

2019

# DRESSAGE SPONSORSHIP GUIDE

*Wellington Classic Dressage*



2018



## GOLD COAST Dressage Association

2018  
Show Season

January 19-21, 2018  
15th Coast Open  
12th Coast Open & Invitational  
February 27-28, 2018  
Gold Coast Dressage Invitational,   
Reserve & Final  
April 7-8, 2018  
Gold Coast Dressage  
Cup & Spring Invitational  
April 13-15, 2018  
Gold Coast Dressage Invitational  
May 19-20, 2018  
Gold Coast Dressage Invitational  
June 16-17, 2018  
Gold Coast Dressage Invitational



GOLD COAST DRESSAGE ASSOCIATION

WELLINGTON CLASSIC DRESSAGE



Welcome to our Amateur and Professional Riders, Spectators and Friends as we host our 2019 Palm Beach Dressage Season at the Jim Brandon Equestrian Center, The GDF Stadium and Palm Beach Equine Sports Complex. The Wellington Classic Dressage Series(WCD), Gold Coast Dressage Association(GCDA) include over 12 weeks of National and International Dressage Competitions and educational events throughout the year. Season highlights include the following CDI's/ NAJYRC Qualifiers: The Wellington Classic Dressage Season Kick Off / NAJYRC January 4th - 6th, 2019, and the Gold Coast Opener CDI\*/NAJYRC January 17th - 20th, 2019 will be hosted at the Global Sta-dium, as well as the GCDA Finale I & II / NAJYRC April 13th - 14th, 2019. The GCDA Opener is also a qualifier for the Developing Horse, Young Horse & Brentina Cup Championships as well as the U25, I-I and Grand Prix Championships.



Wellington Classic Dressage will also be hosting a series schooling shows and educational clinics at Jim Brandon. Stay tuned for full schedule and details. GCDA also hosts 3 great summer shows (USEF/USDF) at Palm Beach Equine Sports Complex in May, June, & August. Thank you sponsors, advertisers and vendors for your support and enthusiasm, and thanks to our hardworking staff who help behind the scenes. We invite you to support GCDA, Wellington Classic for this year's exciting show season!

For further information, including updated schedules and events, please visit our websites at:  
 Gold Coast Dressage Association-[www.gcdafl.org](http://www.gcdafl.org)  
 Wellington Classic Dressage-[www.WellingtonClassicDressage.com](http://www.WellingtonClassicDressage.com)

## WHY DRESSAGE?

Dressage is the largest FEI (Federation Equestre Internationale) discipline within the sport-horse category in the U.S. Featured as an Olympic sport since 1912, dressage focuses on the unity between horse and rider, with horses competing at top levels well into their late teen years. Opportunities exist for every level of competition for juniors/young riders, adult amateurs, and professional riders & trainers.

## WHY SPONSORSHIP?

According to EQUESTRIAN magazine, the official publication of the United States Equestrian Federation, (USEF), members are well-educated, successful and financially secure. Nearly half have annual incomes greater than \$100,000 and have traded stocks, bonds or mutual funds in the last year. A majority is between 34-54 years of age, and spends \$1.4 billion annually on horse related products. On the average, they spend 30 nights per year in a hotel, rent a vehicle four times per year, own three vehicles and most own a pet besides a horse.

Our vendor boutiques, competitors' party, equestrian fashions and Sunday entertainment are always crowd pleasers. In addition to the exciting dressage show series and clinics, we offer corporate sponsors and patrons many opportunities for presenting their products and services to the spectators, competitors, owners and trainers throughout the show series. Bring your products and services to our target market of affluent equestrians and join us in our upcoming Fall/Winter Season. We offer many levels of participation from Title Sponsorship for one of our premiere events, to Season Sponsorships, to Official Show Program Advertising and Vendor Space.



# Platinum Presenting Sponsor

**“Show Name (PRESENTED BY YOUR NAME) Series”.** Includes your corporate name/logo on prizelist cover as Presenting Sponsor and two full page color ads (inside pages) in official season program. Your name/logo and link on official show website homepage and sponsor page. Up to six banners displayed prominently at show entrance, show office, arena areas and warm-up; your name on show ribbons; two vendor spaces (12' X 12' each) available in vendor area or four VIP stalls for each show (per VIP stabling rules); competitor packet inserts with flyers/product samples as supplied by company; frequent public address announcements throughout the show series, company presence at awards ceremonies and for press photos. Name /logo included in show promotional materials, press releases and ads, Premiere Sponsor Trophy for key championship award ceremonies; special platinum sponsor plaque and merchandise.

## Gold Presenting Sponsor

**“Show Name” (PRESENTED BY YOUR NAME).** Includes your corporate name/logo on prizelist cover as a Gold Sponsor and full page color ad in official season program. Your name/logo and link on official show website. Up to four banners displayed prominently in show office, arena areas and warm-up; one vendor space (12' X 12') available in vendor area or two VIP stalls for each show (per VIP stabling rules); frequent public address announcements throughout the show series, company presence at awards ceremonies. Name/logo included in show promotional materials and ads, sponsor trophy for up to two championship class(es); special gold sponsor plaque and merchandise.

