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Georgia Dressage Combined Training Association is a 501(c)(3) non-profit organization registered with the State of Georgia.

Benefits of GDCTA Sponsorship

- Affiliation with a long-standing equestrian organization, which promotes dressage in Georgia and USDF Region 3
- Bring your company's services or products to the attention of our nearly 700 GDCTA members – and more than 300 competitors at the October 15-17, 2010—2010 Great American Insurance Group/USDF Region 3 Dressage Championships & Atlanta National Fall Dressage shows
- Opportunities for Linkage with your company's website, which increases your site's traffic and link popularity
- Opportunity to hand out product samples/company information to the participants

Georgia Dressage Combined Training Association (GDCTA) is the largest organization of its kind in the southeastern United States, boasting almost 700 members. GDCTA members range from first-time riders to Olympians. The Region is home to 3600 United States Dressage Federation (USDF) members.

Being a GDCTA sponsor gives you year-round visibility to today's and tomorrow's horse enthusiasts. Your brand gains their notice, their respect, and their good will as you support these highly respected competitions. Your GDCTA sponsorship provides visibility to both professional and amateur riders. Sponsors of the Atlanta National Fall Dressage and The Great American Insurance Group/USDF Region 3 Championships shows will also be reaching outside of the GDCTA member base to competitors from Florida, South Carolina, Alabama, Tennessee, and North Carolina. GDCTA hosted these same shows in 2006 and had the distinction of running the largest Regional Championship show in the country that year with 333 competitors.

By sponsoring GDCTA activities, you are making a distinct impact on our ability to produce the best events possible. We would love to have you be a part of our shows!

**2010
GREAT AMERICAN INSURANCE GROUP/USDF
REGION 3 CHAMPIONSHIPS and
ATLANTA NATIONAL FALL DRESSAGE
SPONSORSHIP*+**

Platinum (\$10,000+)

Gold (\$5,000 - \$9,999)

Silver (\$2,500 - \$4,999)

Bronze (\$1,000 - \$2,499)

Winners Circle (\$51-\$999)

Class Sponsor (\$50 per class)

GDCTA will offer various types of support to reinforce your company image during the event. Here's a list of some of the things we've offered sponsors in the past. We can customize a package to meet your needs:

- Special Recognition as a Sponsor in all Promotional Materials and Advertisements for the event
- Your logo prominently displayed on the Sponsors' List
- Website link on the GDCTA Website for one year
- Reserved seating at the Show Competitor's party for you and guests
- Your ad brochures in the Competitor Bags for show (supplied by sponsor 1-2 mo prior to show)
- Placement of your banner in a prominent location at GDCTA shows*
- Complimentary Booth (approximately 10' x 10' --bring your own tent if desired we'll provide the table(s)) at Vendor Trade Fair (as available—first come, first served and limited electrical available)
There is room to display cars/trucks or trailers
- Competitor Mailing List for your advertising needs+
- Public Address Announcements During Event
- Ad in Show Programs
- Ad in the Membership Directory
- Ad in the *Collected Remarks* newsletter (limited color ads available)
- Recognized in Show Program, Newsletter, and Website as Sponsor
- Speaking opportunities available (event specific)
- Class sponsors have had their names listed next to the class in the program
- *Collected Remarks* newsletter subscription for up to one year
- Facebook Fan page updates
- An opportunity to present the class winner's award, and to be photographed with the winner(s)
- Sponsor's name is announced over the public address system several times daily
- VIP seating on platform for sponsors

Notes: *Sponsorship contributions may be cash, product or service donations or some combination.*

** The organizers reserve the right to determine the placement of all product and banners. Banners need to be supplied by the sponsor by October 8, 2010*

+ Competitor Mailing list developed courtesy of the competitors.

SPECIFIC SPONSOR OPPORTUNITIES

- The **Title Sponsorship** for the Atlanta National Fall Dressage:
It would then be written *TITLE SPONSOR Atlanta National Fall Dressage* in advertising.
- **Outside Ring Sponsor** \$1000 per ring (5 rings)
 - Show ring is named for sponsor, and sponsor's banner hangs on the judge's booth
- **Classes** - \$50 each class. The sponsor can choose Class Level and Test. There are approximately 88 classes.
- **Competitor bags** – each competitor as well as volunteers and judges receive their documentation and sponsor/promotional flyers in a bag ~450 bags needed
- **Hospitality Friday** evening (with cash bar)
- **Hospitality Saturday** evening (with cash bar)
- **Program printing**
- **High Point Awards** – could be large ribbons with sponsor name or trophies
 - Could buy for the whole show (AA, JR/YR, Open each day)
 - Could buy for each level and each division or split the divisions/levels (*lots of options*)
- **Ribbons** for all classes for each day, weekend, or class by class
- **First place prizes** – GDCTA gives a small prize usually valued under \$10 to each Atlanta National Fall Dressage first place winner ~88 prizes needed
- **Volunteer gifts** – some ideas:
 - Thank You Page in Program: This could be split among multiple companies, each receiving appropriate level benefits. As a sponsor of the Volunteers, the advertising will read: "YOUR COMPANY HERE would like to thank all of the volunteers that made this event successful. Thank you!"
 - Logo tee shirts or sweatshirts or hats, etc.: This is an option for multiple sponsors to have their logos embroidered or patched onto clothing to be worn by the 100+ volunteers.
- **Stall Decorating Contest** –The theme is Holidays at the Horse Park with the contestant picking the holiday they will decorate for. 1st – 3rd ribbons and/or prizes needed
- **Flowers/décor** around the rings/judges' booths (6 outside rings and one covered)

We are open to ideas. If we can do it, we will consider it!

