

2018 SPONSORSHIP GUIDE

California Dressage Society



The California Dressage Society, founded in 1967 as a non-profit organization to further interest in dressage, is one of the largest dressage organizations in the nation with 31 active chapters and over 3500 members. CDS champions the dressage community with educational events, clinics, symposiums, and competitions culminating in the annual CDS Championship Show and Futurity. The GAIG/USDF Region 7 Finals are held in conjunction with this show to determine the year-end USDF and USEF rankings.

Our sponsors reach California's most passionate and involved dressage riders, trainers, coaches, owners and breeders through a varied menu of promotional options available before, during and after the event. Details of the sponsorship opportunities are included in this sponsorship guide. In addition, we offer sponsorship packages created for a combination of events.

SPONSORSHIP OPPORTUNITIES

Equine Insurance/Regional Adult Amateur Competitions (RAAC)

CENTRAL

Aug. 11-12 Twin Rivers

Paso Robles

NORTH

Aug. 18-19 Santa Rosa Equestrian Center

Santa Rosa

SOUTH

Aug. 10-12 Del Mar Horse Park

Del Mar



CDS Junior/Young Rider Championships

NORTH

July 27-29 Murieta Equestrian Center

Rancho Murieta

SOUTH

Aug. 24-27 Los Angeles Equestrian Center

Burbank

CDS Championship Show & Futurity/GAIG/USDF Region 7 Finals

Sept. 27-30, Los Angeles Equestrian Center, Burbank

Linda O'Carroll Memorial Adult Amateur Clinics

2018 Clinician: Melissa Creswick

CENTRAL

March 23-25 Templeton Farms

Templeton

NORTH

May 4-6 Christiane Noelting Dressage Center

Vacaville

SOUTH

April 13-15 W Farms

Chino Hills



CDS Junior/Young Rider Clinics

2018 Clinician: Heidi Gaian

CENTRAL

April 20-22 DG Bar Ranch

Hanford

NORTH

May 18-20 Pacific Equestrian Center

Wilton

SOUTH

June 8-10 W Farms

Chino Hills

CDS Annual Meeting & Symposium

January 18-20, 2019—Anaheim Sheraton, Anaheim

On behalf of the California Dressage Society, thank you for considering these sponsorship opportunities. We would be delighted to answer any questions and give you the information you need to decide on a sponsorship that best fits your needs, interests and budget. Please contact:


Patti Schoffler ~ Dark Horse Media

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707-484-2288

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www.california-dressage.org



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CDS JUNIOR/YOUNG RIDER CHAMPIONSHIPS

North: July 27-29, Murieta Equestrian Center, Rancho Murieta

South: August 24-27, Los Angeles Equestrian Center, Burbank

The CDS Junior/Young Rider Championships North and South are held in conjunction with multi-day USEF/USDF/CDS recognized dressage shows. Sponsors reach exhibitors, trainers and supporters at both Championship and host shows as well as the entire CDS membership through ongoing promotions. Sponsorships are available for either or both North or South Championships.

Gold Sponsor - \$1,000

At the show:

Class sponsorship on first come, first serve basis

Banner space in prominent position

PA recognition throughout the show

Show program half-page ad space

In CDS Dressage Letters:

Quarter-page ad space

In all show promotions:

Logo on show e-blasts

Logo on sponsor page in show program

Logo on sponsor page in Dressage Letters

Web link on the CDS website

3 Facebook posts with link to sponsor website

Silver Sponsor - \$500

At the show:

Class sponsorship on first come, first serve basis

Banner space in prominent position

PA recognition throughout the show

Show program half-page ad space

In all show promotions:

Logo on show e-blasts

Logo on sponsor page in show program

Logo on sponsor page in Dressage Letters

Web link on the CDS website

2 Facebook posts with link to sponsor website

Bronze Sponsor - \$300

At the show:

Class sponsorship on first come, first serve basis

PA recognition throughout the show

In all show promotions:

Name on show e-blasts

Name on sponsor page in show program

Name on sponsor page in Dressage Letters

Web link on the CDS website

2 Facebook posts with link to sponsor website

Hospitality Sponsor

At the show:

A customized sponsorship of breakfast, lunch or dinner.



