

Sponsorship ~  
Advertising ~  
Vendor ~  
Opportunities

## Education Programs 2011

featuring ....

### Spring Symposium

FUNdamentals of Freestyles  
Terry Ciotti Gallo & Lois Yukins  
April 30 - May 1  
Apple Knoll Farm  
25 Forest Lane  
Millis, MA 02054

### Fall Symposium

Kyra Kyrklund  
November 5-6  
UMass Hadley Farm  
111 North Maple Street  
Hadley, MA 01035

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

# New England Dressage Association

promoting

Quality Dressage  
in  
America



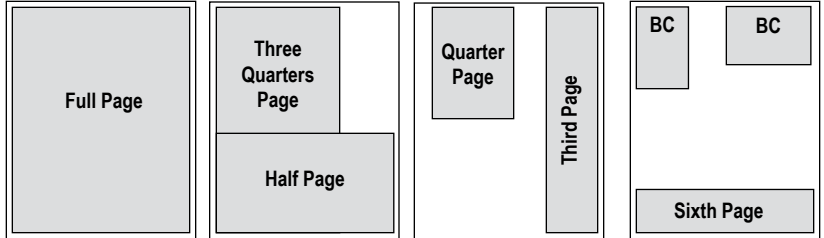
The mission of the New England Dressage Association is to promote and support the Art and Sport of Dressage to the equestrian community for the purpose of fostering individual and collective growth by providing leadership, education, exhibitions, publications, competitions and to enhance greater public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



Bettina Drummond ~ Spring Symposium 2010

## Education Event Programs Specifications

**Spring Symposium:** 8 1/2" x 11" B/W / No bleeds  
**Fall Symposium:** 8 1/2" x 11" B/W / No bleeds  
**Year End Celebration:** 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 and Fall Symposiums

à 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 Symposium	Fall Symposium						
		<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
à la carte per Program		<b>SPRING AND FALL SYMPOSIUM 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				
à la carte per issue		<b>ADVERTISING IN TIP OF THE HAT (10 issues per year)</b>					
\$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>					
		Link on Education Home Page	X	X	X	X	X
		Link on Spring and Fall Symposium 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 and Fall Symposium

Recent NEDA educational symposia have featured world renown trainers: Ulla Salzgeber, Anky van Grunsven, Ingrid Klimke, Henk VanBergen, Robert Dover, Christoph Hess and Bettina Drummond. Recent Fall Symposiums have featured then coach of the American Olympic team Klaus Balkenhol, Olympic Competitor Debbie McDonald, Olympic Medalist Hubertus Schmidt, and FEI World Cup Champion Steffen Peters and his wife Shannon. Scheduled events for 2011 include FUNdamentals of Freestyles with Terri Ciotti Gallo & Lois Yukins and Kyra Kyrklund. The Spring Symposium is held near Boston and the Fall Symposium 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.

## 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 Symposium, Fall Symposium, Sporthorse Seminars, Year End Celebration, Winter Series seminars, FlexTime instruction program, Judge and Instructor Training programs, Scholarship program. This website offers effective sponsor exposure.

## EDUCATION CONTACT

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

**Sponsorship Packages run one year from receipt of signed agreement and payment.** 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 Symposium vendors will be outdoors. At Fall Symposium 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 Year End Celebration banquet at NEDA Fall Symposium.

## Publication Schedule

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

## DEADLINES

**Tip Deadline:** First of month prior to month of publication  
**Program Deadline:** Spring Symposium: April 1  
Fall Symposium: 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 Symposium: April 15  
Fall Symposium: 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.

## Numbers

Attendees at Spring Symposium 2010: 250 ~ Fall Symposium 2010: 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.



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

2011

Spring Symposium

FUNDamentals OF FREESTYLES

TERRY CIOTTI GALLO & LOIS YUKINS

April 30 – May 1

Apple Knoll Farm

25 Forest Lane

Millis, MA 02054

NEDA Annual Year End Celebration Banquet

Fall Weekend Educational Symposium

KYRA KYRKLUND

November 5-6

UMass Hadley Farm

111 North Maple Street

Hadley, MA 01035

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

Photos by NEDA Official Photographer  
Carole MacDonald



Steffen Peters 2010

**PROGRAM DEADLINE**  
 Spring Symposium: April 1  
 Fall Symposium / Year End Celebration  
 Banquet: October 1

**NEW ENGLAND DRESSAGE ASSOCIATION**  
**2011 EDUCATION SPONSORSHIPS**  
**SPONSORSHIP AGREEMENT**

**DISPLAY DEADLINE**  
 Spring Symposium: April 15  
 Fall Symposium / Year End Celebration  
 Banquet: 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 Symposium: Vendor	<input type="text"/>
<input type="checkbox"/>	\$50 Spring Symposium: Banner	<input type="text"/>
<input type="checkbox"/>	\$50 Spring Symposium: Flyers	<input type="text"/>
<input type="checkbox"/>	\$100 Fall Symposium: Vendor	<input type="text"/>
<input type="checkbox"/>	\$100 Fall Symposium: Banner	<input type="text"/>
<input type="checkbox"/>	\$100 Fall Symposium: Flyers	<input type="text"/>
<b>TOTAL</b>		<input type="text"/>

VIP tickets and lunch for \_\_\_ people.  
 VIP parking for \_\_\_ cars.  
 (No prices are attached to these benefits.)

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 _____	
Print Name on Card _____	
Billing Street _____	
Billing Town / State / Zip _____	
Expiration Date _____	
3 Digit Security Code on back of card _____	
Amount _____	
Signature _____	

<b>ADVERTISING: SPRING SYMPOSIUM PROGRAM</b>		<b>à la carte</b>
<input type="checkbox"/>	Business Card 3 1/2"w x 2 1/2"h	\$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
<b>ADVERTISING: FALL SYMPOSIUM PROGRAM</b>		<b>à la carte</b>
<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	\$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
<b>ADVERTISING: YEAR END CELEBRATION PROGRAM</b>		<b>à la carte</b>
<input type="checkbox"/>	Listing on sponsor page in program as part of sponsorship package	
<input type="checkbox"/>	Business Card 3 1/2"w x 2 1/2"h	\$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
<b>ADVERTISING: TIP OF THE HAT</b>		<b>à la carte</b>
<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)	_____
Describe donation	_____
Quantity	_____
Intended Use	_____

CONTACT INFORMATION	
Date	_____
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:

**Education Contact**  
**Phyllis LeBlanc 650 Boxford Road Bradford MA 01835**  
 Phone: C 978.807.3378 Email: phyllis@harborsweets.com