Absorbine/NEDA Symposium with Gareth Hughes

Oct 19 & 20, 2024

Mount Holyoke College Equestrian Center
South Hadley, MA

2024 SPONSOR PACKAGES
VENDOR AND ADVERTISING OPPORTUNITIES

Beth Beukema · (508)320-6549
beukemab@neda.org
Sponsorship Packages – SOLD

Title Sponsor $8,000.

- "Corporate Name “ NEDA Symposium with Gareth Hughes
- Corporate Name included in all promotional material
- Premium Vendor Space, inside space
- 6 patron auditor tickets
- 2-page ad or a one-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
# Sponsorship Packages

<table>
<thead>
<tr>
<th>GRAND PRIX PACKAGE</th>
<th>$3000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Space (8x20‘), inside space</td>
<td></td>
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<tr>
<td>6 patron admission auditor tickets, includes Friday afternoon Meet and Greet with Gareth Hughes</td>
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<tr>
<td>2-page ad with premium placement in the event program or inside back cover placement</td>
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<tr>
<td>Banner space in prominent location (48” x 24”)</td>
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<td>Social media coverage on NEDA platforms (Facebook, Instagram, Twitter) before, during, and after the Symposium</td>
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<table>
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<tr>
<th>INTERMEDIARE PACKAGE</th>
<th>$2000</th>
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<tbody>
<tr>
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<td></td>
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<td>2 patron admission auditor tickets, includes Friday afternoon Meet and Greet with Gareth Hughes</td>
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WELCOME MEET AND GREET RECEPTION $3000.

- Title sponsor for Friday afternoon Meet and Greet Reception with Gareth Hughes
- Space available to promote business and brand during reception hours and at the event
- 1-page advertisement in event program
- 4 patron auditor tickets
- Tickets for your team to the reception
- Banner space in premium location
- Logo and website linked from NEDA education page

LUNCHEON SPEAKER & SPONSORSHIP $3200

- Present guest speaker of your choice during the check-in process and during the symposium luncheon (available Saturday or Sunday)
- 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.
- Presentation promoted in NEDA publication and on website
- Available Saturday or Sunday
- 2 patron admission auditor tickets
- Logo and website linked from NEDA education page

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**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.

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Vendor Space Packages

Note: All vendors must list NEDA as an additional insured on their liability policy and sign a vendor agreement.

10 x 10 PACKAGE
- With 2 tickets - $700
- With one ticket - $500
- With no admission to event - $300

• Vendor Space (10x10') under tent in vendor village
• Lunch for 2 provided both Saturday and Sunday
• Tent provided with tables and chairs
• Logo and website linked from NEDA education page

10 x 20 PACKAGE
- With 2 tickets – $900
- With 1 ticket - $700.
- With no admission to the event - $500.

• Vendor Space (10x20') under tent in vendor village
• Lunch for 2 provided both Saturday and Sunday
• Tent provided with tables and chairs
• 4 sites available, book early
• Logo and website linked from NEDA education page

Custom PACKAGE
Starting at $700 to $1500.

• Vendor Truck Space adjacent to vendor village
• Price point will depend upon size
• Admission auditor tickets to be determined
• Logo and website linked from NEDA education page
• Limited number of sites available

Vendor village will be open for shopping prior to the event (7:00-9:30), during the lunch break (1 ½ hours) 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, 2024.
Symposium Advertising

BANNERS $250

- 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, 2024.

PROGRAM ADVERTISEMENTS  Prices listed below

- Advertisements must be electronically submitted by August 16, 2024. 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.