

Virginia  
Horse Center  
Lexington,  
Virginia



Dressage at Lexington  
14-16 July 2017

35<sup>TH</sup> Colonel Bengt  
Ljungquist Memorial  
Championships Finals and  
VADA Fall Competition  
12-15 October 2017



## 2017 Sponsorship Opportunities

### The Virginia Dressage Association (VADA) is hosting Dressage at Lexington 14-16 July and 35<sup>TH</sup> Colonel Bengt Ljungquist Memorial Championships Finals and VADA Fall Competition 12-15 October 2017

*VADA can create a sponsorship package to address your businesses' unique needs.*

*Becoming a sponsor for both shows will provide a discount to your sponsorship level investment.*

*Sponsorship opportunity can reach a large equestrian audience and visibility with over 350 riders and 1,000 competitors, spectators, and shoppers over a four (4) day show period.*

Dressage at Lexington (DAL) is a premier dressage show, having grown to be one of the largest shows on the East Coast. Featuring special classes like the Prix St. Georges Challenge, a hotly contested FEI class, and the very popular Sporting Horse Amateur Challenge, "Dressage at Lexington" has become a destination event for amateurs and professionals alike. Sponsors and riders like the friendly atmosphere, the Virginia Horse Center, and the opportunity for a victory gallop.

After 27 years of developing and managing the event, show manager Debbie Rodriguez handed over the reins to the Virginia Dressage Association (VADA). VADA, an active and experienced United States Dressage Federation Group Member Organization with a long history of managing Championship shows, will start hosting "Dressage at Lexington" in 2017. Former VADA President Alison Head notes, "We are thrilled to have the opportunity to continue this important Dressage Show. We hope to continue the great work that Debbie Rodriguez has done, and add some special "VADA" touches as well.

The Colonel Bengt Ljungquist Memorial (CBLM) Championships is one of the oldest, most historic dressage championships. The show runs in conjunction with the Virginia Dressage Association's (VADA) Fall Competition. The CBLM Championships was founded in 1983 by Dr. Samuel Barish, a past president of USDF, for the purpose of stimulating dressage at the USEF. Later FEI and Musical Freestyle divisions were added to the competition. The CBLM Championships served as the basis for the Great American/USDF Regional Championship program.

Over 35 years, this Championship Show has evolved into a very well-liked show with sixteen (16) Dressage Clubs in eight States (NJ, PA, DE, MD, NY, VA, NC, SC) participating, seven (7) competition arenas, over 350 competitors, and 1,000 competitors, spectators and shoppers over the four (4) day show period.

In addition to awarding CBLM Championship honors, three special awards will be presented throughout the weekend. The Barbara Silverman Memorial Freestyle Award, the Mary Beth McLean Perpetual Trophy, and the Pasty Albers Memorial Perpetual Trophy.

Source: [www.dressageatlexington.com](http://www.dressageatlexington.com)



## Sponsorship Opportunities

*“Dressage at Lexington (DAL)” and the “35<sup>th</sup> Colonel Bengt Ljungquist Memorial (CBLM) Championships and the Virginia Dressage Association (VADA) Fall Competition” is a perfect venue to showcase your business to the equestrian community and exhibit support for the sport.*

*Sponsorship includes an array of opportunities from Class Sponsor, social media, a vendor/exhibitor, business banner display in arenas, event sponsor, entertaining sponsor (e.g., Competitors fun and foodie party,, Ice Cream Parlor on Wheels, Morning Mobile Coffee Cart, Competitors Breakfast), prize sponsor, donating competitors bags and gifts to be include in the bags, and volunteer gifts to recognize their hard work in making the show a smooth success.*

*Piaffe through Tempi sponsorship levels can be augmented with more than 50% of value of sponsorship paid in cash and gifts certificates and products.*

*Piaffe* sponsor offers the utmost opportunities for a show sponsor. The investment is \$2,100 individual show and \$3,780 for both shows.

- 3 Daily Level, 2 Championship Class, and 1 Overall High Score Sponsorships and level of sponsorship announced 4 times daily
- Double size vendor space (20'x20')
- Full-page program advertisement, logo and name displayed under Program Sponsorship in the show program
- Partial sponsor for evening competitor/exhibitor fun and foodie at the DAL/CBLM
- DAL T-shirt sponsor with business logo displayed on the back
- Banner display in the main competition arena (sponsor provided)
- Web sponsorship listing/logo and link on VADA's website
- Access to sponsored breakfast and lunch each day of the show
- Promotional materials displayed at a central location (sponsor provided)

*Passage* sponsor avails outstanding opportunities for exposure to all show attendees. The investment is \$1,100 individual show and \$1,980 for both shows.

- 2 Daily Level and 2 Championship Class and level of sponsorship announced 3 times daily
- Single size vendor space (10'x10')
- Full-page program advertisement, logo and name displayed under Program Sponsorship in the show program
- Partial sponsor for evening competitor/exhibitor fun and foodie at the DAL/CBLM
- DAL T-shirt sponsor with business logo displayed on the back
- Banner display in the main competition arena (sponsor provided)
- Web sponsorship listing/logo and link on VADA's website
- Access to sponsored breakfast and lunch each day of the show
- Promotional materials displayed at a central location (sponsor provided)
- Banner display in the main competition arena (sponsor provided)



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*Piaffe through Tempi sponsorship levels can be augmented with more than 50% of value of sponsorship paid in cash and gifts certificates and products.*

*Pirouette* sponsor offers numerous opportunities to reach out to show attendees and participates. The investment is \$600 individual show and \$1,100 for both shows.

