



2016 SPONSOR BENEFIT GUIDE

TITLE SPONSOR

\$10,000

- ❖ EVENT TITLE RIGHTS TO DRESSAGE AT DEVONWOOD
- ❖ COMPLIMENTARY PREMIUM VENDOR BOOTH (20' X 15') TO SHOWCASE SERVICE OR PRODUCT DURING EVENT.
- ❖ COMPLIMENTARY VIP TENT TABLE (SEATS EIGHT) FOR SHOW WEEKEND. INCLUDES SATURDAY DINNER AND SUNDAY BRUNCH.
- ❖ PREMIUM FULL PAGE, FULL-COLOR SHOW PROGRAM ADVERTISING PLACEMENT ON REAR BACK-COVER (4.75" X 7.5")
- ❖ ADDITIONAL FULL PAGE, FULL-COLOR SHOW PROGRAM ADVERTISING PLACEMENT (4.75" X 7.5")
- ❖ BANNER PLACEMENT* (CORO-BOARD) ON FRONT & REAR OF ARENA SPONSOR/JUDGE'S BOOTH IN INTERNATIONAL-LEVEL COMPETITION RING (PLACED AT "C" BOX OR "B" BOX)
- ❖ UP TO FIVE SPONSOR-PROVIDED BANNER PLACEMENTS THROUGHOUT SHOWGROUNDS
- ❖ FULL PAGE, FULL-COLOR ADVERTISEMENT (8.5" X 11") ON REVERSE OF ALL SATURDAY SCORE REPORTS (THIS DOCUMENT ACCOMPANIES EACH SCORED TEST AS THE OFFICIAL SCORE VERIFICATION)
- ❖ UP TO FOUR PRIORITY-LISTED WEB BANNER ADVERTISEMENTS ON THE DEVONWOOD COMPETITION SERVICES RESULTS KIOSK (DEVONWOODSCORES.COM)
- ❖ NAMING RIGHTS FOR INTERNATIONAL-LEVEL COMPETITION RING. ARENA WILL BE REFERRED TO THROUGHOUT THE COMPETITION IN ALL PUBLISHED SHOW REPORTS AND POSTINGS AS THE DESIRED NAME. CHOSEN NAME WILL REPLACE EXISTING FACILITY NAME ON DEVONWOOD'S PUBLIC ADDRESS SYSTEM
- ❖ FIRST RIGHTS TO PROVIDING BRANDED COMPETITOR WELCOME KIT. ALL COMPETITOR FORMS AND MATERIALS WILL BE DISTRIBUTED USING THIS SHOW KEEPSAKE.
- ❖ DISTRIBUTION RIGHTS OF PROMOTIONAL MATERIALS IN SHOW OFFICE / COMPETITOR LOUNGE
- ❖ FIRST RIGHTS TO PRESENT OVERALL SHOW HIGHPOINT AWARD AND RESERVE HIGHPOINT AWARD ON SUNDAY AWARDS. SPONSOR MUST PROVIDE ORGANIZER WITH SUITABLE AWARDS FOR BOTH WINNERS

EVENT SPONSOR

\$7,500

- ❖ COMPLIMENTARY PREMIUM VENDOR BOOTH (20' X 15') TO SHOWCASE SERVICE OR PRODUCT DURING EVENT
- ❖ COMPLIMENTARY VIP TENT TABLE (SEATS EIGHT) FOR SHOW WEEKEND. INCLUDES SATURDAY DINNER AND SUNDAY BRUNCH.
- ❖ PREMIUM FULL PAGE, FULL-COLOR SHOW PROGRAM ADVERTISING PLACEMENT ON INSIDE COVER (4.75" X 7.5")
- ❖ ADDITIONAL FULL PAGE, FULL-COLOR SHOW PROGRAM ADVERTISING PLACEMENT (5.5" X 8.5")
- ❖ BANNER PLACEMENT* (CORO-BOARD) ON FRONT & REAR OF ARENA SPONSOR/JUDGE'S BOOTH IN INTERNATIONAL-LEVEL COMPETITION RING (PLACED AT ALTERNATE BOOTH CHOICE TO TITLE SPONSOR)
- ❖ UP TO FOUR SPONSOR-PROVIDED BANNER PLACEMENTS THROUGHOUT SHOWGROUNDS
- ❖ FULL PAGE, BLACK & WHITE ADVERTISEMENT (8.5" X 11") ON REVERSE OF ALL FRIDAY SCORE REPORTS (THIS DOCUMENT ACCOMPANIES EACH SCORED TEST AS THE OFFICIAL SCORE VERIFICATION)
- ❖ NAMING RIGHTS FOR TERRACE ARENA. ARENA WILL BE REFERRED TO THROUGHOUT THE COMPETITION IN ALL PUBLISHED SHOW REPORTS AND POSTINGS AS THE DESIRED NAME. CHOSEN NAME WILL REPLACE EXISTING FACILITY NAME ON DEVONWOOD'S PUBLIC ADDRESS SYSTEM
- ❖ UP TO TWO WEB BANNER ADVERTISEMENTS ON THE DEVONWOOD COMPETITION SERVICES RESULTS KIOSK (DEVONWOODSCORES.COM)
- ❖ DISTRIBUTION RIGHTS FOR PROMOTIONAL MATERIALS IN COMPETITOR WELCOME KIT
- ❖ DISTRIBUTION RIGHTS OF PROMOTIONAL MATERIALS IN SHOW OFFICE/COMPETITOR LOUNGE

