



The MARS Badminton Horse Trials Athlete Social Media Guidelines

The MARS Badminton Horse Trials is delighted to welcome competitors, sponsors, tradestand holders, media professionals and content creators to the 77th running of the horse trials.

Badminton appreciates the importance and encourages positive promotion via social media by all its stakeholders (competitors, sponsors tradestands, media professionals) whilst needing to safeguard equestrian sport and its own commercial rights to ensure that Badminton Horse Trials continues for many years to come.

Our ultimate aim is to broaden the reach of our sport and promote our sponsors, tradestands and the incredible athletes that have worked tirelessly to reach Badminton.

Please ensure that you follow the guidelines and share this information with any content creators you may engage with on event and please do contact us if you have any questions.

Athlete Guidelines

- Each athlete is permitted to share 60 seconds of video content per horse/per day taken during the MARS Badminton Horse Trials.
- Please ensure all published content promotes the sport in a positive way. Please consider content may be shared and the impact on the sport, the event and on equestrianism's social licence.
- Filming and publishing of complete tests/rounds is not permitted. Each rider will be gifted their Equireel cross-country round 14 days (approx) after the event which may be shared on social media.
- Please ensure your reels mention or tag #marsbadmintonhorsetrials2026 and any other event sponsors. Conflicting sponsors must not be included
- Please promote 'Badminton TV powered by ClipMyHorse' which will transmit extensive TV coverage of the event.

For any enquiries please contact:- suzy.stephens@badminton-horse.co.uk