It should be understood by the sponsor that if they receive an ad in the newsletter or program or other goods or services in exchange for their donation, the value will be deducted in the sponsorship receipt they receive as the receipt will say for IRS purposes that "No goods or services were provided for this donation".

DEMOGRAPHICS

Georgia Dressage and Combined Training Association members are a targeted audience of serious dressage and eventing riders, from grassroots beginners to international stars. Affluent, well-educated and highly motivated, our members are ideal consumers. They are committed to dressage and/or eventing and have the disposable income and resources to support their passion. Often dressage riders are the first to try new products in their quest for perfection. Whether you advertise joint supplements or grooming products, saddles or breeches, insurance or trailers, our members are your customers.

All GDCTA members are USDF Group Members. USDF members are characterized by their uncommon loyalty to the sport of dressage, their horses, their trainers/instructors, and supporting advertisers. Our members rely on and respond to advertising that will increase the performance, appearance, longevity and health of horse and rider.

USDF membership (approximately 33,000) demographics of note:

About USDF Members and by extension GDCTA Members . . .

- USDF members are adult amateurs, trainers, instructors, breeders, officials, show managers, and junior/young riders
- 88% compete with at least one horse
- 50% ride 4-5 times a week
- 97% own at least one horse
- Top 3 breeds: 39% Warmbloods, 16% Thoroughbreds, 11% Quarter Horses
- 90% are adults with 67% over the age of 41
- 96% are female
- 28% have an income of \$150,000 or more
- 31% chose horse-related items and clothing as gifts
- 98% read *USDF Connection* every month

Approximate Number of Members in each Region

Region 1 = 6400

Region 2 = 4600

Region 3 = 3600

Region 4 = 2000

Region 5 = 2400

Region 6 = 2500

Region 7 = 5200

Region 8 = 4100

Region 9 = 2100

Region 10 (International) = 100

600+ belong to GDCTA (GDCTA is the largest Group Member Organization in Region 3)
approximately 20% of GDCTA is eventing riders / 80% are dressage riders

SPONSORSHIP AGREEMENT

Sponsor's Agreement must be signed and returned by **August 10, 2010** to

June Brewer
3101 Kirkwood Dr NW
Kennesaw, GA 30144

At the time of agreement, fifty percent (50%) of the Sponsor's donation will be due. Final payment is due by **October 10, 2010**.

Payments are to be made payable to:

GDCTA and mailed to: 3101 Kirkwood Dr NW, Kennesaw, GA 30144

PUBLIC ADDRESS ANNOUNCEMENTS

Sponsors are asked to supply their own script for the Public Address Announcements. Deadline for submitting the announcement: **October 1, 2010**.

BANNERS

Banner must conform to the following:

- **Size:** Not to exceed 3'x6'
- **Type:** Must be grommeted every two feet top and bottom
- The organizers reserve the right to determine the placement of all banners

Deadline: All banners must be delivered to June Brewer by Friday, **October 8, 2010**.

VIP SEATING

Be sure to identify yourself as a Sponsor at the Show Office when arriving at the facility. Since VIP seating is limited, your cooperation is much appreciated.

PROGRAMS

All sponsors will be given a complimentary program. If print quantities allow, additional programs will be made available.

ARTICLES

Any non-advertising articles the Sponsor wishes to be considered for publishing in the GDCTA newsletter, *Collected Remarks*, should be submitted to gdctaenews@aol.com by **August 10, 2010**.



Georgia Dressage &
Combined Training Association

SPONSORSHIP AGREEMENT

Thank you for your tax-deductible sponsorship pledge and support of the

2010 Great American Insurance Group/USDF Region 3 Dressage Championships & Atlanta National Fall Dressage shows

Please indicate below your 1st, 2nd and 3rd choice of sponsor opportunities or classes. If you do not specify where your sponsorship will be applied, we will choose for you.

SPONSOR INFORMATION

Please provide all information below exactly as you want it advertised in all print and loudspeaker announcements for this show:

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Website: _____

Signature: _____

Division/Special class request:

- Please note a 1st, 2nd and 3rd choice, in the event your first choice is already sponsored.
- Should classes or divisions be combined or cancelled, you will be co-named or renamed an alternate division or class.

1st _____ 2nd _____ 3rd _____

If you are a major sponsor (\$2,500 or above) please write a short company or product bio for our announcers to use throughout the show. Please mail to June Brewer at the address below or email that to gdctaenews@aol.com by **October 1, 2010**.

At this time, fifty percent (50%) of the Sponsor's donation is due. Final payment is due by October 10, 2010.

GDCTA
C/O June Brewer
3101 Kirkwood Dr NW
Kennesaw, GA 30144

gdctaenews@aol.com / 770-975-1050 / www.gdcta.org

Thank you so much for your generous contribution to this event!
We look forward to seeing you at the show!



Georgia Dressage & Combined Training Association

SPONSORSHIP AGREEMENT (page 2)

TAX DEDUCTIBLE DONATION FORM

2010 Great American Insurance Group/USDF Region 3 Dressage Championships & Atlanta National Fall Dressage shows

Donated By:

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____

Donation Specifics

There are several ways to support the horse show. Please indicate below your sponsorship preference.

<input type="checkbox"/> In-Kind _____			Retail Value	\$	_____
<input type="checkbox"/> Gift Certificate _____	Yes	No	Retail Value	\$	_____
<input type="checkbox"/> Monetary Sponsorship _____	Yes	No	Dollar Value	\$	_____

Description:

This event would not be possible without the generous financial support of our sponsors.

Thank you for your support.

Sincerely,

Rick Cohn

Rick Cohn
GDCTA President