

Hello,

Thank you for your interest in becoming a sponsor for *Hawkesbury Dressage Club*.

Background:

Hawkesbury Dressage Club is a Sydney based equestrian club. The majority of events are run at the Sydney International Equestrian Centre in Horsley Park, home of the Sydney 2000 Olympics. Other activities such as Clinics and Committee meetings are held in the Hawkesbury area.

Hawkesbury Dressage Club runs a minimum 3 events and 2 training days during each Calendar year, in addition to various other events such as clinics. Our largest event is our June Hawkesbury Dressage Club Championships. This event offers Championship rugs to riders and has the largest attendance of all of our competitions. This event is also popular as it offers one of the last opportunities for Sydney metro riders to gain qualifying scores for the NSW State Dressage Championships.

Sponsorship benefits

1. A Championship rug embroidered with your business name. Such rugs are treasured and may last a lifetime, providing years of business promotion.
2. A class named after your business, e.g. "<your business name> Open Novice Championship". This title will be displayed as such across multiple mediums: when riders submit entries, view the draw, obtain results, and more.
3. During the Sponsorship period, your business Logo will be placed:
 - a. On the event Nominate webpage, where riders submit entries
 - b. In the club email signature during the sponsorship period
 - c. On the Hawkesbury Dressage Club website. This can include your website link and a brief promotional outline on your business/organisation (if supplied)
 - d. Cover page of the Championship Draw (Start list), and a website link if supplied
 - e. Club newsletters (quarterly)
4. Sponsors are highlighted in the *Hawkesbury Dressage Club Inc* Facebook group to 1,232 members from time-to-time. The frequency of this will intensify during the April-June 28th period. The frequency of a sponsor's 'rotation' will depend upon the total number of sponsors obtained.
5. Sponsors will also be highlighted on the Hawkesbury Dressage Club Facebook Page once in the lead-up to the event (April 1st-June 27th).
6. Exclusive permission to advertise in the Facebook group. Non-sponsors are not permitted to advertise in this group. As groups have favourable statistics on exposure in newsfeeds, sponsors are primarily advertised via this medium.
7. If given prior notice, we can share posts already 'Sponsored' (boosted) by your business, and/or allocate your 'Sponsor Highlight' during times in which your business is offering sales or other promotions.
8. Sponsors have the option to set up a trade-stand or table at all Hawkesbury Dressage Club events in the sponsorship period for the additional fee of only \$25.
9. Club members are encouraged to support event sponsors

Sponsorship period

The Sponsorship period will run from the day of advertising the June Championship Event (campaign commencing May 1st), until April 30th 2021.

Sponsorship reach

Competition attendance ranges from 150-250 riders and an additional 100-150 spectators, helpers and grooms. Training day attendance ranges from 25-60 riders. 100 members are on the Hawkesbury Dressage Club mailing list.

Hawkesbury Dressage runs two social media sites - a group containing 1,232 members, and a Facebook page with 1,569 likes and 1,641 followers as of 19/02/2020.

Prize-giving

Sponsors are encouraged to attend presentations feature in photos

Championship cost:

\$300 cost per division sponsored

Payment is due by April 30th 2020 to ensure advertisement beginning on schedule on May 1st 2020. Sponsors who join at a later date will still end their sponsorship period on April 30th 2021 - making less than one full calendar year. Sponsors will not be added to the website, facebook page, and Nominate until payment has been received.

Naming rights sponsor

The option for Naming Rights may be negotiated.

Sponsored Divisions available

Open: Preliminary, Novice, Elementary, Medium, Advanced, Small Tour, Medium Tour, Big Tour

Amateur Owner Rider: Preliminary, Novice, Elementary, Medium, Advanced, FEI

Pony: Preliminary, Novice, Elementary, Medium, Advanced, FEI

Young rider/junior: Preliminary, Novice, Elementary, Medium, Advanced, FEI

Closed Unrestricted: Preliminary, Novice

Off the Track: Preliminary, Novice

Sponsors may indicate a preference for divisions and Hawkesbury Dressage Club will endeavour to assign sponsors to their preference. However, if multiple sponsors request the same division, some may need to be assigned to divisions. Where possible, organisations who sponsor multiple divisions will be assigned to those in the same level - i.e. "Business Name Elementary Open Championship" and "Business Name Elementary Amateur Owner/Rider Championship". Hawkesbury Dressage Club will also attempt to assign sponsors to relevant divisions - i.e. sponsors suited to youth to the Young Rider/Junior divisions.



Hawkesbury
Dressage Club

**Hawkesbury Dressage Club
2020 Championships Sponsorship
Confirmation Form**

Thank you for your support of our 2020 Championships - we appreciate it!
We look forward to a great event and to providing you with as much value for your
sponsorship as possible.

Please complete the following:

Contact details:

Business Name: _____

Contact Name: _____

Email address: _____

Phone: _____

Sponsored Divisions:

I would like to sponsor (number) _____ of Champion Divisions at \$300 each

Name of business to appear on the rug: (please write clearly)

The Club Treasurer will provide an invoice for payment of the rug

Any other notes or information:

Trade stands:

There is a \$25 fee to set up a trade stand or table, which is to be arranged directly with SIEC. If interested, we will send you a booking form.

I would like to have a trade stand at the event: YES NO

Where to from here:

Please email this form to hawkesburydressageclub@gmail.com including your *company logo, website and an outline of your business* that we can use on the website and Social Media.

THANK YOU FOR YOUR SUPPORT