

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 Symponsor@neda.org

NEDA Fall Symposium with Charlotte Dujardin

Oct 13 & 14, 2018

Mount Holyoke College Equestrian Center

South Hadley, MA

2018 Sponsor Packages

Many sponsorship packages are available for businesses and individuals wanting to support this prestigious event. Participating by sponsoring a luncheon seminar, a coffee service, or as an on-site vendor, will give you the opportunity to create facetime contacts, demonstrate your product's excellence, sell directly to consumers, and otherwise promote your brand to an audience of educated dressage devotees. Advertising in the in the souvenir program will be seen and remembered along with special content from Charlotte Dujardin. Charlotte will be answering selected questions from our membership in the program.

Please call or email to discuss opportunities. Any interested parties must also complete the attached Sponsorship Agreement. Vendor opportunities will be limited and selected to afford a varied experience for our attendees.

*Sponsorship opportunities are limited at this premier event. Vendors booths will be limited. To provide our audience with a diverse variety of product categories, vendors will be selected and notified of their acceptance **no later than July 15, 2018. NEDA will send a signed agreement form back to you when your sponsorship/vendor space is accepted.** Thank you for your patience and understanding.*

GRAND PRIX PACKAGE \$3,000

Package to include:

- Vendor Space (10x20')
- 2 regular admission auditor tickets & 2 vendor lunches included
- 2 tickets to the Friday evening wine and cheese reception
- 2-page advertisement in premium placement within event program
- Banner space to be hung in prominent location
- Announcements 4x daily at event
- Provide 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
- Post-event media photos and mention in press-release

INTERMEDIARE PACKAGE \$2,000

Package to include:

- Vendor Space (10x10')
- 1 regular admission auditor ticket & 1 vendor lunch included
- 1-page advertisement in event program
- Banner space to be hung in prominent location
- Announcements 4x daily at event
- Provide 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
- Post-event media photos and mention in online press-release

TITLE SPONSOR OPPORTUNITIES - Please contact symposium organizer

COFFEE SERVICE SPONSORSHIP • \$2000.00 per day

- Title sponsor for the welcome coffee served each day
- Sign up for Saturday or Sunday or both
- Could be shared between organizations
- Space available to promote business and brand during the check-in process
- 2 regular admission auditor tickets & 2 vendor lunches included
- Banner space in premium location
- Limited opportunities for this prestigious sponsorship

WELCOME WINE & CHEESE RECEPTION • \$3000.00

- Title sponsor for the wine & cheese reception on Friday afternoon
- Invitational event for riders, owners and invited guests to meet with Charlotte Dujardin
- Space available to promote business and brand during reception hours
- 2 regular admission auditor tickets & 2 vendor lunches included
- Banner space in premium location
- Limited opportunity for this prestigious sponsorship

LUNCHEON SPEAKER & SPONSORSHIP • \$3000.00

- Unique opportunity to present a guest speaker during the check-in process and/or during the symposium luncheon
 - The speaker could be from your organization or you can sponsor an educational speaker from another organization
- This is a great opportunity to speak to an educated, dressage-minded audience at a high-quality event. This is sure to be a memorable time.
- Space available to promote business and brand during the scheduled presentations
- This package includes a 30-minute presentation opportunity, to approx. 100 people at a time, scheduled twice throughout the day.
- Scheduled presentation times will be noted in the event program.
- Available Saturday or Sunday
- 2 regular admission auditor tickets & 2 vendor lunches included

RIDER CARE & VOLUNTEER SPONSOR • Various price points, in-kind acceptable

- Support our talented and generous riders & volunteers! This sponsorship opportunity provides funding for hospitality (including food and beverages) for these talented folks!
- In-kind donation may be acceptable. Please contact: Liz Johnson
Symsponsor@neda.org
- Other benefits to be determined based on sponsorship level.

ON-SITE VENDOR PACKAGES

PIAFFE PACKAGE • \$800.00

- Vendor Space (10x10') under main tent in vendor village
- Tent, 1 table, and 2 chairs provided
- 2 vendor lunches provided
- 2 regular admission auditor tickets

HALF-PASS PACKAGE • \$600.00

- Vendor Space (10x10') under main tent in vendor village
- Tent, 1 table, and 2 chairs provided
- 1 vendor lunch provided
- 1 regular admission auditor ticket

WARM-UP PACKAGE • \$TBD, please inquire

- Vendor Truck Space located adjacent to vendor village
- 1 vendor lunch provided
- 1 regular admission auditor ticket
- Limited number of sites available

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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