



# New England Dressage Association Advertising and Sponsorship Agreement

Sponsor/Donor: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Facebook/Web Link: \_\_\_\_\_ Start Date: \_\_\_\_\_ End Date \_\_\_\_\_

### CONTRIBUTION LEVEL

- Advertising Sponsor: \$1,800-\$2,499**
- Bronze Sponsor: \$2,500-\$3,799**
- Silver Sponsor: \$3,800-\$4,999**
- Gold Sponsor: \$5,000-\$6,500**

The contribution level is determined by the total cost of the benefits selected by the sponsor.

### A Tip of the Hat

A Tip of the Hat is NEDA's award-winning membership magazine. With 10 issues annually, it is a great place to reach our members throughout the year. Issues are in-print and mailed, and are available online behind the member fire-wall. Past issues may be available online to non-members as well.

Please the issues desired for the Ad, and then select and AD size. All Ads must be provided to NEDA at [tipads@neda.org](mailto:tipads@neda.org) or [tip@neda.org](mailto:tip@neda.org).

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> January     | <input type="checkbox"/> July      |
| <input type="checkbox"/> February    | <input type="checkbox"/> August    |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September |
| <input type="checkbox"/> May         | <input type="checkbox"/> October   |
| <input type="checkbox"/> June        | <input type="checkbox"/> Nov/Dec   |

AD Size*	Cost/issue	Specs	Select	Total Cost
Business Card	\$65	3.5" wide x 2" high		
1/4 page	\$125	3.5" wide x 4.75" high		
1/3 page	\$150	Portrait: 4.875" wide x 4.75" high Landscape: 7.5" wide x 3" high		
1/2 page	\$190	Portrait: 4.875" wide x 8.5" high Landscape: 7.5" wide x 4.75" high		
Full Page	\$300	8.5" wide 11" high		
Advertorial (2-4 pages)	\$900			

## Competitions

### Spring Show at Fieldstone Show Park, Halifax, MA

May 31, June 1 and June 2

The NEDA Spring Show is a recognized dressage show with USDF Levels Training through 4<sup>th</sup> Level, FEI classes and musical freestyles. The show has five rings going for three days. NOTE: Last day to purchase sponsorships for the Spring Show is May 15, 2024.

Title Sponsor of the Spring Show: \$5,000

Select: \_\_\_\_\_

As the title sponsor of the NEDA Spring Show, you will get the following benefits:

1. Ring 1 is named for the Sponsor as listed on maps, as the showgrounds, in the schedules and as called by the announcer at the show
2. Title of show will be changed to "Sponsor/NEDA Spring Show" in all media, postins, articles, prize lists, programs, schedules and other documents before, during and immediately after the show
3. Full Page AD on Inside Front Cover of show program
4. Banner hung at all NEDA events in 2024, including symposium
5. Full page Ads in 10 issues of the Tip of the Hat
6. Fall Symposium Vender Space (10x10) with 1 patron ticket for each day and invite to any pre-event party (if held)
7. Full page AD in Symposium program
8. Four Ads ran on NEDA Social Media over 1 yr time
9. Recognition at Title Sponsor on NEDA Website for 1 yr time

<b>Benefit</b>	<b>Cost</b>	<b>Specs</b>	<b>Select</b>	<b>Total Cost</b>
Inserts in Competitor Packets	\$65	Must be in-hand by May 20, 2024		
Hang a Banner	\$120	Must be in-hand by May 25, 2024		
Sponsor a Ring	\$500	Select Ring: 1, 2, 3, 4 or 5		
Vendor Space: 10x10	\$375	Set up day bf show and leave last day		
Vendor Space: 10x20	\$625	Set up day bf show and leave last day		
Vendor Space: 10x30	\$900	Set up day bf show and leave last day		
Vendor Space Plus	\$100	Space + 5 daily announcements daily		
Show Program Ad: Biz Card	\$55			
Show Program Ad: 1/6 page	\$80	Horizontal Footer		
Show Program Ad: 1/4 page	\$130			
Show Program Ad: 1/2 page	\$180			
Show Program Ad: Full page	\$230			
Show Program: Inside Front	\$325			
Show Program: Inside Back	\$325			
Show Program: Back Cover	\$375			