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EQUINE INSURANCE/CDS REGIONAL ADULT AMATEUR COMPETITIONS (RAAC)

Central: August 11-12, Twin Rivers, Paso Robles

North: August 18-19, Santa Rosa Equestrian Center, Santa Rosa

South: August 10-12, Del Mar Horse Park, Del Mar

The Equine Insurance/CDS Regional Adult Amateur Competitions are held in three regions in conjunction with multi-day *** USEF/USDF/CDS recognized dressage shows. Sponsors reach exhibitors, trainers, and supporters at both the RAACs and host shows while appearing before the entire CDS membership through ongoing promotions.

Platinum Sponsor - \$4,500

At all three shows:

Class sponsorship on first come, first serve basis

Banner space in prominent position

Vendor booth space

PA recognition throughout the show

In CDS Dressage Letters:

One-page educational article

Facebook post with link to article

Full-page ad space

In all show promotions:

Logo on show e-blasts

Logo on sponsor page in Dressage Letters

Web link on the CDS website

5 Facebook posts with link to sponsor website

Gold Sponsor - \$3,000

At all three shows:

Class sponsorship on first come, first serve basis

Banner space in prominent position

PA recognition throughout the show

In CDS Dressage Letters:

Full-page ad space

In all show promotions:

Logo on show e-blasts

Logo on sponsor page in Dressage Letters

Web link on the CDS website

4 Facebook posts with link to sponsor website

Silver Sponsor - \$1,500

At all three shows:

Class sponsorship on first come, first serve basis

Banner space in prominent position

PA recognition throughout the show

In CDS Dressage Letters:

Half-page ad space

In all show promotions:

Name on show e-blasts

Name on sponsor page in Dressage Letters

Web link on the CDS website

3 Facebook posts with link to sponsor website

Bronze Sponsor - \$500

At all three shows:

Class sponsorship on first come, first serve basis

Banner space in prominent position

PA recognition throughout the show

In CDS Dressage Letters:

Business card ad space

In all show promotions:

Name on show e-blasts

Name on sponsor page in Dressage Letters

Web link on the CDS website

2 Facebook posts with link to sponsor website

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CDS CHAMPIONSHIP SHOW & FUTURITY/GAIG/USDF Region 7 Finals September 27-30, Los Angeles Equestrian Center, Burbank

The CDS Annual Championship Show alternates locations between northern and southern California. Four days of competition in six arenas draw 250 to 375 horses with 600 to 1,000 spectators. A large vendor village, daily hospitality and evening entertainment round out the show. The CDS Championship Show is held in conjunction with the Great American Insurance Group / USDF Region 7 Championships with Warm Up and Horse of the Year (HOY) Training Level through Grand Prix Open and Freestyle Classes.

The CDS Young Horse Futurity, held during the CDS Championship Show, is divided into age groups: Four-Year-Olds, Five-Year-Olds and Six-Year-Olds. Entrants ride two USEF dressage tests before two judges. Four-Year-Olds perform at Training Level Tests 2 and 3; Five-Year-Olds perform First Level Tests 1 and 2; Six-Year-Olds perform Second Level Tests 1 and 2. The highest percentage determines the placings. with an award to first and ribbons to 10th place in each division.

Presenting Sponsor - \$10,000

Championship Show:

Presenting sponsor's name will follow the show title:

"CDS Championship Show and
Futurity Presented By..."

Name as presenting sponsor in all show materials

Naming for one HOY Championship or Futurity class

VIP Stabling, as available*

VIP Parking (5 passes)

Supplied banner in main arena

Vendor booth space

PA recognition throughout the show

Show program full-page ad space

Sponsor flyer or gift in rider packet

Reserved seating

CDS Dressage Letters:

One-page educational article

Facebook post with link to article

Full-page ad space

Promotion:

Logo and name on electronic scoreboard

Logo on show e-blasts

Logo on sponsor page in show program

Logo on sponsor page in Dressage Letters

Name in sponsor appreciation Facebook post

Web link on the CDS website

Press release dedicated to sponsor's participation

Other opportunities may be customized

Futurity Title Sponsor - \$7,000

Title Sponsorship to Read: "YOUR NAME/
CALIFORNIA DRESSAGE SOCIETY \$17,000
YOUNG HORSE FUTURITY"

