

Sponsorship ~  
Advertising ~  
Vendor ~  
Opportunities

## Competitions 2011

### Spring Show

May 14 - 15

Marshfield Fairgrounds  
Marshfield, MA

Great American Insurance Group  
United States Dressage Federation

**Region 8**

**Championship**

Recognized by US Equestrian Federation

### Fall Festival of Dressage

CDI-W Y/J Saugerties  
CPEDI\*\*\* Saugerties and  
Para Equestrian Dressage  
National Championships

Great American Insurance Group  
United States Dressage Federation

**Breeders Championship**  
**New England Series**

Qualifier & Final

Para Olympic Dressage Trials - East Coast

**September 13 - 18**

**HITS on the Hudson**  
**Saugerties NY**

[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.

# COMPETITIONS

Sponsorships Packages include both Spring and Fall Shows



Region 8 Champions ~ Fall Festival 2010  
Photo: Carole MacDonald

## Show Programs

8 1/2" x 11" / B/W Uncoated 20# paper / Spiral Bound / No Bleeds

**Outside Cover:** Coated, Color **Inside Cover:** Uncoated, Color or B/W

Digital ads as .tif, .jpg or .pdf files, 300 dpi resolution. "Home Done" ads may be rejected or may lose quality.

Additional charges for "cleaning up" ads. Ad size must conform to one of the measurements below.

<b>Full Page</b> <b>\$500</b> 7 1/2" w x 10" h	<b>Half Page</b> <b>\$350</b> 7 1/2" w x 4 1/2" h  <b>Qtr Page</b> \$200 7 1/2" w x 2 1/2" h	<b>Half Page</b> <b>\$350</b> 3 1/2" w x 10" h	<b>Qtr Page</b> <b>\$200</b> 3 1/2" w x 4 1/2" h	<b>BC</b> <b>\$50</b>	<b>BC \$50</b>	<b>Sixth Page</b> \$150 7 1/2" w x 1 1/2" h
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## NEDA Competitions Sponsorships Summary for Sponsors ~ Vendors ~ Advertisers

À LA CARTE		RECOGNITION	PRESENTING \$5,000	PLATINUM \$3,500	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Spring	Fall	<b>SPONSOR CLASSES / CHAMPIONSHIPS</b>					
\$35	\$50	One Open Class	X	X	X	X	X
—	\$200	One IBC Class (Half Page Ad included)*					
—	\$250	One Championship*	X	X			
—	\$250	One CDI Class (not Grand Prix)*			X		
—	\$500	Breed Show Grand Championship*					
—	\$500	One CDI Grand Prix Class*	X	X			
<b>MISCELLANEOUS SPONSORSHIPS</b>							
\$50	\$200	One Banner	X	X	X	X	
\$50	\$200	Flyers in Competitor Packets	X	X	X		
\$250	\$400	Vendor Space (10x10)	10x30	10x20	10x10		
—	\$600	VIP Table for 8 in covered seating, duration*	X	X			
<b>SHOW PROGRAM ADVERTISING</b>							
\$25	\$50	Business Card					
\$50	\$150	One Sixth Page					
\$75	\$250	One Quarter Page					X
\$100	\$350	One Half Page				X	
\$150	\$500	One Full Page		X	X		
\$200	\$750	Inside Front or Inside Back Cover	X				
\$250	\$1,000	Outside Back Cover					
<b>SPONSORSHIP PACKAGES DETAILS</b>							
		Program Recognition / PA Announcements	X	X	X	X	X
		Link on NEDA Website Competitions Home Pg	X	X	X	X	X
		VIP Covered Seating for # of People (tables of 8)*	8	8	8	4	2
		VIP Parking for Number of Cars*	4	2	1		
		Presence at Award Ceremonies	X				
		Name Included in Publicity	X				

\*Fall Festival only.

# SPRING SHOW

## SPRING SHOW CONTACT

Paul Cormier 20 Village Ave, Acushnet, MA 02743  
H 508.995.5988 C 508.847.2931 Email: Marquidemud@aol.com

The NEDA Spring Dressage Competition is held in mid-May at the Marshfield Fairgrounds. It is a wonderful venue for this early season show, and has been full since its inception. There are 4 rings with wonderful footing, going all day Saturday and Sunday, with 5 judges watching the 180 horse and rider combinations in over 60 classes as they show what they have been so hard at work on during the long winter New England months.

## Championships

The NEDA Spring Show is an official qualifying competition for the FEI North American Junior and Young Riders' Championships and Collecting Gaits Farm/USEF National Pony Rider, Junior, Young Rider & Brentina Cup Championships. It is also an official qualifying competition for the Markel/USEF Young Horse Dressage Program and USEF National Developing Horse Dressage Championship

(sponsored by the Dutta Corp. and PSI). As one of the earliest two day shows of the season, it is a wonderful place to begin your support of the Dressage Season.

## DEADLINES

**Program Deadline: Monday, May 1, 2011**  
For mention in Show Program Sponsorship Agreement. payment and any ad copy must be received by this deadline.

