



Col. Bengt Ljungquist Memorial Championship

Licensed by US Equestrian Federation

VADA Fall Competition

**Official USDF Qualifying Competition for the
2011 North American Junior/Young Riders
Championships and 2011 Great American
Insurance/USDF Regional Dressage Championships**

Dates: October 21 – 24, 2010

Virginia Horse Center, Lexington, VA

Sponsorship Opportunities

The Col. Bengt Ljungquist Memorial Championships was founded in 1983 by Dr. Samuel Barish, current president of the United States Dressage Federation, to stimulate regional level dressage competitions. It has served as a model for other regional level championships throughout the US.

Demographics: In 2009, the Virginia Dressage Association hosted one of the largest regional championships in the country with 396 horses entered, close to 1000 rides and over 300 riders from nine different states.

SHOW SPONSORS

Our goal is providing value for your sponsorship and we strive to place your business or product before our audience as frequently as possible. We do ask that each Diamond, Emerald, Ruby and Sapphire sponsor provide at least ½ of their donation in cash.

If you would like to have a different combination of opportunities, we would welcome your suggestion. Contact Casey Howard at sponsorvendor@yahoo.com or 540-894-6000.

Diamond Sponsor (Cost \$2,000, includes vendor space)

- Partial sponsor for Evening Wine and Cheese Party on Saturday night (value \$350)
- Double size vendor space (20'x20') in premium location (value \$400)
- Sponsorship of four (4) Open Classes (value \$140)
- Full-page advertisement in Program (Camera ready copy to be received by **September 17.**) (value \$250)
- Banner space (up to three banners) provided in the main competition arenas. Banners provided by Sponsor.
- Announced over public address system at various times during the day by both announcers.
- Logo (provided by sponsor) or name placed on Program Sponsorship pages.
- Promotional materials supplied by sponsor at centrally located Information Booth
- Promotional materials supplied by sponsor inserted into Rider packets.

Emerald Sponsor (Cost \$1000, includes vendor space)

- Partial sponsor for Evening Wine and Cheese Party on Saturday night (value \$350)
- Single Vendor space (10' x 10') in premium location (value \$200). Additional space \$100.
- Sponsorship of two (2) Open Classes (value \$70)
- Full page advertisement in Program (Camera ready copy to be received by **September 17.**) (value \$250)
- Banner space (up to 3 banners) provided in the main competition arenas. Banners provided by Sponsor.
- Announced over public address system at various times during the day by both announcers.
- Logo (provided by sponsor) or name placed on Program Sponsorship pages.

The Virginia Dressage Association is a 501©3 organization. This may provide you a tax benefit. Please check with your accountant.

- Promotional materials supplied by sponsor at centrally located Information Booth.
- Promotional materials supplies by sponsor inserted into Rider packets.

Ruby Sponsor (Cost \$500, includes vendor space)

- Single Vendor space (10' x 10') in premium location (value \$200). Additional space \$100
- Sponsorship of one (1) Open Class (value \$35)
- Half page advertisement in Program (Camera ready copy to be received by *September 17*). (value \$120)
- Banner space (up to 2 banners) provided in the main competition arenas. Banners provided by Sponsor.
- Announced over public address system at various times during the day by both announcers.
- Logo (provided by sponsor) or name placed Program Sponsorship pages.
- Promotional materials supplied by sponsor at centrally located Information Booth.

Sapphire Sponsor (Cost \$250, no vendor space)

- Sponsorship of one (1) Open Class (value \$35)
- Half page advertisement in Program (Camera ready copy to be received by *September 17*). (value \$120)
- Banner space (up to 2 banners) provided in the main competition arenas. Banners provided by Sponsor.
- Announced over public address system at various times during the day by both announcers.
- Logo (provided by sponsor) or name placed on Program Sponsorship pages.
- Promotional materials supplied by sponsor at centrally located Information Booth.

Daily Level Sponsor (i.e. Training, Second, FEI) (Cost \$200)

- Sponsor an entire level of open classes for each day. Example would be all First Level Open Classes on Saturday.
- One-quarter page advertisement in Program (Camera ready copy to be received by *September 17*) (value \$65)
- Program listing with all sponsored classes and "In Appreciation" section.
- Announced in conjunction with sponsored classes.

Overall High Score Sponsor, Divisions include Show, AA, JR/YR (Cost \$100)

- One-quarter page advertisement in Program (Camera ready copy to be received by *September 17*) (value \$65)
- Announced with the award of the High Score.

<i>CLASS SPONSORS</i>

Col. Bengt Ljungquist Championship Class Sponsor (Cost \$150)

- Program listing with sponsored class and "In Appreciation" section
- One-quarter page advertisement in Program (Camera ready copy to be received by *September 17*). (value \$65)
- Announced in conjunction with sponsored class.
- Sponsor is invited and urged to participate in awards ceremony.
- Logo (provided by sponsor) to be used on Sponsorship page.

Open Class Sponsor (Cost \$35)

- Program listing with class and on Sponsorship page.
- Announced in conjunction with sponsored open class.