



Welcome to our Riders, Friends, Spectators and Sponsors as we kick off the 2020 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 28-29*

\*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 2019

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



### **Prime Time Dressage**

*April 25-26*

\*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 2019

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

### **Pinehurst Fall Dressage**

*September 19-20*

\*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 2019

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



# Sponsorship Opportunities

Sponsor Level	Price (per show)	Online Link	Online Listing	Banner Space	Inserts in Packet	Program Listing	Program Ad	Competitor Party Tickets	Show Announcements
<b>Hospitality</b>									
<i>Competitor Party</i>	<b>\$800</b>	x	x	premium	x	x	1 pg	4	premium
<i>Stabling</i>	<b>\$350</b>	x	x	premium	x	x	½ page	2	premium
<i>Fiesta Fun Cart</i>	<b>\$250</b>	x	x	premium		x	¼ page	2	premium
<i>Welcome Wagon</i>	<b>\$200</b>	x	x	premium		x	¼ page	2	premium
<i>Breakfast Break</i>	<b>\$200</b>	x	x	premium		x	¼ page	2	premium
<i>Patron</i>	<b>50</b>		x			x		2	x
<i>Special</i>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>
<b>Class</b>									
<i>Stakes</i>	<b>\$250</b>	x	x	premium	x	x	¼ page	2	premium
<i>High Score</i>	<b>\$100</b>		x			x			x
<i>Division</i>	<b>\$100</b>		x			x			x
<i>Class</i>	<b>\$30</b>		x			x			x
<b>Product</b>									
<i>Platinum</i>	<b>\$800+</b>	x	x	premium	x	x	1 page <i>(premium)</i>	4	premium
<i>Gold</i>	<b>\$400-800</b>	x	x	x	x	x	½ page	2	premium
<i>Silver</i>	<b>\$200-400</b>		x	x		x	¼ page	2	x
<i>Bronze</i>	<b>Up to \$200</b>		x			x	listed	1	x

*(further explanation on next page)*



## Hospitality Sponsors

**Competitor's Party Sponsor** - \$800 per show (1 available per show)

Be involved in our exciting night of awards presentations, giveaways, delicious food and competitor appreciation! Premium level of exposure during the event and in promotions for the event.

**Stabling Sponsor** - \$350 per show (1 available per show)

High visibility throughout the stabling for your company. Stall cards, banners, decorations - all to be soaked in by the competitors.

**Fiesta Fun Cart Sponsor** - \$250 per show (2019 Sponsor - MCKNIGHT EQUINE)

**Welcome Wagon Sponsor** - \$200 per show (1 available per show)

Our competitors are greeted on Friday afternoon by the Welcome Wagon making its way around the barns with food and beverages. Premium exposure for your company on cart in in announcements.

**Breakfast Break Sponsor** - \$150 per show (1 available per show)

Coffee, beverages, and breakfast items provided for competitors each morning. Premium exposure in hospitality area, and in announcements.

**Patron Sponsor** - \$100 per show

Join in on the Dressage Party! Access to parties and promotion online, in program, and in announcements.

## Class Sponsors

**Stakes Class Sponsor** - \$250 per class (March Magic)

Join the excitement of our Stakes Classes. Available for Training - Fourth Levels (first come first serve), and includes premium exposure.

**High Score Sponsor** - \$150 per level (per show)

Each level (Saturday Classes) is awarded a unique award. The award is presented at Saturday evening's competitors party.

**Division Sponsor** - \$75 per show

An affordable way to get announcement and program exposure (equivalent of 3 class sponsors)

**Class Sponsor** - \$30 per show

An affordable way to get announcement and program exposure.

**Special Sponsor** - Negotiable

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



## Product Sponsors

**Platinum Product Sponsor** - \$800+ value per show

Our premium sponsorship for product donors. Our shows are dedicated to providing our competitors with wonderful prizes and giveaways, and our product donors are instrumental in creating this opportunity.

**Gold Product Sponsor** - \$400-800 value per show

Our shows are dedicated to providing our competitors with wonderful prizes and giveaways, and our product donors are instrumental in creating this opportunity.

**Silver Product Sponsor** - \$200-400 in value per show

Our shows are dedicated to providing our competitors with wonderful prizes and giveaways, and our product donors are instrumental in creating this opportunity.

**Bronze Product Sponsor** - \$200 or less value per show

Our shows are dedicated to providing our competitors with wonderful prizes and giveaways, and our product donors are instrumental in creating this opportunity.

For more information, please visit [www.sportingservicesdressage.com](http://www.sportingservicesdressage.com) or email [cassidy.sitton@gmail.com](mailto: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 ( <i>hanging</i> )	\$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	\$150 inside premium; \$125 (outside); \$100 all others
Prime Time	\$100 (all outside, tents not provided)
Pinehurst Dressage	\$100 (outside, tents not provided); \$75 inside

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 must be available for inspection.

\*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.

