

# Sponsorship Opportunities

Dressage at Devon 2017



©HOOF PRINT IMAGES PHOTOGRAPHY

[www.dressageatdevon.org](http://www.dressageatdevon.org)



## Elegance. Power. Artistry.

The magic of the horse is undeniable. Since man first saw the four-legged beauty he has desired to understand the horse and experience flight without wings. Learning the horse's language and teaching them ours over thousands of years has resulted in astonishing feats. At Dressage at Devon you can witness this communication and the generosity of this magnificent animal.

At Dressage at Devon, you can be part of the magic.

For more than 40 years, Dressage at Devon has been one of the premier equestrian events in North America and is considered to be the most prestigious dressage show outside of Europe. Breed Show champions have gone on to international success, including the Olympic Games and the World Cup finals.

The six-day event is held at the historic Devon Horse Show grounds in charming Devon, Pennsylvania. More than 700 horses compete in both performance and breed divisions. The unique combination of superior competition, a quaint venue, great shopping and the excitement of Olympic level judges make Dressage at Devon a destination for competitors and spectators alike.

The first three days of the event are devoted to the breed division. Competition is fierce and attracts top breeding farms from coast to coast and spectators from around the world.

The highlight of the show is the three days of performance classes. These classes help qualify riders for the World Cup Finals and the Young Riders Championships. Dressage at Devon is also a USEF High Performance Qualifier for events like the Olympics, Pan American Games and the World Championships. One of the highest rated FEI events outside of Europe, Dressage at Devon attracts world-class riders from North and South America and Europe.

Kathy Dress/Dress Media  
Dressage at Devon  
Sponsorship Procurement  
610-420-9964 cell 610-589-0066 office  
kathy@dressmedia.us



## Make Your Presence Known

As one of the most successful sporting events in the country, Dressage at Devon offers an ideal environment to reach a very desirable demographic. The Dressage at Devon marketing team will help you make your presence known with key decision makers and influential leaders.

By Sponsoring Dressage at Devon you can:

- Align your business with a widely recognized brand.
- Reach a sought-after demographic – affluent, cosmopolitan and influential.
- Achieve unparalleled relationship building opportunities.
- Enjoy substantial public relations coverage.
- Have the advantage of multi-media marketing opportunities and a national advertising campaign.
- Attain incredible value for investment.

As a Dressage at Devon sponsor, you will get the recognition you deserve. The official program, networking opportunities, public address system, signage, promotional materials, media coverage, closed circuit television, website, webcasting, VIP hospitality, expo space and electronic scoreboard ensure that your sponsorship has maximum visibility.

Dressage at Devon receives extensive media coverage both locally and in the equestrian media outlets – television, radio, internet, newspapers and magazines.

## Superior Demographics

Dressage at Devon attracts a worldwide audience.

Attendees . . . . .	91% adults
Average household net worth . . . . .	\$1.0 million
Average household income . . . . .	\$150,000/year
Average market value of residence . . . . .	\$500,000
Own a second home . . . . .	29%
Utilize the internet . . . . .	99%
Have a Bachelor's, Master's, Ph.D. or Professional degree . . . . .	84%
Ride horses . . . . .	71%
Own at least one horse . . . . .	97%







## Sponsorship Benefits Menu

Each Dressage at Devon sponsorship will be customized. Here is a menu of sponsorship opportunities:

### Access to Mailing List

The Dressage at Devon mailing list is carefully controlled. Access is granted only to approved mailing houses. All materials must be approved.

### Awards Ceremonies

Each of the classes has an awards ceremony complete with photography session. Sponsors are invited to meet the riders and participate in the awards ceremony of the classes they sponsor.

### Closed Circuit Television Broadcast

Several closed circuit televisions are available at prime spots throughout the showgrounds. In addition to mentions, logos, graphics, and pre-recorded commercials can play throughout the six-day event.

### Coupon Distribution

Coupon distribution can be a valuable asset of your sponsorship package.

### Signage and Banners

The quaint venue of the showgrounds is ideal for displaying signage and banners that are easily viewed.

### Educational Opportunities and Lectures

Use of the Devon Club for educational workshops is available to Dressage at Devon sponsors.