<b>Sponsor a Class*</b>	<b>Cost</b>	<b>1<sup>st</sup> Choice:</b>	<b>2<sup>nd</sup> Choice:</b>	<b>3<sup>rd</sup> Choice:</b>
USEF Training Level 1: 101 201 301	\$70			
USEF Training Level 2: 102 202 302	\$70			
USEF Training Level 3: 103 203 303	\$70			
USEF First Level 1: 111 211 311	\$70			
USEF First Level 2: 112 212 312	\$70			
USEF First Level 3: 113 213 313	\$70			
USEF Second Level 1: 121 221 321	\$70			

<b>Sponsor a Class* (cont.)</b>	<b>Cost</b>	<b>1<sup>st</sup> Choice:</b>	<b>2<sup>nd</sup> Choice:</b>	<b>3<sup>rd</sup> Choice:</b>
USEF Second Level 2: 122 222 322	\$70			
USEF Second Level 3: 123 223 323	\$70			
USEF Third Level 1: 131 231 331	\$70			
USEF Third Level 2: 132 233 332	\$70			
USEF Third Level 3: 133 233 333	\$70			
USEF Fourth Level 1: 141 241 341	\$70			
USEF Fourth Level 2: 142 242 342	\$70			
USEF Fourth Level 3: 143 243 343	\$70			
USEF Test of Choice: 144 244 344	\$70			
FEI Test of Choice: 150 250 350	\$70			
FEI Prix St. George: 151 251 351	\$70			
FEI Intermediate I: 152 252 352	\$70			
FEI Intermediate II: 153 253 353	\$70			
FEI Grand Prix: 154 254 354	\$70			
FEI Grand Prix Spec: 155 255 355	\$70			
FEI Pony Team: 256	\$70			
FEI Pony Individual: 356	\$70			
FEI Junior Team: 257	\$70			
FEI Junior Individual: 356	\$70			
FEI YR Team: 258	\$70			
FEI YR Individual: 358	\$70			
FEI Children's Team: 259	\$70			
FEI Children's Individual: 359	\$70			
Brentina Cup/ FEI Inter II: 261	\$70			
Brentina Cup/ FEI GP YR: 361	\$70			
USEF Devel Horse PSG: 362	\$70			
USEF Devel Horse GP: 363	\$70			
USEF 4 YO Young Horse: 264. 364	\$70			
FEI Yng Horse 5YO Prelim: 265	\$70			
FEI Yng Horse 5YO Final: 365	\$70			
USEF/FEI Young Horse TOC: 166	\$70			
FEI Yng Horse 6YO Prelim: 266	\$70			
FEI Yng Horse 6YO Final: 366	\$70			
FEI Yng Horse 7YO Prelim: 267	\$70			
FEI Yng Horse 7YO Final: 367	\$70			
USDF Freestyle TOC: 190 290 390	\$70			
FEI Freestyle TOC: 191 291 391	\$70			
FEI Junior Freestyle: 392	\$70			
FEI YR Freestyle: 393	\$70			
Dressage Seat Eq: 170 270 370	\$70			
Materiale Fillies 3YO: 171 271 371	\$70			
Materiale Mares 4/5YO: 172 272 372	\$70			
Materiale C/G 3YO: 173 273 373	\$70			
Materiale S/G 4/5YO 174 274 374	\$70			
FEI Para Dress GP A TOC: 275	\$70			
FEI Para Dress GP B TOC: 375	\$70			
FEI Para Dress GP Freestyle: 376	\$70			
Pony Cup TOC: 177 277 377	\$70			

\* Class numbers beginning with 1 are on Friday, with 2 are on Saturday, and with 3 are on Sunday. Once a class is sponsored, it is off the list. NEDA will then move to the 2<sup>nd</sup> and/or 3<sup>rd</sup> choices.

**Total Spring Show Cost: \$ \_\_\_\_\_**

**Summer Show at Apple Knoll Farm, Millis, MA.**

**July 14, 2024**

The NEDA Summer Show is a recognized dressage show with USDF Levels Training through 4<sup>th</sup> Level, FEI classes and musical freestyles. The show has two rings going for one day. NOTE: Last day to purchase sponsorships for the Summer Show is July 7, 2024.