PATRON SPONSOR

\$5,000

- ❖ COMPLIMENTARY PERFECT VENDOR BOOTH (10' X 10') TO SHOWCASE SERVICE OR PRODUCT DURING EVENT
- ❖ FOUR COMPLIMENTARY VIP TENT TICKETS FOR SHOW WEEKEND. INCLUDES SATURDAY DINNER AND SUNDAY BRUNCH.
- ❖ PREMIUM FULL PAGE, FULL COLOR SHOW PROGRAM ADVERTISING PLACEMENT ON INSIDE BACK COVER (4.75" X 7.5")
- ❖ BANNER PLACEMENT* (CORO-BOARD) ON FRONT & REAR OF ARENA SPONSOR/JUDGE'S BOOTH IN INTERNATIONAL-LEVEL COMPETITION RING
- ❖ UP TO THREE SPONSOR-PROVIDED BANNER PLACEMENTS THROUGHOUT SHOWGROUNDS
- ❖ FULL PAGE, FULL BLACK & WHITE ADVERTISEMENT (8.5" X 11") ON REVERSE OF ALL SUNDAY SCORE REPORTS (THIS DOCUMENT ACCOMPANIES EACH SCORED TEST AS THE OFFICIAL SCORE VERIFICATION)

- ❖ NAMING RIGHTS FOR SYLVAN ARENA. ARENA WILL BE REFERRED TO THROUGHOUT THE COMPETITION IN ALL PUBLISHED SHOW REPORTS AND POSTINGS AS THE DESIRED NAME. CHOSEN NAME WILL REPLACE EXISTING FACILITY NAME ON DEVONWOOD'S PUBLIC ADDRESS SYSTEM
- ❖ UP TO TWO WEB BANNER ADVERTISEMENTS ON THE DEVONWOOD COMPETITION SERVICES RESULTS KIOSK (DEVONWOODSCORES.COM)
- ❖ DISTRIBUTION RIGHTS FOR PROMOTIONAL MATERIALS IN COMPETITOR WELCOME KIT
- ❖ DISTRIBUTION RIGHTS OF PROMOTIONAL MATERIALS IN SHOW OFFICE/COMPETITOR LOUNGE

PLATINUM SPONSOR

\$3,500

- ❖ COMPLIMENTARY PERFECT VENDOR BOOTH (10' X 10') TO SHOWCASE SERVICE OR PRODUCT DURING EVENT
- ❖ FOUR COMPLIMENTARY VIP TENT TICKETS FOR SHOW WEEKEND. INCLUDES SATURDAY DINNER AND SUNDAY BRUNCH.
- ❖ PREMIUM FULL PAGE, FULL COLOR SHOW PROGRAM ADVERTISING PLACEMENT (4.75" X 7.5")
- ❖ BANNER PLACEMENT* (CORO-BOARD) ON FRONT & REAR OF ARENA SPONSOR/JUDGE'S BOOTH IN INTERNATIONAL-LEVEL COMPETITION RING
- ❖ UP TO TWO SPONSOR-PROVIDED BANNER PLACEMENTS THROUGHOUT SHOWGROUNDS
- ❖ NAMING RIGHTS FOR INDOOR ARENA. ARENA WILL BE REFERRED TO THROUGHOUT THE COMPETITION IN ALL PUBLISHED SHOW REPORTS AND POSTINGS AS THE DESIRED NAME. CHOSEN NAME WILL REPLACE EXISTING FACILITY NAME ON DEVONWOOD'S PUBLIC ADDRESS SYSTEM
- ❖ ONE WEB BANNER ADVERTISEMENT ON THE DEVONWOOD COMPETITION SERVICES RESULTS KIOSK (DEVONWOODSCORES.COM)
- ❖ DISTRIBUTION RIGHTS FOR PROMOTIONAL MATERIALS IN COMPETITOR WELCOME KIT
- ❖ DISTRIBUTION RIGHTS OF PROMOTIONAL MATERIALS IN SHOW OFFICE/COMPETITOR LOUNGE

