

Sponsorship ~  
Advertising ~  
Vendor ~  
Opportunities

## Education Programs 2010

featuring ....

### Spring Conference

Bettina Drummond

April 30 - May 2

Apple Knoll Farm  
25 Forest Lane  
Millis MA 02054

### Fall Weekend

Steffen & Shannon Peters

October 29-31

UMass Hadley Farm  
111 North Maple Street  
Hadley MA 01035

Awards Dinner  
Saturday October 30

[www.neda.org](http://www.neda.org)

# New England Dressage Association

promoting

Quality Dressage  
in  
America



The mission of the New England Dressage Association is to promote and support the Art and Sport of Dressage to the equestrian community for the purpose of fostering individual and collective growth by providing leadership, education, exhibitions, publications, competitions and to enhance greater public awareness, understanding, and appreciation for the discipline of Dressage.

# EDUCATION

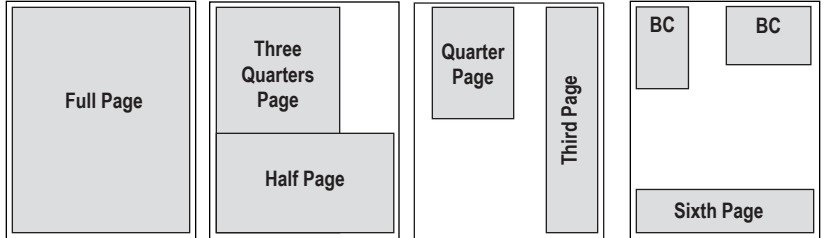
Education Sponsorship Packages can expand to include all major NEDA events



Christoph Hess ~ Spring Fling 2009

## Education Event Programs Specifications

**Spring Conference:** 8 1/2" x 11" B/W / No bleeds  
**Fall Weekend:** 8 1/2" x 11" B/W / No bleeds  
**Awards Dinner:** 8 1/2" x 11" B/W / No bleeds  
**Tip of the Hat:** Page size for ads: 7 1/2" wide x 10" high  
 Send ads (tif, .jpg, .pdf, 300 resolution) to Education Contact.



### NEDA Education Sponsorships Summary for Sponsors ~ Vendors ~ Advertisers

### SPONSORSHIP PACKAGES

Recognition at  
Spring Fling ~ Fall Weekend ~ Awards Dinner

a la carte per weekend		RECOGNITION Sponsorship January 1 through December 31	PRESENTING \$2,500	PLATINUM \$1,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
Spring Conf	Fall Weekend						
		<b>MISCELLANEOUS AT EACH EVENT</b>					
\$50	\$100	One Banner	X	X	X	X	X
\$50	\$100	Flyers distributed at Event Registration Desk	X	X	X		
\$50	\$100	Vendor Space (10' x 10') (Vendor must supply own tent)	20' X 10'	10' X 10'			
		VIP Parking, VIP Seating and Event Box Lunches for # of People	4	2	2	2	1
a la carte per Program		<b>SPRING FLING, FALL WEEKEND, AWARDS DINNER PROGRAMS</b>					
\$25	\$50	Business Card					
\$50	\$75	One Sixth Page					
\$75	\$100	One Quarter Page				X	X
\$100	\$150	One Half Page			X		
\$150	\$200	One Page		X			
\$200	\$250	Inside Front / Back	X				
a la carte per issue		<b>ADVERTISING IN TIP OF THE HAT (10 issues per year)</b>					
		Discounts for NEDA members and volume advertising					
\$10 min		Classified Ad					
\$65		Business Card (Tip)	X	X			
\$125		One Quarter Page Vertical					
n/a		One Third Page Vertical					
\$175		One Half Page Horizontal					
n/a		Three Quarters Page Vertical					
\$300		One Page					
		<b>NEDA WEBSITE</b>					
		Logo / Link on Education Home Page	X	X	X	X	X
		Logo / Link on all Spring Fling / Fall Weekend Pages	X	X	X	X	X

# EDUCATION

*Education Sponsorship Packages can expand to include all major NEDA events*

## About NEDA

New England Dressage is a volunteer 501C-3 non profit organization, organized in the late 1960's and now with almost 2,000 members. A few dressage demographics: 90% are women age 35 - 49; 97% own at least one horse; 50% have an income of \$100,000 or more; 37% spend over \$10,000 annually on horses, trainers, apparel and equipment; 94% have access to the internet; 87% have a bachelor's or advanced degree.

