

*The sooner you
commit to a
sponsorship, the
sooner your
information will be
advertised on our
website!*



September 22 - 25, 2011

Idaho Horse Park, Nampa, Idaho

USEF/USDF Recognized • Level 4 Competition • ODS and IDEA Approved

Contact: Corinne Stonier, Sponsorship Coordinator at 503-730-8036 or office@oregondressage.com

Sponsorships are reserved with contract and payment in full - final deadline to receive all benefits of 7/15/2011

No exhibitor or participant contact list sharing, or list rental available from management, however vendors are free to collect contact information onsite.

Dear Potential Sponsor,

Qualifying to ride in the Region 6 Championships and the Northwest Dressage Championships is both an honor and a privilege. Horses and riders must earn top scores from multiple shows and judges in order to qualify to go down the centerline at this show. Thousands of hours and dollars go into the effort just to get to this show.

We are inviting either you or your business to be a part of this experience through sponsorship. Please join us in celebrating the hard work, dedication and success of the Region's most talented horses and riders!

Individual sponsorship affords the pride of knowing that you are helping to support the show's volunteer's goal of creating a high quality, safe and enjoyable experience for all of our exhibitors.

Business owners who sponsor the show benefit in multiple ways, most specifically name recognition in the Dressage community, an opportunity to talk to top riders and trainers about your product or business and quality business cultivation with equine enthusiasts.

Region 6 encompasses Alaska, Washington State, Oregon, Idaho and Western Montana and approximately 3300 members. The NWDC/USDF Region 6 Championship Show has a three year rotation so that the show is accessible to all of our region's horses and riders. The first year it appears in Idaho, the next year in Oregon and the following in Washington. In 2009 and 2010 the show grew from approximately 150 to 240 riders, of which 90% were female, 60% are between the ages of 31 - 50 and 89% have a bachelor's, master's, PhD or professional degree. Not surprisingly, the average income is over \$100,000 and 85% responded that they own 3 or more vehicles. 150 to 240 riders easily multiples to well over 500 faces at our show - the most riders bring at least 4 supporters to cheer them on or to help polish their boots!

With a variety of sponsorship options from \$20 to \$1000, participation should be within reach of any individual or business. All sponsorship options include show program and website acknowledgements.

Please don't hesitate to contact me with any questions. And, remember, the sooner you turn in your commitment to sponsor our show, the sooner you or your business will benefit from being listed on our website as a sponsor!

Best Regards,
Corinne Stonier, 2011 Sponsorship Coordinator

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Dressage Northwest is a registered 501(c)3 organization, sponsorships may be tax deductible, please consult your tax advisor.

www.dressagenorthwest.com • www.usdf.org

SPONSORSHIP OPPORTUNITIES

Please note: VIP Sponsorships must be under contract not later than 7/15/2011 in order to receive all of the benefits.

VIP Tier 1 Sponsor – 5 available - \$1000 cash or \$1500 product equivalent

- Competition arena naming opportunity
- Logo and website link on homepage, logo and link on sponsorship page
- Full page acknowledgement in show program
- Large logo printed on any printed materials such as show poster, postcard invitations, etc.
- Up to 3 fliers, product samples, coupons or booklets stuffed into competitor packets
- 15' x 30' space in vendor village for vendor booth/kiosk*
- Premium placement for up to three six-foot vinyl banners which you supply, including one close to your named arena
- 20 second public address announcements from your provided text throughout the duration of the show
- Company representative invited into ribbon ceremonies

VIP Tier 2 Sponsor – 5 available - \$500 cash or \$750 product equivalent

- Warm-up arena naming opportunity
- Logo and website link on homepage, logo and link on sponsorship page
- Full page acknowledgement in show program
- Logo printed on competitor and volunteer goodie bags
- Logo printed on any printed materials such as show poster, postcard invitations etc.
- Up to 3 fliers, product samples, coupons or booklets stuffed into competitor packets
- 15' x 15' space in vendor village for vendor booth/kiosk*
- Placement for up to two six-foot vinyl banners which you supply, including one close to your named arena
- 20 second public address announcements from your provided text throughout the duration of the show
- Company representative invited into ribbon ceremonies

\$150 – Champion Sponsor – 62 available

- Choose USDF Region 6 or NWDC, level and division (if available)
- Website link on sponsorship page
- Half page acknowledgement in show program placed close to times for the class in which you sponsor
- One flier, product sample, coupon or booklet stuffed into competitor packets
- 20 second public address announcements from your provided text announced prior to results of your class
- Company representative invited into ribbon ceremony for the class in which you sponsor

\$100 – Reserve Champion Sponsor – 62 available

- Choose USDF Region 6 or NWDC, level and division (if available)
- Website link on sponsorship page
- Quarter page acknowledgement in show program placed close to times for the class in which you sponsor
- One flier, product sample, coupon or booklet stuffed into competitor packets
- 20 second public address announcements from your provided text announced prior to results of your class
- Company representative invited into ribbon ceremony for the class in which you sponsor

\$50 – Open Class Sponsor – 24 available

- Choose level and division (if available)
- Website link on sponsorship page
- Eighth page acknowledgement in show program placed close to times for the class in which you sponsor (business card size)
- 20 second public address announcements from your provided text announced prior to results of your class
- Company representative invited into ribbon ceremony for the class in which you sponsor

\$35 – Trophy Sponsor – A more affordable, supporting level of sponsorship

- Your name will be listed in an acknowledgement in show program and listed on the website
- 10 second public address announcements from your provided text announced at random during the show

\$20 – Ribbon Sponsor – Our most affordable, supporting level of sponsorship

- Your name will be listed in an acknowledgement in show program and listed on the website

In-Kind Donations – for Volunteer Raffle.