Title Sponsor of the Summer Show: \$1,000

Select: \_\_\_\_\_

As the title sponsor of the NEDA Summer Show, you will get the following benefits:

1. Ring 1 is named for the Sponsor as listed on maps, as the showgrounds, in the schedules and as called by the announcer at the show
2. Title of show will be changed to “Sponsor/NEDA Summer Show” in all media, postins, articles, prize lists, programs, schedules and other documents before, during and immediately after the show
3. Banner hung at all NEDA events in 2024, including symposium
4. Full page Ads in 10 issues of the Tip of the Hat
5. Full page AD in Symposium program
6. Four Ads ran on NEDA Social Media over 1 yr time
7. Recognition at Title Sponsor on NEDA Website for 1 yr time

<b>Benefit</b>	<b>Cost</b>	<b>Specs</b>	<b>Select</b>	<b>Total Cost</b>
Inserts in Competitor Packets	\$65	Must be in-hand by July 1, 2024		
Hang a Banner	\$120	Must be in-hand by July 1, 2024		
Sponsor a Ring	\$500	Select Ring: 1 or 2		
Vendor Space: 10x10*	\$150	Set up day bf show and leave last day		

\*Space is limited.

<b>Sponsor a Class**</b>	<b>Cost</b>	<b>1<sup>st</sup> Choice:</b>	<b>2<sup>nd</sup> Choice:</b>	<b>3<sup>rd</sup> Choice:</b>
USEF Training Level 1: 101	\$50			
USEF Training Level 2: 102	\$50			
USEF Training Level 3: 103	\$50			
USEF First Level 1: 111	\$50			
USEF First Level 2: 112	\$50			
USEF First Level 3: 113	\$50			
USEF Second Level 1: 121	\$50			
USEF Second Level 2: 122	\$50			
USEF Second Level 3: 123	\$50			
USEF Third Level 1: 131	\$50			
USEF Third Level 2: 132	\$50			
USEF Third Level 3: 133	\$50			
USEF Fourth Level 1: 141	\$50			
USEF Fourth Level 2: 142	\$50			
USEF Fourth Level 3: 143	\$50			
USEF Dressage Seat Eq: 180	\$50			
FEI Test of Choice: 150	\$50			
USDF/FEI Freestyle TOC: 190	\$50			
Pony Cup TOC: 200	\$50			

\*\* Once a class is sponsored, it is off the list. NEDA will then move to the 2<sup>nd</sup> and/or 3<sup>rd</sup> choices.

**Total Summer Show Cost: \$ \_\_\_\_\_**

**Fall Kick-off Show at Apple Knoll Farm, Millis, MA.**

**Sept. 1 2024**

The NEDA Fall Kick-off Show is a recognized dressage show with USDF Levels Training through 4<sup>th</sup> Level, FEI classes and musical freestyles. The show has two rings going for one day. NOTE: Last day to purchase sponsorships for the Fall Kick-off Show is August 25, 2024.

Title Sponsor of the Fall Kick-Off Show: \$1,000

Select: \_\_\_\_\_

As the title sponsor of the NEDA Fall Kick-Off Show, you will get the following benefits:

1. Ring 1 is named for the Sponsor as listed on maps, as the showgrounds, in the schedules and as called by the announcer at the show
2. Title of show will be changed to "Sponsor/NEDA Fall Kick-Off Show" in all media, postins, articles, prize lists, programs, schedules and other documents before, during and immediately after the show
3. Banner hung at all NEDA events in 2024, including symposium
4. Full page Ads in 10 issues of the Tip of the Hat
5. Full page AD in Symposium program
6. Four Ads ran on NEDA Social Media over 1 yr time
7. Recognition at Title Sponsor on NEDA Website for 1 yr time

<b>Benefit</b>	<b>Cost</b>	<b>Specs</b>	<b>Select</b>	<b>Total Cost</b>
Inserts in Competitor Packets	\$65	Must be in-hand by Aug 18, 2024		
Hang a Banner	\$120	Must be in-hand by Aug 18, 2024		
Sponsor a Ring	\$500	Select Ring: 1 or 2		
Vendor Space: 10x10*	\$150	Set up day bf show and leave last day		

\*Space is limited.

