystonia. Inspired by the London Paralympics.
- 2013** International debut for Great Britain.
- 2017** Clean sweep and Team Champion at Bishop Burton; Grade III national champion.
- 2019** Another clean sweep at Bishop Burton freestyle.
- 2021** Double winner at Bishop Burton CPEDI3* again.
- 2024** Starts learning para carriage driving.
- 2025** First drive in April; 9th of 17 at the FEI Para Driving World Championships six months later.
- 2026** Grade I comeback on Timmy, then his international debut for Great Britain at Wellington CPEDI2*.



The 2027 campaign

In 2027 Amanda is going for selection in both sports: the para dressage European Championships and the FEI Para Driving World Championships. It starts in Doha in February, then qualifiers all season.

2025 proved she belongs on the world stage: 6th in the marathon and 9th overall at her first World Championships. For driving, she aims to buy or loan her own horse for 2027.

Lähden 2025	Penalties	Place
Dressage	53.84	10th
Marathon	103.65	6th
Cones	32.08	12th
Overall	189.57	9th of 17

What it takes

Two international campaigns in one season take considerable funding, and para athletes have far fewer funding routes than able-bodied competitors. Sponsorship goes straight into:

- Horse care: feed, farrier, vet, physio and insurance
- Carriage, harness and adapted safety equipment
- Coaching and training camps
- Entries for national and international qualifiers
- Transport and travel to competitions in the UK and Europe
- Grooms and the support team at every qualifier

Every kind of support counts.

An international abroad costs around £5,000, a UK international £2,500. Funding, feed, transport, kit or services: every supporter gets Amanda closer to the start line.



The 2027 plan

Selection for the para dressage European Championships in Denmark and the FEI Para Driving World Championships in Poland.

Month	Para dressage	Para driving
Feb	Doha international, Qatar	-
Mar	Hartpury international	Exloo international, Netherlands
Apr	-	Kronenberg (Netherlands) or Sélestat (France) international
May	Hickstead international	Ashfields national (para class)
Jun	Wellington international	Chepstow international; Sandringham selection event
Jul	Hartpury European selection international	Glebe selection event
Aug	European Championships, Denmark	-
Sep	-	World Championships, Poland (to be confirmed)
Oct-Dec	Indoor season: qualifying for the para dressage winter championships	Indoor season: qualifying for the indoor finals

Provisional, and depends on funding, horse power and selection. Amanda needs at least three international para dressage events plus national qualifiers, and at least three driving selection events plus national competitions.

Where the money goes

Para dressage		Para driving		Both campaigns	
A competition horse for the Europeans (loan or buy)	£20,000	Livery and training, 12 months	£12,000	International competitions	£20,000
Livery and training, 12 months	£12,000	Training and coaching	£2,000	Vet, physio, farrier, saddler and insurance	£10,000
Training and coaching	£2,000	Second-hand carriage	£3,000-£6,000	Lorry running costs, servicing and insurance	£2,000-£3,000
		Harness and safety equipment	£1,500	Team clothing, rugs and sponsor branding	£1,000
		A horse to compete (loan or buy)	To be confirmed		

Amanda's own estimates for 2027. Any one of these can be funded on its own, and gym and shockwave therapy are already covered by supporters.



What supporters get

Brand visibility

Your logo on rugs, saddle pads, clothing and the horsebox. At FEI internationals logos can go on competition clothing, rugs and kit, within FEI size rules. At World and European Championships Amanda rides in GB team kit, so arena branding is limited and training kit is governed by the British team.

Content and social

Behind-the-scenes posts, competition updates and supporter shout-outs across Facebook and Instagram, with content you can use in your own marketing.

Products, put to work

Honest, real-world testing and endorsement of equestrian, mobility, health and wellbeing products.

Your own supporter page

A dedicated page on amandashirtcliffe.co.uk with a write-up of your business, photos and links, plus a place in the supporter listings across the site.

Talks and appearances

Amanda speaks on resilience, disability and elite sport for staff events, customer days, schools and clubs.

Community impact

Link your brand to Amanda's work as patron of Ride High, the Milton Keynes charity changing children's lives through horses.

One available

Headline partner

- "Supported by" billing on all of Amanda's 2027 campaign
- Lead logo position on rugs, kit and horsebox
- Featured slot in the site-wide supporter strip
- Monthly content and social features
- A talk or appearance for your team or customers
- First refusal on future seasons

Limited

Team partner

- Logo on rugs and team kit
- Partner page and site-wide listing
- Regular social shout-outs and updates
- Invitations to training and competition days

Open to all

Supporter

- Product or in-kind support, or a one-off contribution
- Name and link in Amanda's supporters list
- Social thank-you and season updates
- A great story to tell your own customers

Every partnership is built around what you want to achieve. Packages can be tailored, combined with product support or spread across the season. Branded kit is supplied or paid for by the supporter, or a Velcro logo patch can go on Amanda's existing rugs and kit.



Seen, heard and trusted

As featured in

Horse & Hound

British Equestrian

British Dressage

Eurodressage

RDA

MKFM

19,900

Facebook views in 28 days, with 2,250 engagements, plus 9,400 on Instagram. One post alone reached 17,500 views

3,700+

Followers across Facebook (2,800+) and Instagram (980+)

35+

Press, results and features since 2013

“Most people in my position would be content with just being able to ride, but for me it’s not enough.”

Amanda, British Equestrian

“I absolutely love my Liteway scooter, it’s light and compact making it easy to transport.”

Amanda on past supporter Electric Mobility

“Financial and product support is vital to my success and I truly appreciate the support from each of my sponsors.”

Amanda Shirtcliffe

“Was it easy? Nope. Was it worth it? Every single second.”

Amanda, on her 2026 comeback



Patron of Ride High

Amanda is patron of Ride High, the Milton Keynes charity that uses horses to transform the lives of vulnerable children. She also mentors new para riders and judges for the Riding for the Disabled Association. Partners share in that story too.

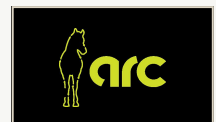
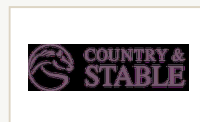


Join the team

Supporters



Part of the journey



From local Milton Keynes businesses to national equestrian brands, there's a level of partnership to suit you. Get in touch and Amanda will build a package around what you want to achieve.



Let's talk

Sponsorship, product partnerships, speaking or press.

Email

amanda@pararider.co.uk

Website

amandashirtcliffe.co.uk/sponsors

Facebook and Instagram

[@dystonicdiva](https://www.facebook.com/dystonicdiva)

LinkedIn

[linkedin.com/in/amanda-shirtcliffe-b10b7076](https://www.linkedin.com/in/amanda-shirtcliffe-b10b7076)