GOLD SPONSOR

\$2,500

- ❖ COMPLIMENTARY PERFECT VENDOR BOOTH (10' X 10') TO SHOWCASE SERVICE OR PRODUCT DURING EVENT
- ❖ PREMIUM FULL PAGE, FULL COLOR SHOW PROGRAM ADVERTISING PLACEMENT (4.75" X 7.5")
- ❖ TWO COMPLIMENTARY VIP TENT TICKETS FOR SHOW WEEKEND. INCLUDES SATURDAY DINNER AND SUNDAY BRUNCH.
- ❖ UP TO TWO SPONSOR-PROVIDED BANNER PLACEMENTS THROUGHOUT SHOWGROUNDS

- ❖ SPONSOR-PROVIDED BANNER PLACEMENT (*CORO-BOARD REQUIREMENT) ON FRONT & REAR OF ARENA SPONSOR/JUDGE'S BOOTH IN COMPETITION RING
- ❖ DISTRIBUTION RIGHTS FOR PROMOTIONAL MATERIALS IN COMPETITOR WELCOME KIT

SILVER SPONSOR

\$1,500

- ❖ PREMIUM HALF-PAGE, FULL-COLOR SHOW PROGRAM ADVERTISING PLACEMENT (4.75" X 3.75")
- ❖ TWO COMPLIMENTARY VIP TENT TICKETS FOR SHOW WEEKEND. INCLUDES SATURDAY DINNER AND SUNDAY BRUNCH.
- ❖ SPONSOR-PROVIDED BANNER PLACEMENT (*CORO-BOARD REQUIREMENT) ON FRONT & REAR OF ARENA SPONSOR/JUDGE'S BOOTH IN COMPETITION RING
- ❖ ONE SPONSOR-PROVIDED BANNER PLACEMENT ON PROPERTY

BRONZE SPONSOR

\$500

- ❖ PREMIUM HALF-PAGE, FULL-COLOR SHOW PROGRAM ADVERTISING PLACEMENT (4.75" X 3.75")
- ❖ ONE SPONSOR-PROVIDED BANNER PLACEMENT ON PROPERTY

**ALL SPONSORS WILL RECEIVE THE FOLLOWING
BENEFITS REGARDLESS OF SPONSORSHIP LEVEL:**

- COMPLIMENTARY PARKING PRIVILEGES FOR UP TO FIVE VEHICLES PER DAY
- ONGOING SPONSOR ROLL-CALLS ON PUBLIC ADDRESS SYSTEM THROUGHOUT EVENT
- LOGO SPLASH ON LIVE STREAM AND PLAYBACK VERSION OF USDF + FEI FREESTYLE CLASSES ON SATURDAY NIGHT
- CALL-OUTS TO SPONSORS ON ALL OF DEVONWOOD'S SOCIAL MEDIA CHANNELS
- CALL-OUTS TO SPONSORS OF ALL OF DEVONWOOD'S WEB PROPERTIES
- SPONSOR BADGE CREDENTIALS FOR FOUR BUSINESS REPRESENTATIVES UNDER CHOSEN NAME

**SPONSOR LEVELS THAT INCLUDE CORO-BOARD BANNER DISPLAY PLACEMENTS ARE FOR PLACEMENTS ONLY. ACTUAL COST BORNE BY SPONSOR. ALL SPONSORS ARE REQUIRED TO PROVIDE BANNERS TO DEVONWOOD NO LATER THAN 24 HOURS PRIOR TO EVENT START TIME.*