## Spring Conference and Fall Weekend

Recent NEDA educational symposia have featured world renown trainers: Ulla Salzgeber, Anky van Grunsven, Ingrid Klimke, Henk VanBergen, Robert Dover and Christoph Hess. Recent Fall Weekends have featured then coach of the American Olympic team Klaus Balkenhol, Olympic Competitor Debbie McDonald and Olympic Medalist Hubertus Schmidt. Scheduled events for 2010 include Bettina Drummond and FEI World Cup Champion Steffen Peters and his wife Shannon. Spring Conference is held near Boston. Fall Weekend is held at UMass Riding Center in South Hadley.

## Tip of the Hat newsletter

Tip of the Hat newsletter, with ten issues a year, features current NEDA events, sign up forms and articles by and about the New England dressage community.

## Awards Dinner

Saturday evening at the Fall Weekend features NEDA's annual Awards Dinner with presentation of its Year End Awards..

## NEDA Website ~ [www.neda.org](http://www.neda.org)

NEDA's award winning website is a NEDA information hub, with over 100,000 hits each year. Its pages span all NEDA activities. Competitions: Fall Festival, Spring Show, Breeders Series, schooling shows in New England, the annual Stallion Auction, Breeders Futurity at Fall Festival and archives of competition results back to 1999. Education: Spring Fling; Fall Weekend; Sporthorse Seminars, Awards Dinner, Winter Series seminars, FlexTime instruction program, Judge and Instructor Training programs, Scholarship program. This website offers effective sponsor exposure.

## EDUCATION CONTACTS

**Phyllis LeBlanc 650 Boxford Road Bradford MA 01835**  
C 978.807.3378 W 978.745.7648 Email: [phyllis@harborsweets.com](mailto:phyllis@harborsweets.com)

**Alexandra Dane 3 Ipswich Road Newbury MA 01938**  
C 978.764.2150 H 978.356.0682 Email: [acdane38@aol.com](mailto:acdane38@aol.com)

**Sponsorship Packages span January 1 through December 31 regardless of enrollment date.** Negotiated discount for late enrollment. No NEDA processing until completed Sponsorship Agreement and full payment are received by Education Contact. Sponsorship level may be determined by value of cash payments and donation of product or services. Refund Policies listed in the Fall Show Prize List on the NEDA website apply to sponsorship monies and donations. Preference to Sponsorship Packages.

## Vendor Space

At Spring Conference vendors will be outdoors. At Fall Weekend vendors will be indoors, but space is limited. Overflow will be outdoors. Limited access to electricity. No tent provided. Additional charge for larger space and / or special requirements.

## Product / Awards Donations

Sponsorship Agreement must indicate details of donation delivery to Event. Late donations may be diverted to door prizes at Awards dinner at NEDA Fall Weekend.

## DEADLINES

**Tip Deadline:** First of month prior to month of publication  
**Program Deadline:** Spring Conference: March 1  
Fall Weekend: October 1  
Event Program will only include Sponsors / Advertisers / Vendors / Donors from whom Education Contact has received completed Sponsorship Agreement, full payment and any ad copy by these deadlines.

**Display Deadline:** Spring Conference: May 1  
Fall Weekend: October 15  
NEDA will only display and / or distribute donations / banners / flyers whose Sponsorship Agreement and full payment have been received by Education Contact by this deadline.

