

# PARTNERSHIP MARKETING OPPORTUNITIES

## Guenter Seidel Dressage Clinic May 12-13, 2012

Sponsored by GDCTA  
Presented by Lisa Seger Insurance  
Hosted by Shannondale Farm  
Alpharetta, Georgia

### Guenter Seidel

- World famous Olympic Dressage rider, renown for his classic, clean, unmistakable riding style
- Voted one of 2011's "America's Favorite Equestrians"
- Participated in last three Olympics.
- 2006 U.S. Olympic Bronze Medal Team member, Aachen, Germany. Mr. Seidel was the highest scoring American rider on the first day of competition.
- 2004 sixth place finisher at The World Cup for the U.S.
- 2004 U.S. Olympic Bronze Medal Team member in Athens, Greece.
- 2003 winner of U.S. Grand Prix Freestyle Championship/U.S. League Final
- Fourth place finisher at the World Cup and a Silver Medal in the Nation's Cup at CDIO Aachen, Germany Riding Aragon.
- 2002 sixth place finisher in the World Cup and Team Silver Medal at WEG.



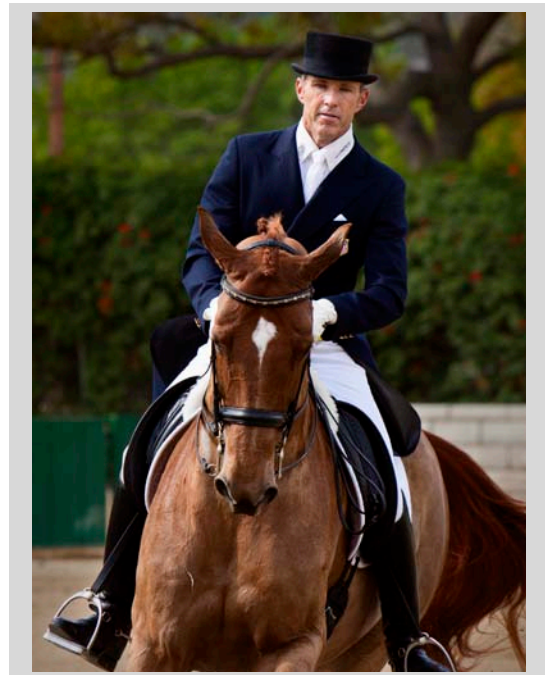
### Platinum Sponsor \$2,500

- Sponsor Logo to be included in all major references and ads pertaining to Clinic including print ads
- Sponsor Signage at Clinic

- Name and logo inclusion and hotlink on the GDCTA website
- Name and logo inclusion and hotlink on the Topline Equestrian Marketing website
- Four (4) Sponsor banners placed on grounds (provided by sponsor, 3' x 8' in size)
- One (1) 10 x 10 vendor space with tent during clinic (sponsor to provide tent).
- Name inclusion with hotlink in email blasts to approximately 2,000 trainers, owners, competitors and other subscribers.
- Platinum Sponsor recognition in PA announcements during Clinic
- Inclusion or distribution of up to three pieces of Sponsor's promotional materials (provided by Sponsor) at Clinic
- Social Media Postings on three equestrian social media programs
- Sponsor name to be added to Clinic promotional gear (Hats, polos)
- Press Announcements
- Social Media postings

#### ADDITIONAL REACH VIA PAID PRINT AND ONLINE MEDIA

- Sidelines Magazine 23,549 circ.
- USDF Newsletter 30,000 circ.
- Dressage Today 39,466 circ.
- North Carolina Dressage and Combined Training Association
- South Carolina Dressage and Combined Training Association
- Tennessee Valley Dressage and Combined Training Association
- Birmingham Dressage and Combined Training Association
- Deep South Dressage and Combined Training Association
- North Florida Dressage Association
- KDA Spring Show Program Full Page



**Sponsorship & Branded Promotional Product Marketing**

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