



**Dressage on the First Coast**  
**APRIL 10 & 11, 2010**  
**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 2/15/10
- Premier Banner signage within main competition arena and on all competition arenas
- ROS Leader board 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 1<sup>st</sup> 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
- April 10<sup>th</sup>, & 11<sup>th</sup>, 2010 from 8:00am – 5:00pm
- Vendor Listing in program

**Inquiries/Commitments:** Denise Dale

**Deadline:** **March 20, 2010**

369 Perthshire Drive  
Orange Park, FL 32073  
Phone: 904-272-8317  
[dhdale@comcast.net](mailto:dhdale@comcast.net)

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**Reservation Form:**

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

Reserving: Sponsorship Type: 1<sup>st</sup> choice \_\_\_\_\_, 2<sup>nd</sup> choice \_\_\_\_\_

Division Sponsor (state division) 1<sup>st</sup> choice \_\_\_\_\_, 2<sup>nd</sup> choice \_\_\_\_\_

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

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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.***