



CA-ADA | Calgary Area
Alberta Dressage
Association

2024

SPONSORSHIP PACKAGE

www.ca-ada.com
calgaryareadressage@gmail.com



THANK YOU

On behalf of the Calgary Area Dressage Association, I want to thank you for expressing an interest in joining our team as a Sponsor for the 2024 CA-ADA Show Series. This year we are proud to host our annual Fall Fling which will be an Equine Canada sanctioned Gold show as well as an Alberta Wild Rose show. Our show weekend will be August 30 – September 1, 2024.

The CA-ADA is a volunteer run, chapter of the Alberta Dressage Association. The CA-ADA has been promoting the sport of dressage in Calgary and surrounding area since 1985. A passionate group of dedicated volunteers has grown what was once a small local show into two top attended shows in Alberta. Our shows have gained attention on both the national and international dressage stage. They have been rated by Equestrian Canada, at both the Gold and Platinum levels. CA-ADA is one of seven affiliates of the provincial dressage body, Alberta Dressage Association, and is the only recognized affiliate in the Calgary and surrounding area. We are excited to have a new Executive Board and a passionate team of board members, volunteers and sponsors that align with CA-ADA's goals to promote the sport of dressage in a manner that educates both the horse and rider and to provide quality international events in Alberta.

Our focus is to provide show experiences for all levels that are fun, friendly and accessible as well as providing challenge those seasoned competitors crave. All shows will be held at Rocky Mountain Show Jumping in South Calgary. A premium facility for competitors and spectators, providing great visibility for vendors and sponsors. We are pleased that our 2024 shows will also provide competitors points for their 2024 show season.

Along with top quality Canadian judges, experienced and efficient show management and a friendly environment we know the 2024 CA-ADA show season will offer a wonderful opportunity for junior, adult amateur and professional dressage riders across southern Alberta to step into the show ring and achieve their goals, gain some experience and enjoy the comradery of the show environment.

You have a special opportunity to be part of this amazing world of horses; the beauty; the excitement; the energy and the continued growth of the sport of dressage in our community. Today, we offer you the choice of several flexible sponsorship opportunities that will provide you with recognition and engagement choices.

As a CA-ADA sponsor, you, your business or organization, will gain visibility and awareness from the many competitors and spectators. We hope you will join us as a 2024 sponsor. Thank you for your consideration.

Sincerely,
Sheri Dumonceaux, CA-ADA President

2024 PRESENTING SPONSOR:

> \$3,000

Exclusive opportunity with options for multi-year agreements. Flexibility to adjust promotional options during show.

- Opportunity for photo with award winners*
- Ring naming - one
- One vendor space at the show
- Signage at the host site – one cost included – space for additional signage provided by sponsor
- Sponsor logo and bio on CA-ADA website in prime location and identified as Presenting Sponsor
- Sponsor highlight on CA-ADA website, Facebook and Instagram
- Advertising in the CA-ADA show program
- Access to the hospitality venue for sponsors and their guests at the 2024 shows*
- Regular public promotional announcements during event

2024 GOLD SPONSOR:

\$2,000

Exclusive opportunity with options for multi-year agreements.

- Opportunity for photo with award winners*
- Ring naming – one
- One vendor space at show
- Signage at the host site – one, cost included – space for additional signage provided by sponsor
- Sponsor logo and bio on CA-ADA website identified as Gold Sponsor
- Sponsor highlight on CA-ADA website, Facebook and Instagram
- Advertising in the official CA-ADA show program
- Access to the hospitality venue for sponsors and their guests at the 2024 shows*
- Regular public promotional announcements during event

2024 SILVER SPONSOR:

\$1,000

Multiple opportunities and multi-year agreements available.

- 50% discount on one vendor space at show – location to be determined
- Signage at the host site – included in multiple signs displaying Silver Sponsor logos
- Sponsor logo and bio on CA-ADA website
- Sponsor highlight on CA-ADA website, Facebook and Instagram
- Advertisement in the official CA-ADA show program
- Access to the hospitality venue for sponsors and their guests at the 2024 shows*
- Regular public promotional announcements during event

2024 BRONZE SPONSOR:

\$750

Multiple opportunities and multi-year agreements available.

- 25% discount on one vendor space at show – location to be determined
- Signage at the host site displaying Bronze Sponsor names
- Sponsor name on CA-ADA website
- Sponsor highlight on CA-ADA Facebook and Instagram
- Business card ad in the official CA-ADA show program
- Access to the hospitality venue for sponsors and their guests at the 2024 shows*
- Regular public promotional announcements during event

2024 DRESSAGE ENTHUSIAST:

\$50-\$749

Multiple opportunities and multi-year agreements available.

- Signage at the host site displaying Dressage Enthusiast names
- Sponsor name on CA-ADA website
- Sponsor highlight on one CA-ADA social media platforms
- Name mention in the official CA-ADA show program
- Access to the hospitality venue for sponsors and their guests at the 2024 shows*

*Pending COVID-19 restrictions

The CA-ADA may consider product donations in lieu of cash sponsorship. The CA-ADA strives to use product donations for the benefit of its riders. Where accepted for Sponsorship recognition, the CA-ADA will value the donated product at full retail value. The CA-ADA's highest priority for product donations is for our Championship or Reserve Championship Awards. Product donations suitable for rider gift bags and High Point Awards may also be considered.

ACKNOWLEDGEMENT

Yes! We (I) will sponsor the CA-ADA 2024 Dressage Show. We (I) would like to specify my sponsorship for:

_____ Presenting Sponsor (must choose show option - two available)

_____ Gold Show

_____ Wild Rose Show

_____ Gold Sponsor (must choose show option (two available)

_____ Gold Show

_____ Wild Rose Show

_____ Silver Sponsor

_____ Bronze Sponsor

_____ Dressage Enthusiast

Value \$_____

Contact name:

Company name (if applicable): _____

Address: _____

City/Province: _____ Postal Code: _____

Email address: _____

Phone: _____ Date: _____

Signature: _____

THANK YOU FOR YOUR SUPPORT OF DRESSAGE IN CALGARY.

Cheque payable to: CA-ADA (Calgary and Area Alberta Dressage Association)

E-transfer to calgaryareadressage@gmail.com

Mail to:

Sheri Dumonceaux

262082 RR 43

Cochrane, AB

T4C 2J8

Please return this form by email (scan, picture attachment) or mail to ensure complete sponsorship value. For Presenting, Gold and Silver sponsorships, company logos must be included.

In order to meet our planning requirements and to ensure your sponsorship recognition (show program, signage, etc.), we require your organization's electronic logo (by email) and payment NO LATER than June 1, 2024 to:

calgaryareadressage@gmail.com

Logo specifications: High-resolution graphics (300 dpi);
Preferred file formats: Vector (ai or eps) pdf, tiff, or jpg

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