



SPORTING SERVICES

Welcome to our Riders, Friends, Spectators and Sponsors as we kick off the 2018 dressage show season. The Sporting Services, LLC series consists of five schooling shows held at the historic Pinehurst Track in Pinehurst, North Carolina, the USDF/USEF recognized shows of March Magic Dressage (Williamston, NC), Prime Time Dressage (Raeford, NC), and Pinehurst Fall Dressage (Pinehurst, NC). We would not be able to provide these competition opportunities without the involvement of our wonderful staff, volunteers, sponsors, advertisers and vendors. We sincerely thank each one of you and welcome new individuals and companies to become involved.

Sincerely, *Cassidy and Patti*

Why become involved as a sponsor, vendor or advertiser?

Dressage is the largest FEI (Federation Equestre Internationale) discipline within the sport-horse category in the U.S. Featured as an Olympic sport since 1912, dressage focuses on the unity between horse and rider, with horses of all breeds well into their late teen years. There are levels of competition for juniors/young riders, adult amateurs, and professionals, and the discipline is even branching out to include western riding.

According to EQUESTRIAN magazine, the official publication of the United States Equestrian Federation, (USEF), members are well-educated, successful and financially secure. Nearly half have annual incomes greater than \$100,000 and have traded stocks, bonds or mutual funds in the last year. A majority is between 34-54 years of age, and spends \$1.4 billion annually on horse related products. On the average, they spend 30 nights per year in a hotel, rent a vehicle four times per year, own three vehicles and most own a pet besides a horse.

Our competition series offers three USEF/USDF recognized shows and schooling shows by which companies and patrons can present their products and services to the competitors, spectators, owners and trainers. Our shows attract participants from up and down the East Coast and offer parties, vendor neighborhoods, and many other exciting opportunities for patrons and sponsors to get involved. There are sponsorship options for all budgets and exposure needs.



Our Shows

March Magic Dressage

March 24-25

*Two day show held at the beautiful Senator Bob Martin Eastern Agricultural Center in Williamston, NC

*Over 150 competitors from seven states

*Featuring USDF competition levels Introductory - Grand Prix

*Excellent awards including breed recognitions, prize money, and new distinctions added for 2018

*Exciting attractions including parties, activities, and entertainment options throughout the weekend.



Prime Time Dressage

April 28-29

*Two day show held in the heart of the Sandhills at the Carolina Horse Park

*Over 125 competitors traveling from around the Carolinas

*Featuring USDF competition levels Introductory - Grand Prix

*Excellent awards including breed recognitions, prize money, and

new distinctions added for 2018

*Exciting attractions including parties, activities, and entertainment options throughout the weekend.

Pinehurst Fall Dressage

September 22-23

*Two day show held in the heart of the Sandhills at the Carolina Horse Park

*Over 100 competitors traveling from around the Carolinas

*Featuring USDF competition levels Introductory - Grand Prix

*Excellent awards including breed recognitions, prize money, and new distinctions added for 2018

*Exciting attractions including parties, activities, and entertainment options throughout the weekend.



Sponsorship Opportunities

Competitor's Party Sponsor -

\$750 per show (1 available per show)

- **Exclusive* title to our exciting Competitor's Party (announcements/signage, etc...)
- *Link on show website, social media and show emails.
- *Vendor Space
- *Inserts in all competitor packets (Provided by sponsor)
- *(8) competitor party tickets
- *Banner space in prime location (Banner(s) provided by sponsor)
- *Announcements made throughout show
- *Full page ad in Program

Stabling Sponsor -

\$400 per show (1 available per show)

- *Exclusive signage in stabling area - including any maps/lists/stall cards and the area physically within the stabling area
- *Link on show website, social media and show emails.
- *Vendor Space
- *Inserts in all competitor packets (Provided by sponsor)
- *(2) competitor party tickets
- *Banner space in prime location (Banner(s) provided by sponsor)
- *Announcements made throughout show
- *Full page ad in Program

Fiesta Fun Cart Sponsor - \$250 per show
(2018 Sponsor - MCKNIGHT EQUINE)

Patron Sponsor - \$100 per show

- *Listing on show website, social media and show emails
- *(1) Competitor party ticket
- *Listing in program
- *Announcements made throughout show
- *Opportunity to distribute material through Competitor Packets

Division Sponsor - \$60 per show

- *Listing on show website, social media and show emails
- *Announcements made during all division classes
- *Listing in program

Class Sponsor - \$25 per show

- *Listing on show website, social media and show emails
- *Announcements made during class
- *Listing in program

Special Sponsor - Negotiable

- *All special sponsorships can be customized to fulfill the sponsor's needs. Special sponsors include class prize money, Welcome Party Sponsor, and Exclusive Providers



PRODUCT SPONSORS

Gold Product Sponsor - \$750 in wholesale value per show

- *Link on show website, social media and show emails.
- *Vendor Space
- *Inserts in all competitor packets (Provided by sponsor)
- *(4) competitor party tickets
- *Banner space in prime location (Banner(s) provided by sponsor)
- *Announcements made throughout show
- *Full page ad in Program

Silver Product Sponsor - \$400 in wholesale value per show

- *Link on show website, social media and show emails.
- *(2) competitor party tickets
- *Banner space in prime location (Banner(s) provided by sponsor)
- *Announcements made throughout show
- *Half page ad in Program

Bronze Product Sponsor - \$200 in wholesale value per show

- *Link on show website, social media and show emails.
- *(2) competitor party tickets
- *Banner space (Banner(s) provided by sponsor)
- *Announcements made throughout show
- *Quarter page ad in Program

Class Product Sponsor - \$150 or less in wholesale value per show

- *Link on show website, social media and show emails.
- *(1) competitor party tickets
- *Announcements made throughout show
- *Listing in program

For more information, please visit www.sportingservicesdressage.com or email cassidy.sitton@gmail.com.



Advertising Rates

Inside Front	\$75 Show
Full Page	\$50 Show
½ Page	\$40 Show
¼ Page	\$30 Show
Business Card	\$15 Show

Banner Space \$35 Show

Clickable link(email/site/FB) \$50 Show

Full Page Live Area	7"w X 10"h
Half Page (vertical)	3.25"w X 10'h
Half Page (horizontal).....	7"w X 4.75"h
Quarter Page	3.25"w X 4.75"h
Business Card.....	3.5"W X 2" h

File Info: Ads are Black/White. Accepted file formats include JPEG, TIFF, and PDF

Vendor Space Pricing

Show	Amount
March Magic	\$50
Prime Time	\$50
Pinehurst Dressage	\$50

Vendor Space is for a 10'x10' area. Additional space may be added.

*All Vendors must be pre-approved by the competition organizers and agree to abide by the following rules and regulations:

*All Vendors must carry insurance, including but not limited to, liability insurance, theft insurance and any other applicable insurance. A Current Certificate of Insurance as per enclosed sample MUST be provided to show management PRIOR to show set-up.

*All Vendors are responsible for and must adhere to the State of North Carolina regulations with regard to sales tax payments and any other applicable state or county regulations. Sporting Services, LLC and the show facility will not be held responsible for any infractions of the above mentioned regulations.

*Vendor Fees are for ground space measured by front footage, and all vendors are responsible for providing tents and/or booths and equipment as needed.

*Vendor Names will be listed in Show Program, on Show Website and announced throughout the show via public address system.

