



## Golden State Dressage, Inc.



Dear Friends,

We are asking for assistance for the Rancho Murieta CDI 3\*-Y/J that will be held at the Murieta Equestrian Center, April 3-6, 2008, for the eleventh year. If you have supported us in the past, we thank you and can assure you that the competitors are grateful that your generosity has helped make FEI competition possible.

Unfortunately, the cost of producing these large events continues to increase. The CDI 3\*, with expenses that are as much as 75% more than income must have sponsorship to survive. Over the past few years, there have been rule changes that impact all U.S. CDI's financially, making the already precarious "bottom line" even more frightening.

Looking back to the first CDI, we are making steady progress on our goals. Prior to 1998, anyone on the West Coast who wanted to participate in a CDI, or to even see one, would have had to travel to Southern California. Now international competition, including USEF High Performance Qualifying, is very much a part of our calendar. Recent renovations at Rancho Murieta add sparkle to a facility that is already renowned for its stabling, arenas, and spectator amenities. As always, the Rancho Murieta CDI 3\*Y-J provides covered warm-up for inclement weather, to complement its covered performance arena; it would be unfortunate if this show were unable to continue.

There are additional benefits, more subtle ones, that underscore the multifaceted values of international level competition. The spectators are often inspired and challenged; this leads to further education and improved competition on all levels. The breeding and horse import segments of the industry have a wonderful opportunity to present their horses to a very targeted audience; the open show classes glitter with many talented dressage prospects. One of the most popular aspects of the event is the Trade Fair with many purveyors of merchandise and horse care products.

People tell me that they participate in the CDI shows for the education, the challenge, the inspiration and the social aspects of the event. This can only help to improve the sport of dressage.

Please take a few minutes to look over the sponsorship and advertising opportunities that are available.

Thank you,

*Connie Davenport*

...on behalf of all who make these events possible

## MAJOR SPONSOR BENEFITS

Welcome Packet

Banner Space in Main Arena

Competitor Packet Inserts

VIP Table (includes all parties and lunches)

Preferential Advertising Placement in Show Program

Award Ceremony Presentation Privileges

Recognition on Sponsor page in Program

Public Announcements during show

Trade Fair Space

Listing on the Show Program Sponsorship/Thank You page.

This is a partial list of what we can do to thank you for participating.

Please review the explanations of the benefits and let us know how you would like your sponsorship money to be applied. If you have other ideas, we would love to discuss them with you.

- |   |          |
|---|----------|
| <input type="checkbox"/> TITLE SPONSOR                                    | \$10,000 |
| One available<br>(Rancho Murieta CDI 3* and Festival, presented by "...") |          |
| <input type="checkbox"/> GOLD SPONSOR                                     | \$ 5,000 |
| <input type="checkbox"/> SILVER SPONSOR                                   | \$ 2,500 |
| <input type="checkbox"/> BRONZE SPONSOR                                   | \$ 1,500 |

**All packages are negotiable,  
commensurate with the level of involvement.  
We tailor packages to the interests of the sponsor.  
530.265.0950**

**Golden State Dressage, Inc.**  
**2008 ~ Advertising and Sponsorship Information ~ Rate Sheet**

**SHOW PROGRAM ADVERTISING**

<input type="checkbox"/>	BACK COVER	\$ 1500 (\$2000 color)
<input type="checkbox"/>	INSIDE FRONT COVER	\$ 1000
<input type="checkbox"/>	INSIDE BACK COVER	\$ 500
<input type="checkbox"/>	FULL PAGE FRONT	\$ 500
<input type="checkbox"/>	FULL PAGE	\$ 250
<input type="checkbox"/>	HALF PAGE (Vertical or Horizontal)	\$ 175
<input type="checkbox"/>	QUARTER PAGE	\$ 100
<input type="checkbox"/>	BUSINESS CARD	\$ 50

Program is 8 1/2" x 11", (finished 7 1/2" x 10"), premium quality black and white. Ask for an example.

**PROMOTIONAL OPPORTUNITIES**

<input type="checkbox"/>	TRADE FAIR SPACE (Outside)	\$ 300
<input type="checkbox"/>	TRADE FAIR SPACE (Inside)	\$ 400
<input type="checkbox"/>	PACKET INSERTS	\$ 150
<input type="checkbox"/>	BANNER SPACE (Main Arena)	\$ 200

**ACTIVITY & HOSPITALITY SPONSORS**

<input type="checkbox"/>	FEI "JOG" (April 5)	\$ 500	
<input type="checkbox"/>	VIEW FROM "C"	\$1,500	*
<input type="checkbox"/>	POOCH PARADE	\$ 250	
<input type="checkbox"/>	BREAKFAST BUFFET/per day	\$ 300	
<input type="checkbox"/>	THURSDAY WELCOME PARTY	\$1,500	*
<input type="checkbox"/>	FRIDAY RECEPTION	\$1,500	*
<input type="checkbox"/>	SATURDAY EVENING	\$2,500	*

