

Annual Sponsorship
Packages which
include all major
NEDA activities

Premier Sponsorships 2011

featuring

Educational Symposia....

Spring Symposium
Fall Weekend

Awards Dinner

Competitions...

Fall Festival

CDI-W Y/J Saugerties
Regional Championships
Breeders Championships

Spring Show

Publications....

Tip of the Hat
Salute ~ Omnibus

NEDA Website...
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.

NEDA PREMIER SPONSORSHIPS



Fall Festival 2010
Photo: Carole MacDonald

The NEDA Premier Sponsorships Program offers recognition at all major NEDA events:

- Spring Symposium** educational symposium in the spring
- Spring Show** competition in Marshfield, MA in early May
- Fall Festival** competition in Saugerties, NY in mid September
- Fall Symposium** educational symposium in November
- Year End Celebration** presentation of Year End Awards at Fall Symposium

Premier Sponsorships also offer recognition in all NEDA publications:

- Tip of the Hat** newsletter with 10 issues per year
- Salute** yearbook featuring NEDA events the previous year
- Omnibus** competition handbook published each February

And recognition in the award winning "information central" NEDA website which receives over 100,000 "hits" each year.

NEDA website: www.neda.org

Sponsorship spans one year from receipt of signed agreement and payment. Level is determined by value of cash payments and donation of products or services. For those who desire more specific exposure in NEDA see the Education and Competitions sponsorship flyers.

NEDA Premier Sponsorships		TITLE		PLATINUM		GOLD		SILVER		BRONZE	
		\$10,000		\$5,000		\$4,000		\$2,500		\$1,500	
Education: Seminars / Symposiums	Spring Show / Fall Festival	Edn	SS/FF	Edn	SS/FF	Edn	SS/FF	Edn	SS/FF	Edn	SS/FF
Banner Premier Location	Banner(s) Premier Location	1	2	1	1	1	1	1	1		
Flyers at Registration Desk	Flyers Competitor Packets & VIP Area	Yes	Yes	Yes	Yes	Yes	Yes				
Vendor Space Premier Location*	Vendor Space Premier Location*	20x20	10x40	10x10	10x20	None	10x10				
VIP Parking Number Cars	VIP Parking Number Cars**	4	4	2	2	2	1	1	0	1	0
VIP Front Row Seats	VIP Reserved Seats (tables of 8)**	4	8	4	8	4	8	2	4	2	2
VIP Clinic Box Lunches	VIP Area Hospitality**	4	8	4	8	4	8	2	4	2	2
VIP Tickets to Year End Celebration	Sponsor of one Championship	2	Yes	4	Yes	2	No	2	No		
VIP Seats w/Clinician Year End Celebration	Sponsor of one CDI GP Class**	2	Yes	0	Yes						
Presence Year End Celebration	Presence GP Award Ceremonies	Yes	Yes								
ADVERTISING IN PUBLICATIONS											
Ad size in Event Program		Back Cover		Page		Page		Half		Qtr	
Ad size in each issue Tip of the Hat (10 issues per year)		Page		Half		Qtr		Qtr		BC	
Ad size in Salute (one per year / mid year)		Page		Page		Half		Qtr		Qtr	
Ad size in Omnibus (one per year / early spring)		Page		Page		Half		Qtr		Qtr	
Name included in all publicity for each Event		Yes									
NEDA WEBSITE											
Logo and Link on NEDA Sponsorships Home Page		Yes		Yes		Yes		Yes		Yes	
Logo and Link on Education Home Page		Yes		Yes		Yes		Yes		Yes	
Logo and Link on Education Spring Fling, Fall Weekend pages		Yes		Yes		Yes		Yes		Yes	
Logo and Link on Fall Festival Home Page		Yes		Yes		Yes		Yes		Yes	
Logo and Link on all Fall Festival Sponsorship Page		Yes		Yes		Yes		Yes		Yes	

* Additional charge for NEDA to supply and erect tent. See Competitions and Education Sponsorship flyers for details.

**Fall Festival only.

NEDA PREMIER SPONSORSHIPS CONTACT
Phyllis LeBlanc ~ 650 Boxford Road ~ Bradford MA 01835
C (978) 807-3378 ~ phyllis@harborsweets.com

For details desired with Sponsorship Package
 Fill out and return the white copy of NEDA Premier Sponsorships Agreement

NEDA PREMIER SPONSORSHIPS

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 equine activities; 94% have access to the internet; 87% have a bachelor's or advanced degree.

NEDA SPONSORSHIP PROGRAM

NEDA Premier Sponsorships

Year round recognition at all major NEDA events, in NEDA publications and on the NEDA Website
Includes benefits available in both Education and Competitions Sponsorships

NEDA Education Sponsorships

featuring recognition at
NEDA Spring Symposium
NEDA Fall Symposium
NEDA Year End Celebration Banquet

NEDA Competitions Sponsorships

featuring recognition at
NEDA Spring Show in Marshfield, MA
NEDA Fall Festival which combines
CDI-W Saugerties ~ USDF Region 8 Championships
USDF Breeders Qualifier and Championships

NEDA Publications

Tip of the Hat ~ Salute ~ Omnibus

Within each Education Sponsorships and Competitions Sponsorships program
NEDA also offers "à la carte" services like hanging a banner, being a vendor or placing an ad in the event program

NEDA Premier Sponsorship Contact

Phyllis LeBlanc 650 Boxford Road Bradford, MA 01835

Phone: C 978.807.3378 Email: phyllis@harborsweets.com

NEDA ACTIVITIES ARE FEATURED ON ITS WEBSITE

... with over 100,000 "hits" each year, www.neda.org is NEDA's information hub ...

EDUCATION

Spring Seminars and Fall Symposium:

high profile international educational symposia featuring world class instructors and NEDA Year End Celebration banquet.

Flextime Program: lessons for Juniors and Adult Amateurs with noted local instructors

Scholarship Program: funding educational opportunities for NEDA members

Certification Program: a series of training sessions to certify dressage instructors

In Hand Clinics: Breeders clinics for handling horses "in hand".

COMPETITIONS

Fall Dressage Festival

~ largest dressage competition in the US ~

Five plus days in mid September feature 600 horses at all levels. Held at HITS on the Hudson, Saugerties NY Fall Festival attracts Olympic and FEI World Cup competitors, hosts the USDF New England Regional Championships (competition at all levels) as well as the USDF Breeders Qualifier and Final. Fall Festival beneficiary is Joslin Diabetes Center, Boston.

Spring Show: A local two day competition held each spring in the Boston area

Schooling Shows: NEDA website hosts a page listing over 100 local dressage competitions

Breed Shows: NEDA features a series of "In Hand" competitions, leading to the regional finals at Fall Festival.

NEDA Year End Celebration Program: Rewarding success for NEDA members in competition

Archives: Competition results 1999 to the present.

PUBLICATIONS

Tip of the Hat: with ten issues a year, features current NEDA events and articles by and about the dressage community.

Salute: produced each spring, features educational articles and a photographic summary of the previous year's activities as well as listings of NEDA sponsors, volunteers, and membership.

Omnibus: produced independently under NEDA's name, handbook of New England dressage competitions, sent in early spring.

OTHER WEBSITE FEATURES

Calendar / NEDA Board / Sporthorse Breeding / Stallion Auction
Business Members / Volunteers / Membership On Line Sign Up
Breeders Futurity / Equine Affair



Steffen Peters
Fall Symposium 2011
Photo: Carole MacDonald

