

# 2018 SPONSORSHIP GUIDE

## California Dressage Society

### **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

#### **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

#### **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

*\*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

**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\*

*.\*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

#### 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

#### 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: