



**Dressage on the First Coast**  
**USDF Region 3 Recognized Show**  
**December 2-3, 2017**

***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 30, 2017 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 competitor's packet
- Tax Deduction to 501(c)(3)
- Announcement of your Sponsorship on DressageontheFirstCoast.com, on webmaster Teri Rehkopf/HorsesintheSouth Facebook and Twitter accounts, (combined 17,000+ friends/followers)
- Announcement of your Sponsorship on HorsesintheSouth.com's Facebook Fan page and Dressage Onthe FirstCoast Facebook Fan page and the NFDA group page

**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 competitor's packet
- Tax Deduction to 501(c)(3)
- Announcement of your Sponsorship on DressageontheFirstCoast.com, on webmaster Teri Rehkopf/HorsesintheSouth Facebook account, HorsesintheSouth.com's Facebook Fan page and Twitter account, (combined 17,000+ friends/followers) and Dressage Onthe FirstCoast Facebook Fan page and the NFDA group page

**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 competitor's packet
- 10'X10' Trade Show booth
- Tax Deduction to 501(c)(3)
- Announcement of your Sponsorship on DressageontheFirstCoast.com, on webmaster Teri Rehkopf/HorsesintheSouth Facebook account, HorsesintheSouth.com's Facebook Fan page and Twitter account, (combined 17,000+ friends/followers), and Dressage Onthe FirstCoast Facebook Fan page and the NFDA group page

**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 competitor's packet
- Tax Deduction to 501(c)(3)

**FIRST PLACE AWARD Sponsor – 1 Award for all 1<sup>st</sup> 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 - \$200 – Full Color
- Inside Front Cover - \$100 – Full Color
- Inside Back Cover - \$100 – Full Color
- B&W Full Page - \$50
- All ads must be PDF formatted for an 8.5” x 11” vertical page

**INDOOR OR OUTDOOR TRADE SHOW Vendor Space**

- 10’ x 10’ Vendor Space within Main Arena - \$100, \$15/day additional for electric
- 10’ x 10’ Vendor Space Outside on the Terrace - \$100, \$25/day additional for electric
- Any Trailer Vendor Space on Terrace - \$200, \$25/day additional for electric
- December 2-3, 2017 from 8:00am – 6:00pm
- 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:**

**Carlie Evans**  
 22806 W Newberry Rd.  
 Newberry, FL 32669  
 Phone: 352-215-0710  
[sehorseshow@gmail.com](mailto:sehorseshow@gmail.com)

Deadline: **November 19, 2017**

DressageontheFirstCoast.com

**Reservation Form:**

Name: \_\_\_\_\_ Day Phone #: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ 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 \_\_\_\_\_

***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.***