Late Sponsorship Agreements may be rejected by NEDA and will receive no recognition, neither in distribution of donation nor in publication of results.

## Publication Schedule

Tip of the Hat: monthly March through October; combined issues November / December and January / February.

## Numbers

Attendees at Spring Weekend 2009: 250 ~ Fall Weekend 2009: 500.

## Flyers

Send flyers to Education Contact to be handed out at Reception Table.

## Banners

Banners will be hung on wall of indoor arena with premier location for Sponsorship Packages. Sponsorship Agreement must indicate details of banner delivery.

11/27/2009



New England Dressage Association  
Phyllis LeBlanc  
650 Boxford Road  
Bradford MA 01835



NON-PROFIT ORG.

U.S. POSTAGE

**PAID**

PERMIT NO. 267

## JOIN THE FASTEST GROWING EQUESTRIAN SPORT IN AMERICA!

*Opportunities for Sponsorships ~ Advertising ~ Vendors*

New England Dressage Association

### EDUCATION PROGRAMS

2010

Spring Conference  
BETTINA DRUMMOND

April 30 / May 1-2  
Apple Knoll Farm  
25 Forest Lane ~ Millis MA 02054

NEDA Annual Awards Dinner  
Fall Weekend Educational Symposium  
STFFEN & SHANNON PETERS

October 29 - 30 - 31  
UMass Hadley Farm  
111 North Maple Street  
Hadley MA 01035

[www.neda.org](http://www.neda.org)

Photos by NEDA Official Photographer  
Carole MacDonald



Olympic Medalist Ingrid Klimke

**PROGRAM DEADLINE**

Spring Conference: April 1

Fall Weekend / Awards Dinner: October 1

**NEW ENGLAND DRESSAGE ASSOCIATION  
2010 EDUCATION SPONSORSHIPS  
SPONSORSHIP AGREEMENT**

**DISPLAY DEADLINE**

Spring Conference: April 15

Fall Weekend / Awards Dinner: October 15

Event Program will only include ads / sponsorships / donations which are received by the Program Deadline

No announcement at distribution or recognition in results for Agreements, product donations, banners, flyers received after Display Deadline

Donations, banners, flyers accepted and distributed at Event after Display Deadline only on special approval by Event Management

**FOR ITEMS INCLUDED IN SPONSORSHIP PACKAGE: CHECK THEM ACCORDINGLY AND INDICATE ZERO IN AMOUNT PAID**

SPONSORSHIP PACKAGES		Amount Paid
<input type="checkbox"/>	\$2,500 Presenting Sponsor	<input type="text"/>
<input type="checkbox"/>	\$1,500 Platinum Sponsor	<input type="text"/>
<input type="checkbox"/>	\$1,000 Gold Sponsor	<input type="text"/>
<input type="checkbox"/>	\$500 Silver Sponsor	<input type="text"/>
<input type="checkbox"/>	\$250 Bronze Sponsor	<input type="text"/>

VENDORS / BANNERS / FLYERS		Amount Paid
Pay one fee for each Event		
<input type="checkbox"/>	\$50 Spring Fling: Vendor	<input type="text"/>
<input type="checkbox"/>	\$50 Spring Fling: Banner	<input type="text"/>
<input type="checkbox"/>	\$50 Spring Fling: Flyers	<input type="text"/>
<input type="checkbox"/>	\$100 Fall Weekend: Vendor	<input type="text"/>
<input type="checkbox"/>	\$100 Fall Weekend: Banner	<input type="text"/>
<input type="checkbox"/>	\$100 Fall Weekend: Flyers	<input type="text"/>
<b>TOTAL</b>		<input type="text"/>

PAYMENT		Amount Paid
<input type="checkbox"/>	Sponsorship Package	<input type="text"/>
<input type="checkbox"/>	Advertising	<input type="text"/>
<input type="checkbox"/>	Vendor / Banner / Flyers	<input type="text"/>
<input type="checkbox"/>	Make Check payable to NEDA	<input type="text"/>
<b>TOTAL</b>		<input type="text"/>
<input type="checkbox"/>	Part of a NEDA Premier Sponsorship Package	

