



**California Dressage Society  
San Diego Chapter**

**2010 SPONSORSHIP PROGRAM**



*Be part of the Excitement!!  
Donate Today!!*

**Thank you for your interest in sponsoring the San Diego Chapter of CDS!**

Our sponsorship program offers great benefits and opportunities for you to participate in. Your much appreciated donation keeps this organization going strong; bringing you great shows to compete in, educational events that builds knowledge and skills, and parties like 'The Annual Celebration' to celebrate the year and recognize the circuit winners. And this year we are very excited to host the Regional Adult Amateur Competition with CDS. The 'RAAC' will be held during our August chapter show and promises to be the competition event of the year.

We created a sponsorship program with benefits for everyone. For our individual sponsors, at certain levels you can receive complimentary show class fees, tickets to our Annual Celebration, or free auditing of our clinics. For our business sponsors, we offer great venues at a great value to showcase your products and services. If you would like to do something different, let us know. We will gladly work with you to create a personalized program to fit your needs. And remember, your donation is tax-deductible because we are a 501 (c) (3) Non-Profit Corporation. Please take a moment to review our program offerings and then become part of a fun organization that delivers some of the best dressage events in Southern California. Donate today!

Regards,

*Lisa*

Lisa Blaufuss

2010 CDS-San Diego Sponsorship Chair



## 2009 CDS-San Diego Chapter's Sponsorship Program

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### Sponsorship Levels

#### Platinum (\$1500 up)

- 1/2 page ad and recognition in the chapter bulletin 'Collective Marks' emailed monthly.
- Full page ad on the Summer Show Series Premium and Awards Banquet Program.
  - *(Show premium ad artwork must be received by 4/10/09).*
- 2X size Graphic link to your company on all pages of the Chapter website.
- Recognition on the tall Sponsor Boards displayed prominently at each show and other yearly events.
- Company description and announcements over PA system at each show.
- Vendor Booth at all chapter shows.
- Free auditing of Chapter sponsored events for 2 people.
- 2 complimentary tickets to the Annual Celebration Party **or** 2 complimentary class fees.
- Banner display at shows. (If you do not have a banner, CDS-SD will make its standard banner with your name on it. Banners made by the chapter are the property of the chapter.)

#### Gold (\$1000-\$1499)

- 1/4 page ad and recognition in the chapter bulletin 'Collective Marks' emailed monthly
- 1/2 page ad – Summer Show Series Premium and Awards Banquet Programs.
  - *(Show premium ad artwork must be received by 4/10/09).*
- Graphic link (your logo) on all pages of the chapter website.
- Recognition on the tall Sponsor Boards displayed prominently at each show and other yearly events.
- Company description and announcements over PA system at each show.
- 25% discount on upgrade to a full page ad in Show/Banquet Programs.
- Vendor Booth at all chapter shows.
- Free auditing of Chapter sponsored events – 1 person.
- 2 complimentary tickets to the Annual Celebration Party **or** 2 complimentary class fees.
- Banner display at shows. (If you do not have a banner, CDS-SD will make its standard banner with your name on it. Banners made by the chapter are the property of the chapter.)

#### Silver (\$500-\$999)

- Business card ad and recognition in the chapter bulletin 'Collective Marks' emailed monthly
- Business card ad – in both Summer Series Show Premium and Annual Awards Banquet Program.
  - *(Show premium ad artwork must be received by 4/10/09).*
- Graphic Link (your logo) and listing on the Chapter Website directory.
- Recognition on the tall Sponsor Boards displayed prominently at each show and other yearly events.
- Company description and announcements over PA system at each show.
- 10% discount on upgrade to a larger sized ad in programs of choice (artwork provided by sponsor).
- 50% discount on Vendor Booth per show.



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### **Silver (\$500-\$999) - continued**

- Free auditing of Chapter sponsored events – 1 person.
- 1 Complimentary ticket to the Annual Awards Banquet **or** 1 free class fee at a chapter show.
- Banner display at shows. If you do not have a banner, CDS-SD will make its standard banner with your name on it. Banners made by the chapter are the property of the chapter.

### **Bronze (\$300-\$499)**

- Recognition in the chapter bulletin 'Collective Marks' emailed monthly
- Business card ad – in either the Summer Series Show premium or Chapter Awards Banquet Program.
  - *(Show premium ad artwork must be received by 4/10/09).*
- Listing in the Chapter's website directory.
- Recognition on the tall Sponsor Boards displayed prominently at each show and other yearly events.
- Company description and announcements over PA system at each show
- 5% discount on upgrade to a larger ad size in the program of choice (artwork provided by sponsor).
- 25% discount on Vendor Booth per chapter show.
- Banner display at shows. If you do not have a banner, CDS-SD will make its standard banner with your name on it. Banners made by the chapter are the property of the chapter.

### **Supporting (\$100-\$299)**

- Recognition in the chapter bulletin 'Collective Marks' emailed monthly.
- Recognition in the Summer Series Show Premium.
- Recognition on the chapter website, [www.sandiegodressage.com](http://www.sandiegodressage.com).
- Recognition on the tall Sponsor Boards displayed prominently at each show and other yearly events.
- Mention over the PA system at each show.

## **Specialty Sponsorship Opportunities**

### **Clinics/Educational Programs (\$575 and above)**

- Name a clinic in you or your company's name.
- Name recognition on all advertising (PR, newsletter, etc.).
- Full page ad for clinic/program with your logo and company information in chapter newsletter emailed monthly.
- Web link to your site with Clinic Announcement on Chapter website.
- Company Ad/brochure for participants and auditors.
- Company booth/table at event.
- 1 complimentary ticket to the Annual Awards Banquet **or** 1 complimentary class fee at a chapter show.
- Banner display at event.
- Recognition in chapter publications, show premium (before 4/10/09), website directory.



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### Specialty Sponsorship Opportunities-Continued

- Recognition on the tall Sponsor Boards displayed prominently at each show and other yearly events.
- At \$1000 and above
  - Logo link on website homepage.
  - 2 complimentary tickets to the Annual Celebration or 2 complimentary class fees to be used at any CDS-SD Chapter show.

***\*\*\*Do you have a great idea for a clinic or program?\*\*\****

***Receive a specialty Sponsorship designation if you have a creative idea for a clinic or event and will organize it for the chapter. Contact Lisa Blaufuss for more information!***

### A La Carte Sponsorship Opportunities

#### Class Sponsors

- Show High Point Ribbons (per show)
  - FEI \$75
  - Adult Amateur \$75
  - Junior/Young Rider \$75
- Individual class sponsorships
  - First through Fourth Level \$40 per class
  - PSG \$55 per class
  - Intermediare I \$55 per class
  - Intermediare II \$55 per class
  - Grand Prix \$55 per class
  - Freestyles \$55 per class

#### Show Vendor Booth

- \$275 per show (RV hookup fees not included).
- Banner display on show grounds.

#### Banner Display (provided by sponsor)

- Per show \$75

#### Summer Show Series Program Advertising (B&W)

- Business card \$25
- ¼ page \$50
- Full Page \$125
- Back Cover \$175
- Inside front cover \$200