Name as title sponsor in all show materials

Name signage throughout venue and event

Reserved seating for 16

Vendor space

VIP Stabling*

Full-page ad in show program

Full-page ad in Dressage Letters for 3 months

Supplied banner in main arena

Publicity dedicated to sponsor's participation

including a minimum of one press release
distributed to equestrian and mainstream media

Sponsor included in all promotion

PA recognition throughout the show

Logo in show program, Dressage Letters,
scoreboard

Web link on the CDS website for a month minimum

Video display opportunities

**VIP Stabling is limited and available on a first come, first serve basis as determined by the sponsorship payment date, no later than August 27, and sponsorship level. As much consideration as possible will be given to individual requests.*



CDS CHAMPIONSHIP SHOW & FUTURITY/GAIG/USDF Region 7 Finals
September 27-30, Los Angeles Equestrian Center, Burbank

Main Arena Sponsor - \$4,500

Championship Show:

Name as main arena sponsor in all show materials

Name signage at sponsored main arena

Naming for one HOY Championship or Futurity class

VIP Stabling, as available*

VIP Parking (5 passes)

Supplied banner in main arena

Vendor booth space

PA recognition throughout the show

Show program full-page ad space

Sponsor flyer or gift in rider packet

Reserved seating

CDS Dressage Letters:

One-page educational article

Facebook post with link to article

Full-page ad space

Promotion:

Logo and name on electronic scoreboard

Logo on show e-blasts

Logo on sponsor page in show program

Logo on sponsor page in Dressage Letters

Name in sponsor appreciation Facebook post

Web link on the CDS website

Oval Arena East Sponsor - \$3,000

Oval Arena West Sponsor - \$3,000

Championship Show:

Name as arena sponsor in all show materials

Name signage at sponsored oval arena

Naming for one CDS HOY championship or Futurity class

VIP box for 8 or vendor space

VIP stable position, as available*

Full-page program ad

Supplied banner in sponsored arena and main arena

Sponsor information included in all promotion

PA recognition throughout the show

Logo in show program, Dressage Letters, scoreboard

Web link on the CDS website for a month minimum

"Allen Ring" Outdoor Complex - \$3,000

(includes 2 outdoor arenas and warm-up arena)

Championship Show

Name as complex sponsor in all show materials

Name signage at sponsored arenas

Naming one CDS HOY Championship or Futurity class

VIP box for 8 or vendor space

VIP stable position, as available*

Supplied banner in indoor arena

Full-page ad and logo in show program

Sponsor information included in all promotion

PA recognition throughout the show

Promotion

Logo on sponsor page in Dressage Letters

Logo in scoreboard

Web link on the CDS website for a month minimum

**VIP Stabling is limited and available on a first come, first serve basis as determined by the sponsorship payment date, no later than August 27 and sponsorship level. As much consideration as possible will be given to individual requests.*





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CDS CHAMPIONSHIP & FUTURITY/GAIG/USDF Region 7 Finals September 27-30, Los Angeles Equestrian Center, Burbank

Gold Sponsor - \$1,500

Championship Show:

Naming for one HOY Championship or Futurity class
VIP Stabling* or vendor space
Supplied banner in main arena
PA recognition throughout the show
Show program quarter-page ad space
Sponsor flyer or gift in rider packet

Promotion:

Name on show e-blasts
Name on sponsor page in show program
Name on sponsor page in Dressage Letters
Name in sponsor appreciation Facebook post
Web link on the CDS website

Silver Sponsor - \$750

Championship Show:

Naming for one HOY Championship or Futurity class
PA recognition throughout the show
Quarter-page ad in show program

Promotion:

Name on show e-blasts
Name & logo on sponsor page in show program
Name & logo sponsor page in Dressage Letters
Name in sponsor appreciation Facebook post
Web link on the CDS website
Name & logo on show scoreboard

Bronze Sponsor - \$300

Championship Show:

Naming for one Championship Warm Up class
PA recognition throughout the show
Business card ad in show program

Promotion:

Name on sponsor page in show program
Name on sponsor page in Dressage Letters
Name in sponsor appreciation Facebook post

Chapter Sponsor—\$150

Reserved Seating for CDS Chapters
Decorating Encouraged.