\* Qualifies for Major Sponsorship Benefit Package

**CLASS SPONSORS**

<input type="checkbox"/>	CDI 3* CLASSES	\$ 500 (Six available)
<input type="checkbox"/>	NAYRC, NAJC, PONY CLASSES	\$ 150 (Nine available)
<input type="checkbox"/>	YOUNG HORSE CLASSES	\$ 150 (Three available)
<input type="checkbox"/>	BRENTINA CUP QUALIFIER	\$ 75 (One available)
<input type="checkbox"/>	DEVELOPING HORSE CLASS	\$ 75 (One available)
<input type="checkbox"/>	OPEN SHOW CLASSES	\$ 50

# Golden State Dressage, Inc.

## 2008 ~ Advertising and Sponsorship Information

The show offers many opportunities for sponsorship and promotion.  
This partial listing explains some of the more popular choices.

### Trade Fair Space

The Golden State Dressage Festival/CDI 3\* attracts competitors and spectators from all over California, the Western United States and Canada. It is the perfect opportunity to showcase your products or service. Please make your reservation early! \$300 outside; \$400 inside (covered and partially enclosed). The fee includes a listing on the Vendor Page if space is reserved by March 15. No tenting, tables, chairs etc. provided. **Proof of insurance required and must be submitted with application.**

### Competitor Packet Inserts

You provide the inserts; the office staff puts inserts in each of the competitor packages. Please provide 500 copies; left-overs will be placed on the award distribution table. Inserts must be in the Show Office on or before April 1, 2008.

### Banner Space

Space is available on the walls of the main arena; you provide the banner. Banners must be in place on or before April 2.

### FEI Veterinary Inspection (The Jog)

Awards are given for best turn-out of the horse, for the dress of the handler and for the best presentation over-all. The jog is held on Thursday afternoon and is a festive event with many spectators. Supplemental sponsorships of merchandise are much appreciated.

### Daily Breakfast Hospitality (Four Available)

It is a tradition of our show to provide hot drinks (coffee, tea, cocoa) and an assortment of breakfast breads and pastries for the competitors. This service is available Thursday, Friday, Saturday and Sunday.

### The Parties! (Three Available)

The **Welcome Party** is held Thursday Evening, after the CDI Jog. Competitors mingle while the draw for the CDI takes place. Everyone is invited! **Friday** we offer a snack and wine tasting reception. This party gives the competitors a nice "mid-show" break. Several awards are presented during this party. **Saturday Evening's** performance features FEI Freestyles and the party offers a full meal that is scheduled before the exciting classes. The party is complimentary to the CDI competitors, major sponsors and staff but we do make it available to others at a nominal fee.

### Silent Auction

You provide the item; we provide the space and list you on the Silent Auction thank you page in the program - provided the March 15 deadline is met! The silent auction is a wonderful way to draw attention to your product, service or business.

### Pooch Parade

We offer participants an opportunity to showcase their "other" four legged friends. The Pooch Parade is held Sunday, in the Main Arena, after the CDI classes are completed.

### View from "C"

This is the program that utilizes headsets and gives participants the opportunity to hear the comments of a judge during the progress of a test. If we can find a sponsor to help defray the expenses, we will offer this program in 2008.

### Public Address Announcements

Announcements can be made available on a regular basis; you provide the copy. The public address system extends to all performance arenas.

### The Classes!

The **CDI 3\*** has six classes available in the amount of \$500 per class and six classes (Young Rider, Junior) available in the amount of \$150. The **Festival** show has over 100 classes. Class sponsorship for the Festival (open show) is \$50 per class. Product is welcomed.

### Awards

There are daily high percentage awards for Open, Adult Amateur and Junior/Young Rider. We would love to have a sponsorship for these awards as well as for the overall show high percentage Open, Adult Amateur and Junior/Young Rider.

### VIP Table

\$600 for six, \$800 for eight. Enjoy the show at your own table.

**Your support enables us to provide a true international experience with the added benefit of offering first class competition to *all* competitors.**

**Golden State Dressage Festival  
&  
CDI\*\*\*J/Y  
April 3-6  
2008**

**Sponsorship/Advertising Agreement**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

email: \_\_\_\_\_

*(please include information as you wish to be listed in the Official Show Program)*

We are hereby enclosing payment for the following:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount of payment: \_\_\_\_\_

(Check payable to Golden State Dressage, Inc.)

\_\_\_\_\_  
Signature of sponsor/advertiser/trade fair participant

**Thank you !**

**Mail to:** Golden State Dressage, 17930 Highway 20 East, Nevada City, CA 95959  
530-265-0950 530-265-6259 (fax) [davenport@saber.net](mailto:davenport@saber.net) [www.goldenstatedressage.com](http://www.goldenstatedressage.com)