



**Great American Insurance Group/United States
Dressage Federation Region1 Dressage Championships**

Licensed by US Equestrian Federation

VADA Fall Competition

**Official USDF Qualifying Competition for the
2010 North American Junior/Young Riders Championships and
2010 Great American Insurance/USDF Regional Dressage
Championships**

Dates: October 22 – 25, 2009

Sponsorship Opportunities

Demographics: In 2008, 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 six 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 Hobaugh 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 19.**) (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 \$250). Additional space \$100.
- Sponsorship of two (2) Open Classes (value \$70)
- Full page advertisement in Program (Camera ready copy to be received by **September 19.**) (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.
- Promotional materials supplied by sponsor at centrally located Information Booth.
- Promotional materials supplied by sponsor inserted into Rider packets.

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

- Single Vendor space (10' x 10') in premium location (value \$250). Additional space \$100
- Sponsorship of one (1) Open Class (value \$35)
- Half page advertisement in Program (Camera ready copy to be received by **September 19**). (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 19**). (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 19**) (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 19**) (value \$65)
- Announced with the award of the High Score.

<i>CLASS SPONSORS</i>

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 19**). (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.