**Display Deadline: Monday, May 1, 2011**  
Spring Show will only display and / or distribute donations / banners / flyers whose Sponsorship Agreement and full payment have been received by Spring Show Contact by this deadline.

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

# FALL FESTIVAL

## FALL FESTIVAL CONTACT

Beth Jenkins 63 Western Avenue, Sherborn MA 01770  
H 508.655.6490 C 508.733.3672 Email: fallshow@neda.org

Fall Festival is a major American dressage competition with 600 horses performing 1,500 scheduled rides over five and one half days.

## A Benefit ...

By naming Joslin Diabetes Center one Fall Festival beneficiary NEDA supports Joslin's Mission: *To improve the lives of people with diabetes and its complications through innovative care, education and research that will lead to prevention and cure of the disease.*

## CDI-W Saugerties

In order to represent their country in world competition, riders qualify at internationally sanctioned competitions. Fall Festival is one of the few such events in the USA.

## Regional Championships

Fall Festival will host the USDF Region 8 Dressage Championships which name the regional champions (Open / Adult Amateur and Junior / Young Rider) at each level.

## Dressage Show and Championships

Fall Festival is a full dressage competition with classes at all levels every day. There is special recognition in every class for Jr/YR and Adult Amateur competitors.

**Sweepstakes** On Thursday and Friday Sweepstakes Championships, one at each at Training, First, Second, Third and Fourth levels. Cash awards at each level. Breed Show Sweepstakes offer cash awards for New England series competitors.

**Junior / Young Rider and Adult Amateur Championships.** Fall Festival features championships for the Jr/Young Riders and for Adult Amateur riders with cash awards.

## Breed Show and Championships

Horses are judged—unmounted—for potential as dressage competitors. Special classes for specific breeds are held, as well as a \$5,400 Futurity, and the regional Great American USDF Breeders Championship.

## POLICIES

No sponsorship of any sort will be processed until completed Sponsorship Agreement and full payment are received by Fall Show Contact. Sponsor level is 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 major sponsors entitled to certain benefits.

## DEADLINES

**IBC Deadline: Tuesday July 5, 2011**  
**Program Deadline: Friday August 12, 2011**  
For mention in Show Program Sponsorship Agreement. payment and any ad copy must be received by this deadline.

**Display Deadline: Sunday September 4, 2011**  
Fall Festival will only display and / or distribute donations / banners / flyers whose Sponsorship Agreement and full payment have been received by Fall Show Contact by this deadline.

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

## SPONSORSHIP OF CLASSES / CHAMPIONSHIPS

One sponsorship per class / championship on a first come basis.

### Open Classes (\$50 each)

An Open Class is any class except IBC, Championship, or CDI classes.

### Individual Breed Class in Breed Show (\$200 each)

Each IBC must be specially sponsored by IBC Deadline or it will be dropped. Specifically classes 31-50. Includes half page ad in show program.

### Championships / Breed Show (\$250 each)

Each championship class except Grand Championship class 19.

Specifically: championship classes 3 / 6 / 7 / 12 / 17 / 18; Breeders Futurity class 90; Great American / USDF Finals classes 91 / 92 / 93 / 94.

### Grand Championship / Breed Show (\$500)

Breed Show Grand Championship class 19.

### Championships / Dressage Show (\$250 each)

Seven championships available. One Sweepstakes at each level: Training / First / Second / Third / Fourth level; NEDA Junior/Young Rider Championship; NEDA Adult Amateur Championship. Region 8 championship classes are unavailable.

### CDI Classes / Not Grand Prix (\$250 each)

Junior, Young Rider, Prix St Georges, Intermediaire 1 or 2 level. Specifically 281C (Jr) or 282C (YR) or 283C (PSG) on Friday; 381C (Jr), 382C (YR) or 383C (Int 1) on Saturday; 481C (Jr Free), 482C (YR) or 483C (Int Free) on Sunday.

### CDI Classes / Grand Prix (\$500 each)

284C (GP) on Friday; 384C (GP Special) on Saturday, or 484C (GP Freestyle) on Sunday.

New England Dressage Association  
Beth Jenkins  
63 Western Ave.  
Sherborn, MA 01770



NON-PROFIT ORG.  
U.S. POSTAGE  
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PERMIT NO. 267  
PROVIDENCE RI

## JOIN THE FASTEST GROWING EQUESTRIAN SPORT IN AMERICA!

*Opportunities for Sponsorships ~ Vendor Spaces ~ Program Advertising*

New England Dressage Association  
**SPRING DRESSAGE SHOW**  
May 14 - 15, 2011  
Marshfield Fairgrounds  
140 Main Street - Rt 3A, Marshfield MA



Photo: Carol MacDonald

Great American Insurance Group / US Dressage Federation  
**REGION 8 DRESSAGE CHAMPIONSHIP**  
Recognized by US Equestrian Federation Inc.  
Qualifying Competition and Finals  
**Breeders Championship New England Series**  
presented by

### New England Dressage Association **FALL FESTIVAL OF DRESSAGE**

**CDI-W Y/J SAUGERTIES**  
USEF High Performance Qualifying Competition  
**USEF Grand Prix and Intermediate Championships**  
**US Grand Prix Freestyle Championship & FEI World Cup**  
**FEI North American Junior / Young Rider Championships**  
**USEF Junior, Young Rider, Brentina Cup Championships**