- 2 Daily Level and 2 Championship Class and level of sponsorship announced twice daily
- Single size vendor space (10’x10’)
- Half-page program advertisement, logo and name displayed under Program Sponsorship in the show program
- Web sponsorship listing/logo and link on VADA’s website
- Banner display in the main competition arena (sponsor provided)
- Access to sponsored breakfast and lunch each day of the show
- Promotional materials displayed at a central location (sponsor provided)

*Tempi* sponsor exposure to attendees and participants. The investment is \$325 individual show and \$585 for both shows.

- 2 Daily Level and 2 Championship Class and level of sponsorship announced twice daily
- Half-page program advertisement, logo and name displayed under Program Sponsorship in the show program
- Web sponsorship listing/logo and link on VADA’s website
- Promotional materials displayed at a central location (sponsor provided)

### *Class Sponsors*

Class Sponsors extends wonderful opportunities with Daily Level Sponsor, Championship Class Sponsor, High Score Sponsorship and Open Class Sponsor.

*Daily* (i.e., Training, Second, FEI) – The investment is \$210 individual show and \$380 for both shows.

- Sponsor an entire level of open classes for each (e.g., all First Level Open Classes)
- Show Program listing sponsored class
- Announced in conjunction with sponsored classes and announced as Daily Level Sponsor

*Championship Sponsor* investment is \$110 individual show and \$200 for both shows.

- Show Program listing with sponsored class
- Announced in conjunction with sponsored class and announced at Championship Class Sponsor

*High Score Sponsor* investment is \$110 individual show and \$200 for both shows.

- Show Program listing with sponsored class
- Announced with the award of the High Score
- High Score Championship include: Overall, Open, AA, JR/YR

*Open Sponsor* investment is \$45 individual show and \$85 for both shows

- Program listing with sponsored class
- Announced in conjunction with sponsored open class

## Individual Sponsorship Opportunities

- Competitor Welcome Bags (total donation - 375-400 bags)
- Competitor Welcome Bag gifts (e.g., gift certificates, samples)
- Banner display in main arena – \$100
- DAL Competitor Ice Cream Parlor on Wheels- \$250
- DAL/CBLM Competitor Mobile Coffee and Sweets Cart - \$250
- DAL Doggie Trick Competition (e.g., gift certificates, prizes)
- CBLM Halloween Doggie Costume Competition (e.g., gift certificates, prizes)
- DAL/CBLM Competitor Fun and Foodie evening events -\$450



## Show Program Advertising

		Individual	Both Shows
Back Cover (color)	8.5"x11	\$510	\$920
Inside Front Cover (color)	8.5"x11	\$310	\$560
Inside Back Cover (color)	8.5"x11	\$310	\$560
Full Page	8.5"x11	\$260	\$470
Half Page	8.5"x5.5"	\$130	\$235
Quarter Page	4.25"x5.5"	\$75	\$135
Business Card		\$45	\$85

*Program Ads must be submitted in one of the following formats: png, jpg, gif, pdf for Word to Nancy Doody [ndoody15@gmail.com](mailto:ndoody15@gmail.com). Ads must be complete, ready for publication, and suitable for print in the black and white show program. They should be sent as 300 dpi high resolution. Advertiser is solely responsible for the quality of the ad submitted. Full page ad dimensions - 7 1/2" x 10" and 1/2 page ad dimensions - 7 1/2" x 5" and 1/4 page ad - 4" x 2.5". Note: There is 1/2" margin on each side of the page and these are the true sizes. A \$75.00 charge for ads that are not ready for publication and require modifications.*

## Vendor/Exhibitor Booth

		Individual	Both Shows
Concourse	10"x10	\$260	\$470
Concourse	10"x20	\$360	\$650
Concourse	20"x20	\$410	\$740
Outside	10"x10	\$160	\$290
Outside	Trailer	\$260	\$470

Please contact Nancy Lowey regarding vendor/exhibitor booth(s).  
[nlowey@rocketmail.com](mailto:nlowey@rocketmail.com) 540-672-3454

*The Virginia Dressage Association (VADA) is a 501c (3) organization.*

*If you have special needs or wish to customize sponsorship, do not hesitate to contact Nancy Doody and/or Nancy Lowey.*

## 1 Points of Contact for 2017 Sponsorship

Sponsorship and Advertising  
 Nancy Doody  
[Ndoody15@gmail.com](mailto:Ndoody15@gmail.com)  
 540-395-4434

Vendor/Exhibitor  
 Nancy Lowey  
[nlowey@rocketmail.com](mailto:nlowey@rocketmail.com)  
 540-672-3454

## 2 Sponsorship Deadline

**Dressage at Lexington**  
22 May 2017 (Individual Sponsorship)

**35<sup>th</sup> Colonel Bengt Ljungquist Memorial (CBLM) Championships and the Virginia Dressage Association (VADA) Fall Competition**  
5 September 2017 (Individual Sponsorship)

**Show Sponsorship for Both Shows**  
22 May 2017

## 3 Show Program Advertising

Program Ads must be submitted no later than:

**Dressage at Lexington – 15 June 2017**

**35<sup>th</sup> Colonel Bengt Ljungquist Memorial (CBLM) Championships and the Virginia Dressage Association (VADA) Fall Competition – 9 September 2017**

DAL/CBLM Ads emailed to Nancy Doody [ndoody15@gmail.com](mailto:ndoody15@gmail.com)

## 4 Sponsorship Application and with check payable to VADA

Nancy Lowey  
 10062 Barnetts Ford Road  
 Orange VA 22960