



Dressage on the First Coast
USDF Region 3 Recognized Show
April 28-29, 2012

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 March 10, 2012 for ribbon printing*
- Premier Banner signage within main competition arena
- 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 DressageontheFirstCoast.com webmaster Teri Rehkopf/HorsesintheSouth Facebook accounts, (Two accounts - 1st account is maxed at 5,000 friends and additional account has 3,500 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and Dressage Onthe FirstCoast Facebook account/fan page and the NFDA group page
- Announcement of your Sponsorship on HorsesintheSouth's 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
- 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 DressageontheFirstCoast.com webmaster Teri Rehkopf/HorsesintheSouth Facebook accounts, (Two accounts - 1st account is maxed at 5,000 friends and additional account has 3,500 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and Dressage Onthe FirstCoast Facebook account/fan page and the NFDA group page
- Announcement of your Sponsorship on HorsesintheSouth's Twitter accounts

PRESENTING Sponsors - \$1,000

- Sponsor Recognition in all advertising, press releases, and publications
- Banner signage within main competition arena to be seen by all USDF Symposium attendees
- Message Board signage throughout event to be seen by all USDF Symposium attendees
- Sponsorship Announcements throughout the event (4 times a day)
- 1 Full Page advertisement in the program
- Product Sample or promotional information in competitors packet
- 10'X10' Trade Show booth
- Tax Deduction to 501(c)(3)
- Announcement of your Sponsorship on DressageontheFirstCoast.com webmaster Teri Rehkopf/HorsesintheSouth Facebook accounts, (Two accounts - 1st account is maxed at 5,000 friends and additional account has 3,500 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and Dressage Onthe FirstCoast Facebook account/fan page and the NFDA group page
- Announcement of your Sponsorship on HorsesintheSouth's Twitter account

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

- Banner signage within main competition arena
- 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). Award is usually a bottle of champagne branded with your logo

- 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 - \$150

- 10' x 10' Vendor Space within Main Arena - \$150, \$15/day additional for electric
- 10' x 10' Vendor Space Outside on the Terrace - \$150, \$25/day additional for electric
- April 28-29, 2012 from 8:00am – 5:00pm
- Vendor Listing in program

Please return this form with your remittance payable to **NFDA – Dressage on the First Coast** and mail to the address below.

INQUIRIES/COMMITMENTS:

Teri Rehkopf

Deadline: **April 10, 2012**

4410 Bondarenko Rd.

Keystone Heights, FL 32656

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

DressageontheFirstCoast@gmail.com

Reservation Form:

Name: _____ Day Phone #: _____
Address: _____ City: _____ State: _____ 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.