

New England Dressage Association
Sponsorship Committee
Liz Johnson / Beth Beukema
52 Broad St
Rehoboth, MA 02769



Dear Prospective Sponsor or Vendor,

This October, The New England Dressage Association (NEDA) will host one of the region's most anticipated dressage events of the year. In her first visit to New England, **Olympic triple gold medalist Charlotte Dujardin will headline the 2018 NEDA Fall Symposium.**

Dujardin is an elite British dressage rider and a global superstar of the sport. She and her famous horse "Valegro," danced their way into hearts of dressage enthusiasts worldwide while setting the record books on fire. They became the first-ever duo to hold Olympic, World, European and World Cup championship titles simultaneously, in addition to holding the world records in all three Grand Prix tests.

The anticipation surrounding the event has been extraordinary. For example, almost 60,000 people have viewed the Facebook post announcing the Symposium, and the event has generated immense enthusiasm beyond New England. NEDA members will be given first chance to purchase tickets when they go on sale May 30; we fully expect this to be a sold-out event at first offering.

The 2018 NEDA Fall Symposium will be held October 13 -14th at Mount Holyoke College Equestrian Center, South Hadley, MA. The Equestrian Center at Mount Holyoke College is on the lovely campus in the center of South Hadley, in the five-college community of Western Massachusetts. The vendor village will feature a limited number of exclusive booths for product information and sales.

We'd love to work with you to put your brand in front of a committed, passionate audience. At the Symposium, your brand will reach 800 onsite dressage enthusiasts, our online followers, and NEDA's dressage community as a whole. We've developed a range of sponsorship opportunities and welcome all levels of sponsor and vendor participation. Attached, you will see a variety of options and pricing for the Symposium. From premium sponsorship packages, luncheon seminars, and program advertising, we have listed something at every price point and engagement level.

If you have a proposal that isn't listed, we would be delighted to create a custom package that aligns with your marketing goals.

We are looking forward to making plans with you.

Beth Beukema & **Liz Johnson**
Beukemab@neda.org Symsponsor@neda.org

SYMPOSIUM ADVERTISING RATES

BANNER • \$300.00

- To be displayed in high visibility locations throughout the venue
- NEDA will provide high quality, uniform banners.
- Organization must submit artwork and logo to Symsponsor@neda.org no later than August 1, 2018

PROGRAM ADVERTISEMENTS

Advertisements must be electronically submitted by August 1, 2018. High-quality, color or black & white .jpeg, .gif,

¼ Page	\$250.00
½ Page	\$350.00
Full Page	\$500.00
Cover	\$700.00 <i>Limited opportunities for front inside cover, back inside cover and back.</i>

Many other opportunities are available. Please contact Beth or Liz to discuss other options.

All sponsorship packages dependent on availability of space and approval of the sponsorship committee. Reserve your spot soon!

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