



**Dressage on the First Coast
USDF Region 3 Recognized Show
December 4-5, 2010**

Sponsorships and Advertising Opportunities

TITLE Sponsor - \$5,000

- Event Naming in all advertising, press releases, references, and publications:
[Your Business]'s Dressage on the First Coast
- Name/logo on all ribbons (First through Sixth) – *need commitment by October 1, 2010 for ribbon printing*
- Premier Banner signage within main competition arena and on all competition arenas
- 50% off of a Run-Of-Site Leader board 728x90 six (6) month display for your banner advertisement on DressageontheFirstCoast.com, HorsesintheSouth.com & SouthernDressage.com; advertiser supplies banner or design/creative fees apply
- Free Lifetime Premium Directory listing with 6 categories in HorsesintheSouth.com including the Feature of your Press Release/Advertorial on HorsesintheSouth.com's Resource Guide; advertiser adds their own listing at direction of 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)
- Announcement of your Sponsorship on Teri Rehkopf/HorsesintheSouth Facebook accounts, (Two accounts - 1st account is maxed at 5,000 friends and additional account has 1,500 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Fan page and new DressageontheFirstCoast fan page
- Announcement of your Sponsorship on HorsesintheSouth's 4 Twitter accounts

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
- 30% off of a Run-Of-Site Leader board 728x90 six (6) month display for your banner advertisement on DressageontheFirstCoast.com, HorsesintheSouth.com & SouthernDressage.com; advertiser supplies banner or design/creative fees apply
- Free Lifetime Premium Directory listing with 6 categories in HorsesintheSouth.com including the Feature of your Press Release/Advertorial on HorsesintheSouth.com's Resource Guide; advertiser adds their own listing at direction of 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)
- Announcement of your Sponsorship on Teri Rehkopf/HorsesintheSouth Facebook accounts, (Two accounts - 1st account is maxed at 5,000 friends and additional account has 1,500 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Fan page and new DressageontheFirstCoast fan page
- Announcement of your Sponsorship on HorsesintheSouth's 4 Twitter accounts

PRESENTING Sponsors - \$1,000

- Sponsor Recognition in all advertising, press releases, and publications
- Banner signage within main competition arena
- 20% off of a Run-Of-Site Leader board 728x90 six (6) month display for your banner advertisement on DressageontheFirstCoast.com, HorsesintheSouth.com & SouthernDressage.com; advertiser supplies banner or design/creative fees apply
- Free Lifetime Premium Directory listing with 6 categories in HorsesintheSouth.com including the Feature of your Press Release/Advertorial on HorsesintheSouth.com's Resource Guide; advertiser adds their own listing at direction of 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)
- Announcement of your Sponsorship on Teri Rehkopf/HorsesintheSouth Facebook accounts, (Two accounts - 1st account is maxed at 5,000 friends and additional account has 1,500 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Fan page and new DressageontheFirstCoast fan page
- Announcement of your Sponsorship on HorsesintheSouth's 4 Twitter accounts

WELCOME PACKET Sponsor – 1 Company Logo'd Gift for all Competitors

- Banner signage within main competition arena
- Free Lifetime Premium Directory listing in HorsesintheSouth.com with 6 categories; advertiser adds their own listing at direction of 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 - December 4-5, 2010 8:00am - 5:00pm

Coordinate directly with Ross Creech at USDF – rcreech@usdf.org

INQUIRIES/COMMITMENTS:

Teri Rehkopf

Deadline: **November 1, 2010**

4410 Bondarenko Rd.

Keystone Heights, FL 32656

Phone: 904-571-5561 (cell), 352-473-5205

teri@HorsesintheSouth.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 _____

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.