



Dear Business Proprietor

Scotland

We are writing to you on behalf of The BHS Borders Festival of the Horse, which I am sure you will be well aware of. The BFOH has now run since 2001 and with 2012 being the Olympic year we hope the BFOH will have a bumper year!

The Festival is an ongoing success as the equestrian industry provides rural regeneration in the Borders and for Scotland's economy as a whole. Last year over **10,000 horses and people** took part in the range of events which we held during The Festival.

Each year this booklet goes out to a **20,000 strong press run** and it is distributed locally and further afield. Last year we even had to print more such was the demand; people refer to it months after the event has passed. The booklet showcases the **Borders as Scotland's Horse Country** and we would like as many local businesses as possible to feature in it.

Therefore, we are inviting you to return the attached form, with a nominal fee of £10 payable to BHS Scotland, to the below address. Then your information and contact details will be included in the business listing in the **BFOH 2012 Brochure**. The £10 will be used towards the running of the BFOH 2012. In these times of recession we know every penny counts and when you consider the cost of national magazine advertising, this really is **£10 well spent**.

Thanks in advance for your support – I am sure your business will benefit from this fantastic publicity!

BHS Scotland Borders Festival of the Horse 2012
Business Proprietors Listing in BFOH Brochure



Scotland

Contact Name	
Name of Business	
25 words max. about your business	
Website	
Telephone	

