



Dressage on the First Coast
December 5th & 6th, 2009
Sponsorship & Advertising Opportunities

Title Sponsor - \$5,000

- Event Naming in all advertising, press releases, references, and publications:
_____’s Dressage on the First Coast
- Name/logo on all ribbons (First through Sixth) – need commitment by 11/1/09
- Premier Banner signage within main competition arena and on all competition arenas
- ROS Leaderboard 728x90px display banner on DressageontheFirstCoast.com, HorsesintheSouth.com & SouthernDressage.com
- Premium Directory listings & Resource Guide Articles on HorsesintheSouth.com
- VIP Box Seating for 10 guests throughout competition
- Message Board signage throughout event
- Sponsorship Announcements throughout the event (8 times a day)
- 1 Full Page advertisement in the program
- 10’X10’ Trade Show booth
- Product Sample or promotional information in competitors packet
- Tax Deduction to 501(c)(3)

Competitor Party Sponsor - \$2,500

- Sponsor Recognition in all advertising, press releases, and publications
- Individual Competitor Party invitations to all competitors promoting sponsor
- Banner signage within main competition arena and on all competition arenas
- ROS display banner on DressageontheFirstCoast.com, SouthernDressage.com & HorsesintheSouth.com
- Premium Directory listings & Resource Guide Articles on HorsesintheSouth.com
- VIP Box Seating for 6 guests throughout competition
- Message Board signage throughout event
- Sponsorship Announcements throughout the event (6 times a day)
- 1 Full Page advertisement in the program
- 10’X10’ Trade Show booth
- Product Sample or promotional information in competitors packet
- Tax Deduction to 501(c)(3)

Presenting Sponsors - \$1,000

- Sponsor Recognition in all advertising, press releases, and publications
- Banner signage within main competition arena
- Banner display on DressageontheFirstCoast.com & HorsesintheSouth.com
- Premium Directory listings & Resource Guide Articles on HorsesintheSouth.com
- VIP Box Seating for 4 guests throughout competition
- Message Board signage throughout event
- Sponsorship Announcements throughout the event (4 times a day)
- 1 Full Page advertisement in the program
- 10’X10’ Trade Show booth
- Product Sample or promotional information in competitors packet
- Tax Deduction to 501(c)(3)

Welcome Packet Sponsor – 1 Company Logo’d Gift for all Competitors

- Banner signage within main competition arena
- Premium Directory listings & Resource Guide Articles on HorsesintheSouth.com
- Message Board signage throughout event
- Sponsorship Announcements throughout the event (4 times a day)
- 1 Full Page advertisement in the program
- Product Sample or promotional information in competitors packet
- Tax Deduction to 501(c)(3)

First Place Award Sponsor – 1 Award for all 1st Place Winners (65 Classes)

- Message Board signage throughout event
- Sponsorship Announcements throughout the event (4 times a day)
- 1 Full Page advertisement in the program
- Tax Deduction to 501(c)(3)

Division/Class Sponsorships - \$100

- Division Level Sponsorship – \$100
 - Sponsor recognition in program for all classes in the chosen Division
(Ex.: First Level – Adult Amateur (includes sponsorship of Tests 1, 2, 3, & 4))
 - Sponsor recognition at commencement of all Division classes
- Tax Deduction to 501(c)(3)

Program Advertising - \$100-\$500

- Back Cover - \$500 – Full Color
- Inside Front Cover - \$250 – Full Color
- Inside Back Cover - \$250 – Full Color
- B&W Full Page - \$100
- All ads must be PDF formatted for an 8.5” x 11” vertical page

Indoor or Outdoor Trade Show Vendor Space - \$100

- 10’ x 10’ Vendor Space within Main Arena - \$100, \$15/day additional for electric
- 10’ x 10’ Vendor Space Outside on the Terrace - \$100, \$15/day additional for electric
- December 5th & 6th, 2009 from 8:00am – 5:00pm
- Vendor Listing in program

Inquiries/Commitments:

**Mary O’Brien, 7915 Baymeadows Way, Suite 300, Jacksonville, FL 32256
(904) 616-5322 / mobrien@advanceddisposal.com**

Reservation Form:

Name: _____ Day Phone #: _____
Address: _____ City: _____ Zip: _____
E-Mail: _____ Amount Enclosed: _____
(Required)

Reserving: Sponsorship Type: 1st choice _____, 2nd choice _____

Division Sponsor (state division) 1st choice _____, 2nd choice _____

Program Advertising (B&W only, Color SOLD OUT)

Vendor Space (Indoor or Outdoor)

Make checks payable to NFDA – Dressage on the First Coast and mail to the address above. Reservations are not confirmed until payment has been made in full.