<b>Sponsor a Class**</b>	<b>Cost</b>	<b>1<sup>st</sup> Choice:</b>	<b>2<sup>nd</sup> Choice:</b>	<b>3<sup>rd</sup> Choice:</b>
USEF Training Level 1: 101	\$50			
USEF Training Level 2: 102	\$50			
USEF Training Level 3: 103	\$50			
USEF First Level 1: 111	\$50			
USEF First Level 2: 112	\$50			
USEF First Level 3: 113	\$50			
USEF Second Level 1: 121	\$50			
USEF Second Level 2: 122	\$50			
USEF Second Level 3: 123	\$50			
USEF Third Level 1: 131	\$50			
USEF Third Level 2: 132	\$50			
USEF Third Level 3: 133	\$50			
USEF Fourth Level 1: 141	\$50			
USEF Fourth Level 2: 142	\$50			
USEF Fourth Level 3: 143	\$50			
USEF Dressage Seat Eq: 180	\$50			
FEI Test of Choice: 150	\$50			
USDF/FEI Freestyle TOC: 190	\$50			
Pony Cup TOC: 200	\$50			

\*\* Once a class is sponsored, it is off the list. NEDA will then move to the 2<sup>nd</sup> and/or 3<sup>rd</sup> choices.

**Total Fall Kick-off Show Cost: \$ \_\_\_\_\_**

**Dressage Sport Horse Breed Show III & NE USDF Breeders Championship at HITS on The Hudson,**  
**Saugerties, NY** **Sept. 14 – 15, 2024**

**SPONSORSHIP PACKAGES FOR THE NEDA DSHB SHOW:**

<b>Show Supporter:</b>	\$ 30	Benefits:	Announced during the Competition Listing with Link on NEDA Breed Show webpage Social Media Shout-out
<b>Class Sponsor:</b>	\$ 60	Benefits:	Social media shout-out Listing with link on NEDA Breed Show webpage Announced with Class at the show
<b>Group Sponsor:</b>	\$ 90	Benefits:	Social media shout-out Listing with link on NEDA Breed Show webpage Announced with Class at the show Listed in NEDA Tip issue after the show
<b>Division Sponsor:</b>	\$ 300	Benefits:	Social media shout-out Listing with link on NEDA Breed Show webpage Announced during Division at the show Banner displayed at the show Listed in NEDA Tip issue after the show
<b>Grand Champion:</b>	\$ 500	Benefits:	Social media post with Facebook or Website link Listing with link on NEDA Breed Show webpage Announced during Championships at the show Banner prominently displayed during the show Listed in NEDA Tip issue after the show
<b>Title Sponsor:</b>	\$ 4,000	Benefits:	Named in all press and announcements for the show. Social media post with Facebook or Website link. Banner displayed in Competition arena. Brochures distributed to competitors. Vendor space during the competition. Listing with link on NEDA Breed Show webpage 1/2 -page AD in 10 issues of the Tip of the Hat
<b>Vendor Space:</b>	\$150		Space to set up your Tent/Table at the showgrounds
<b>Vendor Space:</b>	\$250		Space to set up your Truck/Trailer at the showgrounds
<b>Donations:</b>	Any amount		To support the Breed Show: can dictate the use of the funds (ie., competitor party, hotel/food, awards, grounds fees) Can be with recognition or anonymous Tax deductible

