



2013 Sponsorship & Advertising Opportunities

- GAIG/ USDF REGION 1 CHAMPIONSHIPS

LICENSED BY US EQUESTRIAN FEDERATION

& VADA FALL COMPETITION OCT 17-20, 2013 -

**OFFICIAL USDF QUALIFYING COMPETITION FOR THE
2014 NORTH AMERICAN JUNIOR/YOUNG RIDERS CHAMPIONSHIPS &
2014 GREAT AMERICAN INSURANCE/USDF REGIONAL DRESSAGE CHAMPIONSHIPS**

OPPORTUNITY OVERVIEW:

This show offers all kinds of equine businesses, such as vets, boarding barns, trainers, breeders, saddlers, tack shops and feed suppliers, etc., the opportunity to showcase their support and their wares to the dressage competitor and spectating enthusiasts. In addition, businesses that are not directly in the equine business but would like exposure to professionals, amateurs and juniors/young riders and their parents, such as law firms, real estate firms, interior decorators, financial services providers should consider this opportunity.

Our goal is providing value for your sponsorship and we strive to place your business or product before our audience as frequently as possible. If you would like to have a different combination of opportunities, we are happy to discuss this with you.

Contact Gardy Bloemers at gardy@gardybloemers.com or on 434 981 1017 or Nancy Lowey at nlowey@rocketmail.com or on 540-672-3454.

SPONSORSHIP SPECIFICS:

DIAMOND SPONSOR:

COST \$2,000

- 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 4 Open Classes (value \$140)
- Full-page advertisement in Program (value \$250)
- Banner space (up to 3) provided in the main competition arenas. Banners provided by Sponsor.
- Sponsor and level of sponsorship announced over public address system regularly.
- Logo or name placed on Program Sponsorship pages.
- Promotional materials supplied by sponsor available at centrally located Information Booth
- Promotional materials supplied by sponsor inserted into Rider packets.
- **At least 50% of value of sponsorship must be paid in cash.**

EMERALD SPONSOR:

COST \$1,000

- Partial sponsor for Evening Wine and Cheese Party on Saturday night (value \$200)
- Single size vendor space (10'x10') in premium location (value \$400)
Additional space available at \$100
- Sponsorship of 2 Open Classes (value \$70)
- Full-page advertisement in Program (value \$250)
- Banner space (up to 3) provided in the main competition arenas. Banners provided by Sponsor.
- Sponsor and level of sponsorship announced over public address system regularly.
- Logo or name placed on Program Sponsorship pages.
- Promotional materials supplied by sponsor available at centrally located Information Booth
- Promotional materials supplied by sponsor inserted into Rider packets.
- **At least 50% of value of sponsorship must be paid in cash.**

RUBY SPONSOR

COST \$500

- Single size vendor space (10'x10') in premium location (value \$200)
Additional space available at \$100
- Sponsorship of 1 Open Class (value \$35)
- Half-page advertisement in Program (value \$120)
- Banner space (up to 2) provided in the main competition arenas. Banners provided by Sponsor.
- Sponsor and level of sponsorship announced over public address system regularly.
- Logo or name placed on Program Sponsorship pages.
- Promotional materials supplied by sponsor available at centrally located Information Booth
- Promotional materials supplied by sponsor inserted into Rider packets.
- **At least 50% of value of sponsorship must be paid in cash.**

SAPPHIRE SPONSOR

COST \$250

- Sponsorship of 1 Open Class (value \$35)
- Half-page advertisement in Program (value \$120)
- Banner space (up to 2) provided in the main competition arenas. Banners provided by Sponsor.
- Sponsor and level of sponsorship announced over public address system regularly.
- Logo or name placed on Program Sponsorship pages.
- Promotional materials supplied by sponsor available at centrally located Information Booth
- Promotional materials supplied by sponsor inserted into Rider packets.

DAILY LEVEL SPONSOR (I.E. TRAINING, SECOND, FEI)

COST \$200

- Sponsor an entire level of open classes for each day, e.g. all First Level Open Classes on Saturday.
- One-quarter page advertisement in Program (value \$65)
- Program listing with all sponsored classes and "In Appreciation" section.
- Announced in conjunction with sponsored classes.

CHAMPIONSHIP CLASS SPONSOR

COST \$150

- Program listing with sponsored class and "In Appreciation" section
- One-quarter page advertisement in Program (value \$65)
- Announced in conjunction with sponsored class.
- Sponsor is invited and urged to participate in awards ceremony.
- Sponsor logo to be used on Sponsorship page.

OVERALL HIGH SCORE SPONSOR, DIVISIONS INCLUDE SHOW, AA, JR/ YR COST

COST \$100

- One-quarter page advertisement in Program (value \$65)
- Announced with the award of the High Score.

OPEN CLASS SPONSOR COST

COST \$35

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

The Virginia Dressage Association is a 501c3 organization. This may provide you a tax benefit. Please check with your accountant.