



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

Sponsorships and Advertising Opportunities

This year with the show being held in conjunction with the USDF symposium at the same location, your sponsorship will reach an intended audience of 600+ people - show riders, assistants, symposium attendees. Trade show visitors could increase that audience even more. The Adequan®/USDF National Symposium features internationally renowned dressage experts providing an unparalleled educational opportunity for USDF members. Symposium presenters use a unique blend of lecture and live demonstration to educate attendees on topics like the correct dressage seat and the development of the dressage horse.

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 to be seen by all USDF Symposium attendees 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 (banner display at 50% off \$350x6 = \$1,050; \$1,050 value)
- Free Lifetime Premium Directory listing with 6 categories (\$135 value) 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
- Message Board signage throughout event to be seen by all USDF Symposium attendees
- Sponsorship Announcements throughout the event (8 times a day)
- 1 Full Page advertisement in the program
- 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 1,900 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and DressageontheFirstCoast 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 to be seen by all USDF Symposium attendees 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 (banner display at 30% off \$350x6 = \$1,470; \$630 value)
- Free Lifetime Premium Directory listing with 6 categories (\$135 value) 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
- Message Board signage throughout event to be seen by all USDF Symposium attendees
- Sponsorship Announcements throughout the event (6 times a day)
- 1 Full Page advertisement in the program
- 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 1,900 friends)

- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and DressageontheFirstCoast 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
- 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 (banner display at 20% off \$350x6 = \$1,680; \$420 value)
- Free Lifetime Premium Directory listing with 6 categories (\$135 value) 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
- 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
- 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 1,900 friends)
- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and DressageontheFirstCoast 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 to be seen by all USDF Symposium attendees
- Free Lifetime Premium Directory listing in HorsesintheSouth.com with 6 categories; advertiser adds their own listing at direction of HorsesintheSouth.com (\$115 value)
- 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
- 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 to be seen by all USDF Symposium attendees
- 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

Fill out highlighted fields of the Reservation form on this PDF. Then use the email icon at top left of your screen to attach the form to your email and send to dressageonthefirstcoast@gmail.com

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: November 1, 2010**
4410 Bondarenko Rd.
Keystone Heights, FL 32656
Phone: 904-571-5561 (cell), 352-473-5205
teri@HorsesintheSouth.com, DFC@HorsesintheSouth.com, 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.

Symposium information can be found at <http://www.usdf.org/education/symposium/> and <https://www.usdf.org/convention/>