CREDIT CARD PAYMENT	
<input type="checkbox"/>	Visa
<input type="checkbox"/>	Mastercard (Other cards not accepted)
Card Number <input type="text"/>	
Print Name on Card <input type="text"/>	
Billing Street <input type="text"/>	
Billing Town / State / Zip <input type="text"/>	
Expiration Date <input type="text"/>	
3 Digit Security Code on back of card <input type="text"/>	
Amount <input type="text"/>	
Signature <input type="text"/>	

ADVERTISING: SPRING FLING PROGRAM		a la carte
<input type="checkbox"/>	Business Card 3 1/2" x 2 1/2"	\$25
<input type="checkbox"/>	One Sixth Page 7 1/2"W x 3"H	\$50
<input type="checkbox"/>	One Quarter Page 3 1/2"w X 5"H	\$75
<input type="checkbox"/>	One Half Page 7 1/2"W x 5"H	\$100
<input type="checkbox"/>	One Page 7 1/2"W x 10"H	\$150
<input type="checkbox"/>	Back Cover 7 1/2"W x 10"H	\$200

ADVERTISING: FALL WEEKEND PROGRAM		a la carte
<input type="checkbox"/>	Business Card 3 1/2" x 2 1/2"	\$50
<input type="checkbox"/>	One Sixth Page 7 1/2"W x 3"H	\$75
<input type="checkbox"/>	One Quarter Page 3 1/2"w X 5"H	\$100
<input type="checkbox"/>	One Half Page 7 1/2"W x 5"H	\$150
<input type="checkbox"/>	One Page 7 1/2"W x 10"H	\$200
<input type="checkbox"/>	Back Cover 7 1/2"W x 10"H	\$250

ADVERTISING: AWARDS DINNER PROGRAM		a la carte
<input type="checkbox"/>	Business Card 3 1/2" x 2 1/2"	\$25
<input type="checkbox"/>	One Sixth Page 7 1/2"W x 3"H	\$50
<input type="checkbox"/>	One Quarter Page 3 1/2"w X 5"H	\$75
<input type="checkbox"/>	One Half Page 7 1/2"W x 5"H	\$100
<input type="checkbox"/>	One Page 7 1/2"W x 10"H	\$150
<input type="checkbox"/>	Back Cover 7 1/2"W x 10"H	\$200

ADVERTISING: TIP OF THE HAT		a la carte
<input type="checkbox"/>	Classified \$2 every 30 characters / \$10 minimum / by email .doc or .txt	
<input type="checkbox"/>	Business Card 3 1/2"W x 2 1/2"H	Member \$50 Non Member \$65
<input type="checkbox"/>	One Quarter Page 3 1/2"w X 5"H	Member \$100 Non Member \$125
<input type="checkbox"/>	One Half Page 7 1/2"W x 5"H	Member \$150 Non Member \$175
<input type="checkbox"/>	One Page 7 1/2"W x 10"H	Member \$250 Non Member \$300
<input type="checkbox"/> <b>TOTAL AMOUNT PAID FOR ADVERTISING</b>		

DONATION OF PRODUCT / SERVICES	
Indicate which event(s) <input type="text"/>	
Describe donation <input type="text"/>	
Quantity <input type="text"/>	
Intended Use <input type="text"/>	

CONTACT INFORMATION	
Date <input type="text"/>	
Name to use in Event Program <input type="text"/>	
Contact <input type="text"/>	
Business Name <input type="text"/>	
Street <input type="text"/>	
City / State / Zip <input type="text"/>	
Telephone <input type="text"/>	Fax <input type="text"/>
Email <input type="text"/>	
Website <input type="text"/>	

Mail Sponsorship Agreement white copy (retain yellow copy for your records), advertisements, flyers, donations to:

**Education Contacts**

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