Absorbine NEDA Symposium with Carl Hester

Oct 15 & 16, 2022

Mount Holyoke College Equestrian Center
South Hadley, MA

2022 SPONSOR PACKAGES

VENDOR AND ADVERTISING OPPORTUNITIES

Beth Beukema · (508)320-6549
Sue Christensen · (402)990-1353
symssponsor@neda.org
Sponsorship Packages

Title Sponsor $10,000

- "Corporate Name" NEDA Symposium with Carl Hester
- Corporate Name included in all promotional material
- Premium Vendor Space (8x20’), inside space
- 4 patron auditor tickets
- 4 tickets to the Friday wine and cheese reception
- 2-page ad with premium placement in the event program
- Banner space in prominent location
- Announcements 4x daily at event
- Social media coverage on NEDA platforms (Facebook, Instagram, Twitter) before, during, and after the Symposium
- NEDA will proactively promote sponsor-generated social media content (hashtags, sharing, tagging, etc.) surrounding the event
- Logo and website linked from NEDA education page
- Flyers in auditor packages (sponsor provided)

SOLD
Thank you Absorbine!

2022 Absorbine/NEDA Fall Symposium with Carl Hester
# Sponsorship Packages

<table>
<thead>
<tr>
<th>GRAND PRIX PACKAGE  <strong>$3200</strong></th>
<th>INTERMEDIARE PACKAGE  <strong>$2200</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Vendor Space (8x20'), inside space</td>
<td>Vendor Space (8x10')</td>
</tr>
<tr>
<td>2 regular admission auditor tickets</td>
<td>1 regular admission auditor ticket</td>
</tr>
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*2022 Absorbine/NEDA Fall Symposium with Carl Hester*
Sponsorship Packages

**WELCOME WINE & CHEESE RECEPTION $3500**

- Title sponsor for Friday night wine and cheese reception with Carl Hester
- Space available to promote business and brand during reception hours and at the event
- 1-page advertisement in event program
- 2 patron auditor tickets
- Tickets for your team to the reception
- Banner space in premium location
- Logo and website linked from NEDA education page
- Flyers in auditor packages (sponsor provided)

**LUNCHEON SPEAKER & SPONSORSHIP $3200**

- Present guest speaker of your choice during the check-in process and/or during the symposium luncheon
- This is a great opportunity to speak to an educated, dressage-minded audience at a high-quality event.
- Space available to promote business and brand during the scheduled presentations
- 30-minute presentation opportunity, to approx. 100 people at a time, scheduled twice throughout the day.
- Speaker schedule advertised in the event program.
- Available Saturday or Sunday
- 2 regular admission auditor tickets
- Logo and website linked from NEDA education page

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Sponsorship Packages

**RIDER CARE & VOLUNTEER SPONSOR**

*Various price points, in-kind acceptable*

- Support our talented and generous demo riders & volunteers
- This sponsorship opportunity provides funding for hospitality (including food and beverages) for these talented folks
- Logo and website linked from NEDA education page
- In-kind donation may be acceptable.
- Other benefits to be determined based on sponsorship level.
## Vendor Space Packages

<table>
<thead>
<tr>
<th>PIAFFE PACKAGE</th>
<th>$950</th>
<th>HALF-PASS PACKAGE</th>
<th>$700</th>
<th>WARM-UP PACKAGE</th>
<th>Starting at $700 to $1500.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Space (10x10’) under tent in vendor village</td>
<td>Vendor Space (10x10’) under tent in vendor village</td>
<td>Vendor Truck Space adjacent to vendor village</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tent provided</td>
<td>Tent provided</td>
<td>Price point will depend upon vehicle size</td>
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<td></td>
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</tr>
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<td></td>
<td></td>
<td>Limited number of sites available</td>
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**Vendor village will be open for shopping prior to the event (7:00-9:30), during the lunch break and at the conclusion of the day. Vendors will be selected to showcase a variety of goods and services. Put your application in early for the best chance of being selected. One half the vendor fee is due on selection and the remainder Sept 15, 2022.**

2022 Absorbine/NEDA Fall Symposium with Carl Hester
Symposium Advertising

**BANNERS $300**

- To be displayed in high visibility locations throughout the venue
- NEDA will produce banners to ensure high quality and uniformity.
- Organization must submit artwork and logo to Symsponsor@neda.org no later than August 16, 2022.

**PROGRAM ADVERTISEMENTS  Prices listed below**

- Advertisements must be electronically submitted by August 16, 2022. with full payment.
- High-quality, color, jpeg or PDF
- ¼ Page:  $250.00 (3.5”w x 5.0”h)
- ½ Page:  $350.00 (7.5”w x 5”h)
- Full Page:  $500.00 (7.5”w x 10”h)
- Cover:  $800.00 to $1000. Limited opportunities for front inside cover, back inside cover and back.