

NEDA Fall Symposium with Carl Hester

Oct 17 & 18, 2020

*Mount Holyoke College Equestrian Center
South Hadley, MA*

2020 SPONSOR PACKAGES

VENDOR AND ADVERTISING OPPORTUNITIES



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Sponsorship Packages

GRAND PRIX PACKAGE **\$3200**

- Premium Vendor Space (8x20'), inside space
- 2 regular admission auditor tickets
- 2 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)

INTERMEDIARE PACKAGE **\$2200**

- Vendor Space (8x10')
- 1 regular admission auditor ticket
- 1-page advertisement in 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
- Post-event media photos and mention in online press-release
- Flyers in auditor packages (sponsor provided)

Sponsorship Packages

WELCOME WINE & CHEESE RECEPTION **\$3000**

- Title sponsor for Friday night reception
- Invitation-only meet and greet event with **Carl Hester**
- Space available to promote business and brand during reception hours and at the event
- 1-page advertisement in event program
- 2 regular admission 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
- Flyers in auditor packages (sponsor provided)

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

PIAFFE PACKAGE **\$900**

- Vendor Space (10x10') under tent in vendor village
- Tent provided
- 2 regular admission auditor tickets
- Logo and website linked from NEDA education page

HALF-PASS PACKAGE **\$700**

- Vendor Space (10x10') under tent in vendor village
- Tent provided
- 1 regular admission auditor ticket
- Logo and website linked from NEDA education page

WARM-UP PACKAGE **Starting at \$700**

- Vendor Truck Space adjacent to vendor village
- Price point will depend upon vehicle size
- 1 regular admission auditor ticket
- Logo and website linked from NEDA education page
- Limited number of sites available

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, 2020.

PROGRAM ADVERTISEMENTS **Prices listed below**

- Advertisements must be electronically submitted by August 16, 2020.
- 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 *Limited opportunities for front inside cover, back inside cover and back.*