### General Admission Tickets

Since many of the events sell-out, the general admission tickets provided as part of your sponsorship are highly desirable and can be shared with your clients, friends and families.

### Inclusion in Press Releases

More than a dozen press releases are issued each year. Sponsors will be mentioned as frequently as possible. Sponsor-specific releases are also an option. All press releases are sent to a customized database of hundreds of equestrian, local and national media outlets.





## Sponsorship Benefits Menu :: continued

### Invitations to Special Events

A variety of special events and parties are held during the show. These are an excellent way to network and spend time with decision makers and customers.

### Media Opportunities

Press coverage, both locally and equestrian, is extensive. All efforts will be made to include sponsors in media opportunities.

### Official Designation

Would your company like to be the Official Airline or the "Official Car of Dressage at Devon"? This important designation is a sponsorship option.

### Official Program Listing, Advertisement and Editorial

All sponsors are listed in the official program. Ads from 1/8 page black and white to the four-color inside and back covers are available for sponsors.

Increase your reach through an editorial feature in the official program or on the website. (limited availability)

### Party Hosting

One of the very unique aspects of Dressage at Devon is a variety of exciting social events. Many options are available, from hosting to product sampling and networking.

### Public Address Announcements

Sponsors are mentioned throughout the event. Longer announcements are available with certain sponsorship categories.

### Sampling and Distribution of Promotional Materials

The Dressage at Devon audience is comprised of decision makers and key thought leaders. Sampling can be a very important sponsorship benefit. Distribution can be to ticket holders through the show office and information booth.





## Sponsorship Benefits Menu :: continued

### Scoreboard

With a prime location at the Dixon Oval, the scoreboard creates thousands of impressions. Sponsors receive recognition on the main scoreboard throughout the event.

### VIP Parking

Sponsors receive parking passes for access to the VIP parking lot. Assigned spaces are available with some packages.

### VIP Ribbons allowing use of the VIP Suite

Upper level sponsors receive VIP ribbons that allow access to the hospitality suite serving light refreshments and offering an exceptional viewing area.

### VIP Seats

For those sponsoring a specific class, reserved seating is available during your class.

### VIP Tent/Expo Space

The Festival Shops at Dressage at Devon are a unique, charming and major draw for visitors. A variety of space options are available in several areas of the show grounds.

### Webcasting

For title and presenting sponsors, Dressage at Devon webcasting allows you to reach a potentially unlimited audience across the nation and around the world.

### Website Listing, Hyperlink and Advertising

All sponsors are listed by category on the website, [www.dressageatdevon.org](http://www.dressageatdevon.org). Hyperlinks and ads are also available to sponsors. The Official Program is posted online and all sponsor ads in the program are hyper linked to advertiser's website. Show entry information, accommodations and travel information as well as results lure visitors to the site throughout the year.

For more information, please contact

Kathy Dress/Dress Media  
Dressage at Devon  
Sponsorship Procurement  
610-420-9964 cell 610-589-0066 office  
[kathy@dressmedia.us](mailto:kathy@dressmedia.us)





## Add Hospitality to your Sponsorship

### Thursday Exhibitor Party: \$10,000

The Thursday Exhibitor Party is an ideal chance to brush shoulders, and meet competitors and volunteers that make Dressage at Devon a special show.

### Saturday Boxholders' Party: \$5,000

The Saturday Boxholder Party is an elegant, upscale party that features culinary delights as well as valuable networking opportunities. The Boxholder Party gives you an opportunity to meet an exclusive and influential group of people.





## Title Sponsor: \$100,000

- Corporate name added to name of event
- Exclusive use of VIP box seating
- Press release announcing title sponsorship
- Expo space – 10'x20'
- Four commercials during the Saturday night webcasting, commercial on CCTV that runs 30 times throughout the event
- VIP ribbons and access to the Hospitality Suite
- Opportunity for up to 3 hours of educational workshops in the Devon Club, product sample distribution, access to the Dressage at Devon mailing list
- Listing in program, color ad on the back cover of the program
- Invitations to all Dressage at Devon hosted parties, general admission tickets
- Inclusion in awards ceremonies, two 6-day VIP parking passes with assigned spaces, inclusion in media opportunities
- Website listing, website link, banner and/or tower ad to appear on all pages of website
- Three banner placements in prime locations
- Numerous daily listing on the scoreboard, four 20-second public address announcements daily