- Website link on sponsorship page and on volunteer page
- Acknowledgement in show program
- One flier, product sample, coupon or booklet stuffed into goodie bags

Vendor Opportunities also available- please contact Sherry Littlejohn at sherry@TheOrganizedHorse.com for vendor opportunities/details

To reserve your sponsorship or program ad/acknowledgement space contact Corinne Stonier at 503-730-8036 or office@oregondressage.com

Sponsorships are reserved with contract and payment in full - final deadline to receive all benefits of 7/15/2010

No exhibitor or participant contact list sharing, or list rental available from management, however vendors are free to collect contact information onsite.

*Vendor Village opportunities including with VIP Sponsorships are for space placement only. Company must provide own furnishings which may include a tent or may arrange for rentals through the show's vendor hostess. Electricity is not included and must be paid for separately. Contact Sherry Littlejohn at sherry@theorganizedhorse.com with any questions regarding Vendor Village.

Any materials (vinyl banners, extra samples, etc.) sent to the show will not be returned without return postage.

2011 SPONSORSHIP FORM

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Dressage Northwest is a registered 501(c)3 organization, sponsorships may be tax deductible, please consult your tax advisor.

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Contact Name: _____
 Business Name: _____
 Address: _____ City, State, Zip: _____
 Telephone: _____ Fax: _____
 E-Mail: _____
 Graphic Design Contact (name/phone): _____

	Sponsorship Level	Price
<input type="checkbox"/>	VIP Tier 1 Sponsor Interested in having a vendor space? <input type="checkbox"/> Yes <input type="checkbox"/> No	\$ 1,000.00
<input type="checkbox"/>	VIP Tier 2 Sponsor Interested in having a vendor space? <input type="checkbox"/> Yes <input type="checkbox"/> No	500.00
<input type="checkbox"/>	Champion Class Sponsor Class Request:	150.00
<input type="checkbox"/>	Reserve Champion Class Sponsor Class Request:	100.00
<input type="checkbox"/>	Open Class Sponsor Class Request:	50.00
<input type="checkbox"/>	Trophy Supporting Sponsor	35.00
<input type="checkbox"/>	Ribbon Supporting Sponsor	20.00
Total Amount Due:		\$

Make check payable to: *Dressage Northwest*
 Mailing address: 880 NE 25th Ave Ste 2-173, Hillsboro, OR 97124

- If you have any questions about rates or sponsorship, program advertisements/acknowledgements specifications / layout or advertising without sponsorship please contact *Corinne Stonier* at 503-730-8036 or office@oregondressage.com
- If you have any questions regarding vendor spaces, please contact *Sherry Littlejohn* at sherry@TheOrganizedHorse.com

ART SPECIFICATIONS for Program Acknowledgements:

Digital files must be for Windows / Microsoft operating system.
 JPG or PDF files are preferred.
 Art work must be camera ready and correctly sized. Screened images are acceptable.
 Art work that is not clear and crisp when printed will need to be re-worked. You will be notified if there is re-work to be done. Additional fees may be incurred.

2011 ADVERTISEMENT FORM – use this form if purchasing ONLY an advertisement, not obtaining a complimentary advertisement with a sponsorship or package. Ad prices do not include manipulation or design; that is billed separately by the program editor at \$50/hour.

Contact Name: _____
 Business Name: _____
 Address: _____ City, State, Zip: _____
 Telephone: _____ Fax: _____
 E-Mail: _____
 Graphic Design Contact (name/phone): _____

Advertisement Size	Price
<input type="checkbox"/> Full Page Ad – Color (limited number) - Dimensions: 7.5”w x 10”t	\$ 350.00
<input type="checkbox"/> Full Page Ad – Black and White - Dimensions: 7.5”w x 10”t	175.00
<input type="checkbox"/> Half Page Ad – Vertical – Black and White - Dimensions: 3.5”w x 10”t	100.00
<input type="checkbox"/> Half Page Ad – Horizontal – Black and White - Dimensions: 7.5”w x 4.75”t	100.00
<input type="checkbox"/> Quarter Page Ad - Dimensions: 3.5”w x 4.75”t	65.00
<input type="checkbox"/> Eighth Page Ad – Business Card Size - Dimensions: 3.5”w x 2.25”t	40.00
Total Amount Due:	\$

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