



*Edmonton Area Alberta  
Dressage Association -  
EADA*

*Sponsorship and Marketing  
Opportunities for the  
2009 Gold Rush CDI\*\**





### Who we are?



The **Edmonton Area Alberta Dressage Association (EAADA)** is a not-for-profit association. We are a group of riders, owners, and interested persons who are working to promote the advancement and enjoyment of the sport of dressage.

The **EAADA** has a strong focus on bringing young riders into the sport of dressage, and helping them achieve their goals. We sponsor clinics, seminars, schooling and recognized shows, demonstrations, displays, and social events. We rely on fundraising to help support our projects. We also raise funds for Breast Cancer with our annual “Ride for the Cure” freestyle competition at the Gold Rush Show.

### What is Dressage?

The actual word Dressage comes from the French verb dresser, which translates into English as “to train.” Dressage has evolved from over 2000 years of horsemanship. In the competition ring, Dressage has grown beyond its elite European heritage to become a popular sport for spectators and participants in Europe and North America and is quickly catching attention in many other countries around the world, as was recently seen during the 2008 Olympics. The result of dressage training is a balanced, obedient and supple horse that is a pleasure to ride.



### Who are the Riders?

Dressage riders are divided into three main groups. The first group is the riding professionals: men and women who earn an income by teaching others to ride, selling horses and competing for prize money. The second group is composed of riders called amateurs. The ages for this group range from 19 to 70. However, in the



equine sport of dressage a profile was developed by Equine Canada and it was discovered that the majority of these participants are professionals, such as lawyers and accountants in their thirties, forties and fifties married with children with an average income of over \$100,000. The third group is the juniors who are 18 and under. Along with every rider at an event, there is a group of family and friends that accompany the rider for moral support. Spectators can spend the entire day at the event and provide a valuable audience for sponsors.



### Para-Equestrian

Para-Equestrian Canada is the discipline committee of Equine Canada responsible for developing and implementing programs on behalf of the Para-Equestrian community, and administrating the high performance program for Dressage riders with a disability.



The Para-Equestrian Canada discipline is one of Canada’s most successful international disciplines. Karen Brain secured two individual bronze medals at the 2004 Paralympic Games, and Lauren Barwick achieved an individual silver and an individual gold medal at the 2008 Paralympic Games.

In Para-Equestrian, each rider is classified according to his or her functional ability. They are assessed by trained physiotherapists and doctors who evaluate either muscle strength, coordination, or a combination thereof throughout the athlete’s body. The rider is then given a functional profile that indicates the grade in which they can compete.



There are five grades of competitions in dressage, with Grade IA representing the more severely impaired riders, and Grade IV representing the least severely impaired riders. The competition within each grade is judged on the functional skill of the rider, and not the level of disability.

*Olympic Medalist Lauren Barwick is featured in both photographs.*

### What is the Event?

*This year the EAADA was awarded, by Equine Canada and the Fédération Equestre Internationale (FEI), the honour of hosting the first ever Concours de Dressage International CDI/Y/J/P/CH\*\* to be held in Western Canada. This show will also include the 2009 Dressage Canada National Youth Championships and Para-Equestrian classes. The CDI\*\* and the 2009 Dressage Canada National Youth Championships and Para-Equestrian classes will be held in conjunction with our annual Gold Rush Show at the Amberlea Meadows Equestrian Centre in Edmonton on August 20-23, 2009. In addition to the traditional CDI\*\* adult classes, we are excited to offer youth (16 to 21), junior (14 to 18), pony, and children’s classes in our CDI\*\*.*

*A competition of this high standard has never been offered in Western Canada. The goals of the EAADA for hosting this quality of competition are:*

- 1. To offer Western riders the opportunity and experience of competing at Olympic levels without the added very costly and limiting travel expenses;*
- 2. to provide a qualifying show for the annual North American Junior/Young Rider competition; and*
- 3. to increase public awareness of the sport of Dressage.*

*The CDI\*\* is a wonderful opportunity to bring together competitors and spectators from Western Canada and the Pacific Northwest of the United States.*

*The EC Dressage rider profile demonstrates that sponsoring a dressage event can be good marketing. Dressage is a growing sport. Recently, in Europe the number of spectators attending a Dressage Competition outnumbered those attending a NASCAR event.*

*Hosting a CDI\*\* in Edmonton will put the City of Edmonton, the Province of Alberta, private businesses and corporations amongst the top Canadian promoters of dressage.*



## Event Sponsorship

The **EAADA** has sponsorship packages to allow participation at all levels of investment. From a simple Gold Dust sponsorship to the prestigious Gold sponsorship, we can tailor a package to suit the individual needs of your business or organization. Sponsorship at dressage events can increase a company's recognition tremendously.