## Presenting Sponsor: \$50,000

- Corporate name added to name of the event
- 2 commercials in the Saturday night webcasting
- Exclusive use of the VIP box seating, VIP ribbons, and access to the Hospitality Suite
- Press release announcing presenting sponsorship, ad or commercial on CCTV that runs 20 times throughout the event, four 20-second public service announcements daily
- Opportunity for up to 3 hours of educational workshops in the Devon Club, distribution of promotional materials
- Invitations to Dressage at Devon hosted parties, two 6-day VIP parking passes with assigned spaces, general admission tickets, inclusion in awards ceremonies
- Expo space (10' x 20'), daily listing on scoreboard, inclusion in media opportunities
- Website listing, website link
- Listing in program, color ad on the inside cover of program, access to Dressage at Devon mailing list
- Two banner placements





## Diamond Sponsor: \$20,000

- Opportunity for up to two hours of educational workshops in the Devon Club
- Invitations to Dressage at Devon hosted parties, VIP ribbons and access to the VIP Suite, use of VIP seating during one performance division class, two 6-day VIP parking passes, inclusion in awards ceremony of one performance division class
- Listing in program, full page color ad with premium placement in the program
- Two premium position banner placements
- Ad or commercial on CCTV that runs throughout the event, listing on scoreboard, two 20-second address announcements daily, general admission tickets
- Expo space (10' x 15'), website listing, website link

## Platinum Sponsor: \$15,000

- Opportunity for up to two hours of educational workshops in the Devon Club
- Invitations to Dressage at Devon hosted parties, VIP ribbons and access to the Hospitality Suite, use of VIP seating during one performance division class, two 6-day VIP parking passes, general admission tickets, inclusion in awards ceremony of one performance division class
- Listing in program, full page color ad in program
- Two banner placements
- Website listing, website link
- Two 20-second public service announcements daily, listing on scoreboard
- Expo space (10' x 10')

## Gold Sponsor: \$10,000

- Opportunity for up to one hour of educational workshops in the Devon Club
- VIP ribbons and access to the Hospitality Suite, use of VIP seating during one performance division class, one 6-day VIP parking pass, invitations to Dressage at Devon hosted parties
- Listing in program, full page color ad in program, inclusion in awards ceremony of one performance division class
- Website listing, website link, listing on scoreboard, one 20-second public service announcement daily, general admission tickets
- Expo space (10' x 10'), two banner placements



### **Silver Sponsor: \$7,500**

- Invitations to Dressage at Devon hosted parties, inclusion in awards ceremony of one performance division class, use of VIP seating during one performance division class
- VIP ribbons and access to Hospitality Suite, one 6-day parking pass
- Listing in program, full page color ad in program
- Website listing, website link, general admission tickets
- Listing on scoreboard, one banner placement

### **Bronze Sponsor: \$5,000**

- VIP ribbons and access to Hospitality Suite, inclusion in awards ceremony of one performance division class, use of VIP seating during one performance division class
- Invitations to Dressage at Devon hosted parties, one 6-day VIP parking pass
- Listing in program, full page black and white ad in program
- Website listing, website link
- One banner placement, listing on scoreboard, general admission tickets

### **Grand Champion Breed Division Sponsor: \$3,500**

- Two VIP ribbons and access to Hospitality Suite
- Inclusion in awards ceremony of championship class, one 1-day VIP parking pass
- Website listing, listing in program, one-half page black and white ad in program
- One banner placement, listing in program, listing on scoreboard, general admission tickets

### **Blue Ribbon Sponsor: \$2,000**

- Two VIP ribbons and access to Hospitality Suite
- Inclusion in awards ceremony of one breed division class
- Website listing, listing in program, one-quarter black and white ad in program
- Listing on scoreboard, one banner placement, general admission tickets

### **Festival Sponsor: \$1,500**

- Inclusion in awards ceremony of breed division class
- Website listing, listing on scoreboard
- Listing in program, one-quarter page black and white ad in program
- General admission tickets