



Dear Fellow Equestrians and Prospective Sponsors,

Santa Fe Dressage Association is a group member organization of the United States Dressage Federation. Formed in 2016, SFDA is a 501 (c)(3) a nonprofit organization within Region 5 whose mission is to promote the sport of dressage through education and recognized shows. We strive to host recognized shows in Santa Fe and provide an educational network for competitive dressage riders.

Santa Fe Dressage Association only puts on one weekend of recognized competitions in July. We strive to make it the best possible experience!

We are reaching out to our community to ask you to consider sponsoring our upcoming dressage show being hosted at HIPICO in Santa Fe, New Mexico. This is a great opportunity to not only help SFDA create a wonderful event for competitors, horses, owners, officials and trainers but also an opportunity to gain visibility in our horse communities across the southwest and Rocky Mountains regions.

In 2023 SFDA's, Dressage at Santa Fe I & II is thrilled to be offering 2 days of competition on June 28th and 29th. We will have USDF/USEF/FEI recognized classes offered at Introductory through FEI levels, which are placed with an award and ribbon at 1st place and ribbons 2nd through 6th places. High Percentage Awards are awarded for each show, for each division (Open, Adult Amateur, JR-YR) at USEF and FEI levels.

In addition, we are an approved level 3 USEF/MAYR Dressage Qualifying Competition offering qualifying classes for:

- 2024 USEF Children Dressage National Championship
- 2024 USEF Pony Rider Dressage National Championship
- 2024 Adequan®/USEF Junior Dressage National Championship
- 2024 Neue Schule USEF Intermediate I Dressage National Championship
- 2024 Neue Schule USEF Grand Prix Dressage National Championship
- 2024 Adequan®/USEF Para Dressage National Championship
- 2024 Horsecare Ireland/USEF Young Rider Dressage National Championship
- 2024 Adequan®/USEF Young Adult Brentina Cup Dressage National Championship
- 2024 Markel/USEF Young and Developing Horse Dressage National Championships

We know that without generous sponsors and the support of our volunteer community we could not put on such an event.

From the bottom of our hearts, Thank you!!

Santa Fe Dressage Association

Sponsorship Levels and Benefits

Hospitality Tent Sponsor \$5,000 –

Recognition through PA announcements during the event

- Announcements on all social media, e-mails, and e-newsletter
- Inside Front Cover Full-page color ad in our digital show program
- Recognition with large signage at the tent (that you may take home as a keepsake)
- Banner placement around the warmup or competition arenas

Thursday Welcome Party Sponsor Package \$2,000

- Sponsor provides food and beverages for the party.
- Recognition through PA announcements during the event
- Announcements on all social media, e-mails, and e-newsletter
- ¼ page color ad in our digital show program
- Poster Signage (that you can take home as a keepsake)
- Banner placement around the warmup or competition arenas

Draft Horse Sponsorship Package \$2,000 (3 Available)

- Recognition through PA announcements during the event
- Announcements on all social media, e-mails, and e-newsletter
- 3-Day Sponsorship of Ring 1, Ring 2 or Ring 3 competition arenas
- Full-page color ad in our digital show program
- Poster signage (that you may take home as a keepsake)
- Banner placement around the warmup or competition arenas

Warmblood Sponsorship Package \$1,000 (9 Available)

- Recognition through PA announcements during the event
- Announcements on all social media, e-mails, and e-newsletter
- 1-Day Sponsorship of Ring 1, Ring 2 or Ring 3 competition arenas
- Full-page color ad in our digital show program
- Poster signage (that you may take home as a keepsake)
- Banner placement around the warmup or competition arenas

Horse Sponsorship Package \$500 (3 Available)

- Recognition through PA announcements during the event
- Announcements on all social media
- 1-Day Sponsorship of warmup arena
- Full-page color ad in our digital show program
- Poster signage (that you may take home as a keepsake)
- Banner placement around the warmup or competition arenas

Pony Sponsorship Package \$250

- Recognition through PA announcements during the event
- Announcements on all social media
- Half-page color ad in our digital show program
- Poster signage (that you may take home as a keepsake)
- Banner placement around the warmup or competition arenas

Packet Sponsorship \$250

- Recognition through PA announcements during the event
- Announcements on all social media
- ¼ page color ad in our digital show program
- Advertisement in the packet envelope

Class Sponsorship \$35

- Recognition through PA announcements during the event
- Listed on the ride time day sheets

Program Advertising in our Color Digital Show Program

- Outside Back Cover \$250
- Inside Back Cover \$225
- Interior Full Page \$200
- Interior ½ Page 150
- Interior ¼ page \$75
- Business Card \$50

Signage Sponsorship \$75 (You provide the signage)

- Banner placement around the warmup or competition arenas

**Like kind sponsorships are available please reach out to Gilly Slayter regarding details

505-670-2325 or gillyslayer1@gmail.com**

www.santafedressageassociation.com
PO Box 2696
Corrales, New Mexico 87408

2024 Dressage at Santa Fe I & II Program Advertising Agreement

Please Select Sponsorship Level(s):

- | | |
|---|---|
| <input type="checkbox"/> Hospitality Tent Sponsorship Package \$5,000 | <input type="checkbox"/> Thursday Welcome Party Sponsorship Package \$2,000 |
| <input type="checkbox"/> Draft Horse Sponsorship Package \$2,000 | <input type="checkbox"/> Warmblood Sponsorship Package \$1,000 |
| <input type="checkbox"/> Horse Sponsorship Package \$500 | <input type="checkbox"/> Pony Sponsorship Package \$250 |
| <input type="checkbox"/> Packet Sponsorship Package \$250 | <input type="checkbox"/> Class Sponsorship \$35,
_____ # of Classes |
| <input type="checkbox"/> Arena Signage Sponsorship \$75 | |

Sponsorship artwork must be sent in digital format, via email. High quality print ready. (.png, Adobe illustrator or photoshop)

gillyslayer1@gmail.com

Deadline for Artwork June 15th

Total Sponsorship Amount: \$ _____

Program Advertising in our Digital Color Program

- | | |
|---|--|
| <input type="checkbox"/> Outside Back Cover \$250 | <input type="checkbox"/> Inside Back Cover \$225 |
| <input type="checkbox"/> Interior Full Page \$200 | <input type="checkbox"/> Interior ½ Page \$150 |
| <input type="checkbox"/> Interior ¼ page \$75 | <input type="checkbox"/> Business Card \$50 |

Deadline for Artwork June 15th

*Ads must be sent in a digital format, via email. Accepted file types for the ads are .pdf, or jpegs.
gillyslayer1@gmail.com*

Name: _____

Address (City, State, Zip): _____

Phone: _____ Email: _____

Enclosed is payment of \$ _____

Mail: Checks made out Santa Fe Dressage Association (SFDA).

Please return completed agreement and checks to:

Gilly Slayter, 7 Ave Vista Grande B7-494, Santa Fe, NM 87508

www.santafedressageassociation.com

PO Box 2696

Corrales, New Mexico 87408