All sponsors will be included in the show program and the sponsors will be recognized daily during the show announcements. Please refer to the Marketing of Businesses and Organizations section for complete details. In addition, a sponsor's lounge will be provided on the show grounds for your enjoyment.

All levels of sponsorships are open to co-sponsorship. The EAADA is receptive to a sponsor obtaining exclusive rights to a level. Please contact us for further information

### 1. Gold Sponsor

The most prestigious level of sponsorship is the Gold Sponsor. A Gold Sponsor may have exclusive naming rights of the event and all media coverage will include the sponsor's name. The competition ring used by the CDI\*\* will be named after the sponsor. Promotion via announcements and advertisements in our printed promotional materials, i.e. show program, is also included in this level. The Gold Sponsor will be given the opportunity to present ribbons and prizes for their sponsored class or division.



### 2. Product or Service Sponsorship

Many companies and organizations specialize in products or services that the **EAADA** can endorse as the official product or service of the Gold Rush show. These products or services will be titled "Official Product of the Gold Rush show" and will be showcased in all our promotional material.

### 3. Gold Rush Classes and Championships

The sponsor will be recognized during the class or during the presentation for the championship. All sponsors will be given the opportunity to present ribbons and prizes for their sponsored individual, FEI Freestyle or Divisional Championship class. Recognition via announcements and advertisements in our printed promotional materials i.e. show program.

### 4. CDI/Y/J/P/CH\*\*, 2009 Youth Nationals and Para Equestrian Classes

The sponsor will be recognized during the class or during the presentation for each class of the CDI\*\*, the 2009 Youth nationals or the Para Equestrian Classes they have sponsored. All sponsors will be given the opportunity to present ribbons and prizes for their sponsored individual classes. This is in addition to the recognition via announcements and advertisements in our printed promotional materials i.e. show program, is included.

### 5. Event Sponsorship

The EAADA also has unique and fun events that take place during the competition. The marketing event opportunities during the Gold Rush CDI\*\* are listed below. The event sponsor will be promoted in all of our promotional material.

- Competitors' Beverages
- Competitors' Breakfast
- Competitors' Afternoon Tea
- Wine and Cheese Gala



**6. Gold Nugget Sponsorship**

The EAADA also has sponsorship opportunities for items that enhance the show experience. These opportunities are listed below. The Gold Nugget sponsor will be promoted in all of our promotional material.

- Ribbons & Trophies
- Flowers
- Volunteer Gift Packages
- Rider Gift Packages
- Horse Gift Packages

**7. Trade Show**

- a. The Trade Show sponsor may have exclusive naming rights of the Trade Show event, and all media coverage regarding the Trade show activities will include the sponsors’ name.
- b. Exhibitors will have a retail space (approx. 10ftx10ft) to sell and market their products or services. The trade show exhibitor will be promoted in all of our promotional material.

**8. Gold Dust Sponsorship**

This level of sponsorship is an easy option to help support the sport of dressage. The Gold Dust sponsor will be promoted in all of our promotional material.

**9. Individualized Sponsorship**

The EAADA has developed many different opportunities to market sponsors and showcase their products or services. You can tailor sponsorship involvement to suit your needs, you can make the commitment as easy as a Gold Dust sponsorship, or, you can plan a much more individualized strategy for your organization with your own unique idea. We would be happy to hear from you. Please contact us to discuss options.