**CLASSES & DIVISIONS OFFERED AS PART OF THE NEDA DSHB SHOW:**

**Class Sponsor (53):**

- |  |   |
|--|---|
| 1. Broodmares with/without Foals 4 & over            | 39. IBC- Oldenburg/GOV                          |
| 2. Maiden/Yeld Mares 4 & over                        | 40. IBC- KWPN                                   |
| 4. Stallions Not Currently at Stud 4 & over          | 41. IBC- RPSI/Westfalen                         |
| 5. Stallions Standing at Stud 4 & over               | 42. IBC- Connemara                              |
| 8. Fillies- 3 years old                              | 43. IBC- North American Sport Pony              |
| 9. Fillies- 2 years old                              | 44. IBC- ISR/Oldenburg                          |
| 10. Fillies- yearling                                | 45. IBC- Trakehner                              |
| 12. Fillies of Current Year                          | 46. IBC- Holsteiner                             |
| 13. Colts/Geldings of Current Year                   | 47. IBC- Welsh Pony or Cob                      |
| 15. Colts/Geldings- 3 years old                      | 48. IBC- Arabian                                |
| 16. Colts/Geldings- 4 years old                      | 49. IBC- Morgan                                 |
| 17. Colts/Geldings- yearling                         | 50. IBC- Lippizan                               |
| 21. 4-year-old Mare Sport Horse Prospect             | 51. IBC- Hanoverian                             |
| 22. 4-year-old Stallion/Gelding Sport Horse Prospect | 52. IBC- Danish Warmblood                       |
| 24. Produce of Dam                                   | 62. Pony Broodmares with/without Foals 4 & Over |
| 25. Get of Sire                                      | 63. Pony Maiden/Yeld Mares 4 & Over             |
| 26. Breeders Group                                   | 65. Pony Stallions Not Current at Stud 4 & Over |
| 27. Amateur & Jr/YR Handler                          | 66. Pony Stallions Standing at Stud 4 & Over    |
| 28. Materiale: Fillies- 3 years old                  | 69. Pony Fillies- 3 years old                   |
| 29. Materiale: Colts/Geldings- 3 years old           | 70. Pony Fillies- 2 years old                   |
| 30. Materiale: Mares- 4 & 5 years old                | 71. Pony Fillies- yearling                      |
| 31. Materiale: Stallions/Geldings- 4 & 5 years old   | 73. Pony Fillies of Current Year                |
| 33. Under Saddle: Fillies- 3 years old               | 74. Pony Colts/Geldings of Current Year         |
| 34. Under Saddle: Colts/Geldings- 3 years old        | 76. Pony Colts/Geldings- 3 years old            |
| 35. Under Saddle: Mares- 4 & over                    | 77. Pony Colts/Geldings- 2 years old            |
| 36. Under Saddle: Stallions/Geldings- 4 & over       | 78. Pony Colts/Geldings- yearling               |
| 37. Suitability to become a Dressage Horse           |   |

**Group Sponsor (13):**

- |  |   |
|--|---|
| 3. Mare Group Championship                       | 38. Under Saddle Championship                     |
| 6. Stallion Group Championship                   | 64. Pony Mare Group Championship                  |
| 11. Filly Group Championship                     | 67. Pony Stallion Group Championship              |
| 14. Foals of Current Year Group Championship     | 72. Pony Filly Group Championship                 |
| 18. Colts/Geldings Group Championship            | 75. Pony Foals of Current Year Group Championship |
| 23. 4-year-old Sport Horse Prospect Championship | 79. Pony Colts/Geldings Group Championship        |
| 32. Materiale Championship                       |   |

**Division Sponsor (4):**

- |                              |                              |
|------------------------------|------------------------------|
| 7. Mature Horse Championship | 68. Mature Pony Championship |
| 19. Young Horse Championship | 80. Young Pony Championship  |

**Grand Champion Sponsor (2):**

- |                                 |                           |
|---------------------------------|---------------------------|
| 20. Grand Champion (Open/Horse) | 81. Grand Champion (Pony) |
|---------------------------------|---------------------------|

Options	Cost	Subtotal	1 <sup>st</sup> Choice (Class/Div)	2 <sup>nd</sup> Choice (Class/Div)
Show Supporter	<b>\$30</b>			
Class Sponsor	<b>\$60</b>			
Group Sponsor	<b>\$90</b>			
Division Sponsor	<b>\$300</b>			
Grand Champion Sponsor	<b>\$500</b>			
Title Sponsor	<b>\$4,000</b>			

Vendor Space-Tent/Table	<b>\$150</b>	
Vendor Space-Truck/Trailer	<b>\$250</b>	
Donation-Breed Show		To be used for:

**Total Breed Show Cost: \$\_\_\_\_\_**

**DONATION:** A simple donation to NEDA, a 501(3)(c) non-profit organization, at any amount. Please feel free to allocate the donated monies to a certain event, show, publication or scholarship (NEDA runs four scholarships and the information can be found on [NEDA.org](http://NEDA.org)).

Amount: \_\_\_\_\_

Use for: \_\_\_\_\_

**Please email completed form to: [Sponsorship@NEDA.org](mailto:Sponsorship@NEDA.org)  
or provide information online at: [NEDA.org/page/Advertise\\_Sponsor](http://NEDA.org/page/Advertise_Sponsor)**

Sponsor/Advertiser: \_\_\_\_\_

Signature

Print

Date

NEDA Coordinator: \_\_\_\_\_

Signature

Print

Date

*Thank you for Supporting NEDA.*