Hospitality Sponsorships

Thursday Morning Hospitality Sponsor - \$450

Friday Morning Hospitality Sponsor - \$450

Saturday Morning Hospitality Sponsor - \$450

Sunday Morning Hospitality Sponsor - \$450

Wednesday Evening Welcome Hospitality Sponsor - \$500

Thursday Evening Hospitality Sponsor - \$750

Friday Evening Hospitality Sponsor - \$750

Saturday Evening Hospitality Sponsor - \$1,000

Championship Show:

Name signage at hospitality venue for sponsor's event
Sponsor's promotion materials at hospitality venue
Naming for one HOY class, championship or Futurity class

PA recognition throughout the show

Half-page program ad for \$750 and \$1,000 sponsors

Promotion:

Name on show e-blasts
Name on sponsor page in show program
Name on sponsor page in Dressage Letters
Name in sponsor appreciation Facebook post
Web link on the CDS website

Grand Champion Award Sponsor - \$450 ea.

High Percentage HOY & FS First/Second Level

High Percentage HOY & FS Third/Fourth Level

High Percentage HOY & FS Intermediare Level

High Percentage HOY & FS Grand Prix Level

Championship Show:

Naming: "(Award Name) Sponsored by (Sponsor Name)"

PA recognition throughout the show

Show program business card ad space

Presentation rights

Promotion:

Name on show e-blasts
Name on sponsor page in show program
Name on sponsor page in Dressage Letters
Name in sponsor appreciation Facebook post
Web link on the CDS website



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CDS EDUCATION SPONSOR

Three Linda O'Carroll Memorial Adult Amateur Clinics and three CDS Junior/Young Rider Clinics are held in the South, Central and North regions of California, and have featured such luminaries as Debbie McDonald, Charlotte Bredahl and Rachel Saavedra. Clinics are covered extensively in CDS Dressage Letters and social media.

Linda O'Carroll Memorial Adult Amateur Clinics

2018 Clinician: Melissa Creswick

Central: March 23-25, Templeton Farms, Templeton

North: May 4-6, Christiane Noelting Dressage Center
Vacaville

South: April 13-15 W Farms, Chino Hills

CDS Junior/Young Rider Clinics

2018 Clinician: Heidi Gaian

Central: May, DG Bar Ranch, Hanford

North: May 18-20 Pacific Equestrian Center, Wilton

South: June 8-10, W Farms, Chino Hills

EDUCATION SPONSOR PACKAGE—\$4,500

At all six clinics

PA recognition

Banner space

In all clinic promotions

Logo and name on clinic promotion e-blasts

Logo and name on clinic promotion in Dressage Letters

Web link on the CDS website

In CDS Dressage Letters

Three one-page educational articles

Three full-page ad spaces

Facebook posts with link to sponsor website

Name included in editorial coverage

HOSPITALITY SPONSOR

At the show:

A customized sponsorship of breakfast, lunch or dinner.



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CDS ANNUAL MEETING AND SYMPOSIUM

HEALTH FAIR — LOOK FOR DETAILS TO COME

January 18-20, 2019—Anaheim

Gold Sponsor - \$1,000

Vendor space at symposium
Supplied arena banner at symposium
Brochure, sample and/or gift for attendees
Half-page ad in event program
Half-page ad in Dressage Letters
Name, logo and web link on CDS website
Logo in sponsor thank you ad in Dressage Letters
Name recognition in event promotion
Facebook post with link to sponsor website

Bronze SPONSOR - \$350

Name recognition in event program
Business card ad in Dressage Letters
Name and web link on CDS website
Name in sponsor thank you ad in Dressage Letters

Silver Sponsor - \$500

Brochure, sample and/or gift for attendees
Name recognition in event program
Three business card ads in Dressage Letters
Name and web link on CDS website
Name in sponsor thank you ad in Dressage Letters

Hospitality Sponsorships

Customized hospitality sponsorships are available for breakfast and lunch buffets starting at \$500.



www.california-dressage.org



SPONSORSHIP FORM

COMPANY NAME_____

CONTACT NAME_____

ADDRESS_____

TEL_____EXT_____FAX_____

E-MAIL_____

SPONSORSHIP EVENT, LEVEL AND AMOUNT

SPONSORSHIP DETAILS

COMMENTS

Mail to: Patti Schofler, 827 D Street, Petaluma, CA 94952, patti.schofler@gmail.com