<i>Gold Sponsorship</i>	<i>\$10,000 and up</i>
<i>Product or Service Sponsorship</i> <i>CDI/Y/J/P/CH**</i>	<i>Value of product or service donated</i>
<ul style="list-style-type: none"> <li>• <i>Classes</i></li> <li>• <i>2009 Youth National Classes</i></li> <li>• <i>Para Equestrian Classes</i></li> </ul>	<ul style="list-style-type: none"> <li><i>\$1000-\$3000</i></li> <li><i>\$250.00 –\$ 1000.00</i></li> <li><i>\$250.00 - \$1000.00</i></li> </ul>
<i>Gold Rush Classes and Championships</i>	
<ul style="list-style-type: none"> <li>• <i>FEI Freestyle</i></li> <li>• <i>Division Championship</i></li> <li>• <i>Individual Classes</i></li> </ul>	<ul style="list-style-type: none"> <li><i>\$1500</i></li> <li><i>\$ 500</i></li> <li><i>\$ 150</i></li> </ul>
<i>Event Sponsorship</i>	
<ul style="list-style-type: none"> <li>• <i>Wine and Cheese Gala</i></li> <li>• <i>Competitors’ Breakfast</i></li> <li>• <i>Afternoon Tea</i></li> <li>• <i>Competitors’ Barn Refreshment</i></li> </ul>	<ul style="list-style-type: none"> <li><i>\$3000</i></li> <li><i>\$1000</i></li> <li><i>\$1000</i></li> <li><i>\$ 850</i></li> </ul>
<i>Gold Nugget Sponsorship</i>	
<ul style="list-style-type: none"> <li>• <i>Ribbons &amp; Trophies</i></li> <li>• <i>Flowers</i></li> <li>• <i>Volunteer Gift Packages</i></li> <li>• <i>Rider Gift Packages</i></li> <li>• <i>Horse Gift Packages</i></li> </ul>	<ul style="list-style-type: none"> <li><i>\$4000</i></li> <li><i>\$2500</i></li> <li><i>\$ 500</i></li> <li><i>\$ 500</i></li> <li><i>\$ 300</i></li> </ul>
<i>Trade Show</i>	
<ul style="list-style-type: none"> <li>• <i>Trade Show Sponsor</i></li> <li>• <i>Exhibitor</i></li> </ul>	<ul style="list-style-type: none"> <li><i>\$5000-\$10000</i></li> <li><i>Please contact us for further information</i></li> </ul>
<i>Gold Dust Sponsorship</i>	<i>\$ 50 and up</i>



**Marketing of Businesses and Organizations**

**1. Announcements**

During the show, regular announcements will be made highlighting the sponsors and promoting your business.

**2. Website**

Business logos will be presented on the show website with links provided to your website beginning in spring of 2009.

**3. Signage**

Depending on the level of sponsorship we will place appropriate signage throughout the event.

**4. Presentations**

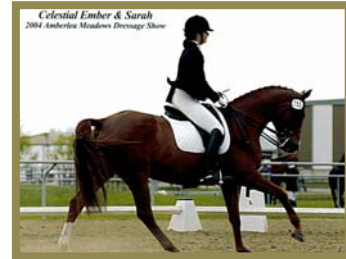
We invite sponsors to the presentation area to congratulate the competitors and to take advantage of a photo opportunity for media.

**5. Show Program**

All sponsors will be recognized within the show program. The level of sponsorship will determine the format of marketing ads.

**6. Media**

*We invite the local media to attend all of our events and we will also ensure that our events and sponsors' names are published in various equestrian magazines throughout Canada.*



If you would like to discuss the various sponsorship options please contact Donna Tribe at 780-465-6673 or [donnatribe@shaw.ca](mailto:donnatribe@shaw.ca).

**EAADA- 2009 Sponsorship Agreement**

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

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

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

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Town/City \_\_\_\_\_

Postal Code: \_\_\_\_\_

We are hereby enclosing payment for the sponsorship of: (Please list the class, division or promotional activity you would like to sponsor)

Amount of Payment: \_\_\_\_\_

Please make cheques payable to – Edmonton Area Alberta Dressage Association - EAADA

Signature of Sponsor: \_\_\_\_\_

EAADA C/O Donna Tribe  
10513-69<sup>th</sup> Street,  
Edmonton, Alberta T6A 2S7  
(780)-465-6673 Attn: Donna Tribe