**NEDA Dressage and Breed Show Sweepstakes**  
**Jr/Young Rider and Adult Amateur Championships**  
**Open Dressage Show ~ Open Breed Show**



for benefit of  
**Joslin Diabetes Center**  
*Conquering Diabetes*  
in *All of its Forms*

**600 Competitors ~ 2,000 Spectators ~ 150 Volunteers**  
**Tuesday through Sunday ~ September 13 - 18, 2011**  
**HITS on the Hudson ~ Saugerties NY**

PROGRAM DEADLINE  
 Spring Show: May 1  
 Fall Festival of Dressage: August 13

## NEW ENGLAND DRESSAGE ASSOCIATION 2011 COMPETITION SPONSORSHIPS SPONSORSHIP AGREEMENT

DISPLAY DEADLINE  
 Spring Show: April 30  
 Fall Festival of Dressage: September 5

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"/>	\$5,000 Presenting Sponsor	<input type="text"/>
<input type="checkbox"/>	\$3,500 Platinum Sponsor	<input type="text"/>
<input type="checkbox"/>	\$2,500 Gold Sponsor	<input type="text"/>
<input type="checkbox"/>	\$1,000 Silver Sponsor	<input type="text"/>
<input type="checkbox"/>	\$500 Bronze Sponsor	<input type="text"/>

ADVERTISING: SPRING SHOW PROGRAM		à la carte	Advertising Submission Requirements: High resolution (300 dpi), press-ready PDF files. Please embed all fonts.
<input type="checkbox"/>	Business Card	3 1/2" w x 2 1/2" h	
<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"/>	Inside Cover	7 1/2" w x 10" h	\$250
<input type="checkbox"/>	Back Cover	7 1/2" w x 10" h	\$200
ADVERTISING: FALL FESTIVAL PROGRAM		à la carte	
<input type="checkbox"/>	Business Card	3 1/2" w x 2 1/2" h	\$50
<input type="checkbox"/>	One Sixth Page	7 1/2" w x 3" h	\$150
<input type="checkbox"/>	One Quarter Page	3 1/2" w x 5" h	\$250
<input type="checkbox"/>	One Half Page	7 1/2" w x 5" h	\$350
<input type="checkbox"/>	One Page	7 1/2" w x 10" h	\$500
<input type="checkbox"/>	Inside Cover	7 1/2" w x 10" h	\$750
<input type="checkbox"/>	Back Cover	7 1/2" w x 10" h	\$1,000
<b>TOTAL AMOUNT PAID FOR ADVERTISING</b>			<input type="text"/>

VENDORS / BANNERS / FLYERS / VIP TABLE		Amount Paid
<small>Pay one fee for each Event</small>		
<input type="checkbox"/>	\$250 Spring Show: Vendor	<input type="text"/>
<input type="checkbox"/>	\$50 Spring Show: Banner	<input type="text"/>
<input type="checkbox"/>	\$50 Spring Show: Flyers	<input type="text"/>
<input type="checkbox"/>	\$400 Fall Show: Vendor	<input type="text"/>
<input type="checkbox"/>	\$200 Fall Show: Banner	<input type="text"/>
<input type="checkbox"/>	\$200 Fall Show: Flyers	<input type="text"/>
<input type="checkbox"/>	\$600 Fall Show: VIP Seating <small>(Table of 8)</small>	<input type="text"/>
<b>TOTAL</b>		<input type="text"/>

CLASS & CHAMPIONSHIP SPONSORSHIPS		Amount Paid
<input type="checkbox"/>	\$35 Open Class Spring Show	<input type="text"/>
<input type="checkbox"/>	\$50 Open Class Fall Show	<input type="text"/>
<input type="checkbox"/>	\$200 IBC Class Fall Show	<input type="text"/>
<input type="checkbox"/>	\$250 Championship Fall Show	<input type="text"/>
<input type="checkbox"/>	\$250 CDI Class (non Grand Prix) Fall Show	<input type="text"/>
<input type="checkbox"/>	\$500 Grand Champion (Breed) Fall Show	<input type="text"/>
<input type="checkbox"/>	\$600 CDI Grand Prix Class Fall Show	<input type="text"/>
<b>TOTAL</b>		<input type="text"/>

FALL FESTIVAL TENT* (provided and erected by NEDA with sides)	
<input type="checkbox"/> \$200 10' x 10'	<input type="checkbox"/> \$350 10' x 30'
<input type="checkbox"/> \$275 10' x 20'	<input type="checkbox"/> \$400 10' x 40'
<small>*Not available at Spring Show.</small>	

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

DONATION OF PRODUCT / SERVICES	
Indicate which event(s)	
Describe donation	
Quantity	
Intended Use	

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"/>

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

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

**SPRING SHOW CONTACT**

Paul Cormier 20 Village Ave, Acushnet, MA 02743

H 508.995.5988 C 508.847.2931 Email: Marquidemud@aol.com

**FALL FESTIVAL CONTACT**

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