



2023 Australian Youth Dressage Championships

Sydney International Equestrian Centre
7-9 July 2023



SPONSORSHIP PROSPECTUS



Dressage NSW is delighted to host the 2023 Australian Dressage Championships at the Sydney International Equestrian Centre, Horsley Park.

The Championships will be held over three days from Friday 7th July to Sunday 9th July 2023.

Events such as this provide an important opportunity for young riders aged from 8 to 25 years to compete against their peers.

Youth dressage in Australia is experiencing a surge of popularity following the introduction of Young Rider Programs in multiple states. The Championships will continue to build on this momentum, offering a unique opportunity to promote your goods or services to the younger generation of dressage riders, as well as their family members, grooms and supporters and the wider equestrian community.

The event program offers a wide range of competitions from Preliminary level through to Grand Prix level. Competitors must achieve a minimum standard of performance in the preceding year to be eligible to enter. The best young riders from across Australia, plus owners and supporters are expected to take part.



**SPONSORSHIP
CONTACT**

Michelle Ellis
michelle.ellis@necatrainig.com.au
0428 822 218

Why should you consider sponsoring this event?

The event offers a significant amount of exposure to potential customers/clients through a variety of mediums including

- generous advertising packages,
 - face to face consultation through trade stands
 - voice over throughout the weekend
 - online exposure through multiple social media platforms
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- Builds brand recognition and awareness amongst existing customers and introduces your brand to potential new customers
 - Raises your profile with the new generation of up and coming riders, their families and support crew
 - Reaches regional customers.
 - Exposure to industry leaders, senior coaches and officials
 - Young riders in particular are keen to improve their knowledge and skills and by supporting their event you are demonstrating your involvement, commitment and support of their goals, assisting them to achieve the highest levels.
 - By supporting riders at the start of their equestrian sport you have a unique opportunity to develop significant brand loyalty

There is a wide range of sponsorship options available from Event naming rights to sponsoring a championship or freestyle class, supporting our volunteers or providing rugs, goods and services.

Admission is free to spectators.

Preferential trade space is available for sponsors. In the era of 'online everything', trade stands give you the opportunity to showcase your product, meet your existing and potential customers in person and to build on these relationships.

Trade stands offer your potential customers the opportunity to talk to you about your product, see it for themselves, so even if they don't purchase on site, when they are ready to buy they will come to you with confidence.

Sponsorship Opportunities

Exclusive Naming Rights Sponsorship

\$5,000 (plus GST)

The naming rights sponsorship package includes the following:

- Naming Rights to the Championships eg. "The "Sponsor Name Australian Youth Dressage Championships";
- Naming rights to one of the premier competitions at the event;
- Company name featured on all ribbons/rosettes*;
- Full page advertisement in the official souvenir programme booklet;
- Company logo featured on all promotional material, schedules, time draws and results;
- Company logo featured on the event webpage with a link to your company web site;
- Signage on the grounds and arenas;
- Premier location to set up a display or trade stand (marquee/equipment costs to be paid by sponsor);
- Coverage on the P.A. system;
- Involvement with prize giving ceremonies;
- Access to competitors and their families;
- Other types of publicity

Freestyle competitions

\$1,500 (plus GST)

Individual freestyle competitions will be held on Sunday. Sponsorship includes all Freestyle competitions**. The naming rights sponsorship package includes the following:

- Naming Rights eg. The "Company Name Dressage to Music";
- Company name featured on ribbons/rosettes for Freestyle, competitions*, **
- Company logo featured where possible on promotional material, time draws and results for sponsored competition/s;
- Company logo featured on the event webpage with a link to your company web site;
- Signage on the grounds;
- Space to set up a display or trade stand (marquee/equipment costs to be paid by sponsor);
- Coverage on the P.A. system;
- Involvement with prize giving ceremony for sponsored competition/s;
- Access to competitors and their families;

Championship Naming rights Sponsorship:

\$750 (plus GST)

Levels available: Preliminary, Novice, Elementary, Medium, Advanced, FEI Children, FEI Junior, FEI Young Rider, FEI Small Tour (PSG and Inter 1, Inter Freestyle), FEI Big Tour (Inter II, Under 25GP)

The naming rights sponsorship package includes the following:

- Naming Rights to one of the Championships eg. The “Company Name Novice Championship”;
- Company name featured on ribbons/rosettes for sponsored competition*;
- Company logo featured where possible on promotional material, time draws and results for sponsored competition/s;
- Company logo featured on the event webpage with a link to your company web site;
- Signage on the grounds;
- Space to set up a display or trade stand (marquee/equipment costs to be paid by sponsor);
- Coverage on the P.A. system;
- Involvement with prize giving ceremony for sponsored competition/s;
- Access to competitors and their families;

Pony Championships naming right per class sponsorship

\$500 (plus GST)

Levels available: Preliminary Pony, Novice Pony, FEI Pony

The naming rights sponsorship package includes the following:

- Naming Rights to one of the competitions eg. The “Company Name Novice Pony Championship”;
- Company name featured on ribbons/rosettes for sponsored competition*;
- Company logo featured where possible on promotional material, time draws and results for sponsored competition/s;
- Company logo featured on the event webpage with a link to your company web site;
- Signage on the grounds;
- Space to set up a display or trade stand (marquee/equipment costs to be paid by sponsor);
- Coverage on the P.A. system;
- Involvement with prize giving ceremony for sponsored competition/s;
- Access to competitors and their families;

Freestyle class sponsorship (available only if no Dressage to Music Sponsor is secured)

\$300 per class (plus GST)

Classes available: Preliminary Freestyle, Novice Freestyle, Elementary Freestyle, Medium Freestyle, Advanced Freestyle, FEI Pony, FEI Junior, FEI Young Rider,

The naming rights sponsorship package includes the following:

- Naming Rights to one of the competitions eg. The “Company Name Novice Freestyle”;
- Company name featured on ribbons/rosettes for sponsored competition*;
- Company logo featured where possible on promotional material, time draws and results for sponsored competition/s;
- Company logo featured on the event webpage with a link to your company web site;
- Signage on the grounds;
- Space to set up a display or trade stand (marquee/equipment costs to be paid by sponsor);
- Coverage on the P.A. system;
- Involvement with prize giving ceremony for sponsored competition/s;
- Access to competitors and their families;

*inclusion of sponsors' names on ribbons/rosettes is conditional upon commitment of sponsorship by the manufacturing deadline

** where freestyle competitions are part of a 'tour' eg FEI Pony, Young Rider, Junior, Small Tour, Big Tour the freestyle may be included with the championship sponsorship.

Happy Hour Sponsorship

\$300

The popular Happy Hour will be held on Friday and Saturday afternoon prior to presentations.

Sponsors will receive recognition during presentations

Supplier & Supporter Sponsorship

Ideal for companies who wish to provide products and services such as:

- Rugs for Champions, product prizes, accommodation for officials etc. Details on what can be provided in return for this type of support is available on request and is dependent on the type of support.

The organising committee of the Young Rider Championships will work with your company within the guidelines above, to maximize your exposure to all competitors. Goods in kind may be considered in lieu of cash sponsorship.

CONTACT

Michelle Ellis michelle.ellis@necatrainig.com.au 0428 822 218