## Silver Sponsorship

Includes your corporate name/logo on prizelist cover as a Silver Sponsor and full page color ad in official season program. Your name/logo and link on official show website. Up to two banners displayed prominently in arena areas and warm-up; one vendor space (12' X 12') available in vendor area; frequent public address announcements throughout the show series, company presence at awards ceremonies. name/logo included in show promotional materials and ads, sponsor trophy for one championship class; Special silver sponsor plaque and merchandise.

## Founder's Club Sponsor

Includes your corporate name/logo “Founders Club” sponsor and full page color ad in official season program. Up to two banners displayed prominently in show arena areas and warm-up; One vendor Space (12' X 12') available in vendor area, company presence at awards ceremonies. Name/logo included in show promotional materials and ads, sponsor trophy for one championship class.

## Circle of Friends

Full page color ad in official season program. Your name/logo and link on official show website. Up to two banners displayed prominently in show arena areas and warm-up

## CDI/FEI Class Sponsorships

Specify from the following:  Grand Prix Freestyle,  Grand Prix Special,  Grand Prix,  I-I Freestyle,  I-I,  I-II Freestyle,  Adult Amat OR  Open,  I-II,  Prix St Georges,  YR Freestyle,  YR Prix St Georges,  YR Indiv; VYR Team.

Includes full page color ad in official season program (not for single show sponsors), award trophy for class winner, presence at awards ceremony

## USEF Level Sponsorships

Specify ONE of the following:  First Level,  Second Level,  Third Level,  Fourth Level  
Includes half-page color ad in offial season program (not for single show sponsors), award trophy for class winner, presence at awards ceremony



# Sponsorship Opportunities

## 2019 Show Season



\_\_\_\_\_ Platinum Presenting Sponsor ..... \$20,000 for the Show Series

\_\_\_\_\_ Gold Presenting Sponsor ..... \$10,000 for the Show Series

\_\_\_\_\_ Silver Sponsor ..... \$5,000 for the Show Series

\_\_\_\_\_ Founders Club ..... \$2,500 for the Show Series

\_\_\_\_\_ Circle of Friends ..... \$1,500 for the Show Series

\_\_\_\_\_ FEI Class Sponsorship ..... \$5,000 for the Show Series  
(or \$1,000 per FEI class)

\_\_\_\_\_ USEF Level Sponsorship ..... \$3,500 for the Show Series  
(or \$1,000 per show)

\_\_\_\_\_ GCDA VIP Stabling ..... \$1,000 for the GCDA Show Series (per stall)  
(limited availability)

### SPONSORSHIP TOTAL

Sponsorship Coordinator:  
John Flanagan Ph 561-714-9058  
E-mail: [jflanagan@wellingtonclassicdressage.com](mailto:jflanagan@wellingtonclassicdressage.com)

► Company Name (Please Print): \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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

► Payment Amount \$ \_\_\_\_\_  Check Enclosed OR  Credit Card

Visa  MC  Amex

Make Checks Payable To: Wellington Classic Dressage Inc.  
Mail To: 14457 Draft Horse Lane, Wellington, FL 33414

Credit Card

Account Number

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

Expiration Date

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Security Code

Visa & MC 3-Digits on Back  
AMEX 4-Digits on Front





# Advertising

## 2019 Dressage Series Show Program Ad Contract

John Flanagan

Sponsorship & Advertising Executive

Ph 561-714-9058 • Fax 561-333-6250

jflanagan@wellingtonclassicedressage.com

### SEASON SHOW PROGRAM ADVERTISING

Rates are for 2019 Dressage Show Series. This includes over 13 weeks of dressage shows and events hosted from January 2019 through November 2019.

**ADVERTISING DEADLINE: NOVEMBER 15, 2018**

ALL ADS ARE FULL COLOR

Outside Back Cover .....	\$3,000.00	_____
Inside Front/Back Cover .....	\$2,500.00	_____
1st RH Page.....	\$2,300.00	_____
2nd RH Page .....	\$2,200.00	_____
3rd RH Page.....	\$2,100.00	_____
Premium Placement (RH pg) ....	\$1,975.00	_____
Full Page .....	\$1,750.00	_____
Half Page (Vert/Horiz) .....	\$1,250.00	_____
Quarter Page .....	\$750.00	_____
<b>TOTAL</b>		_____

Specifications

Full Page with Bleed .....	8.75" w X 11.25" h
Full Page Trim .....	8.5" w X 11" h
Full Page Live Area .....	7" w X 10" h
Half Page (horizontal).....	7" w X 4.75" h
Quarter Page .....	3.25" w X 4.75" h

### AD REQUIREMENTS:

TIFF, JPEG, or PDF format only. Please use PDF/X-1a option. All files and photos must be at 300 dpi. Files smaller than 10 meg can be emailed, please include company name in the subject line as well as your contact information in the body of the email. Files larger than 10 meg, contact our graphic designer at 803-644-2950 for FTP instructions. **MICROSOFT PUBLISHER FILES ARE NOT ACCEPTED. NO EXCEPTIONS.**

Please read the ad sizes and have your ad properly sized. Incorrectly sized ads will not be accepted. **NO EXCEPTIONS.**

Email digital ad files to Joyce Jones at [jjones@wellingtonclassicedressage.com](mailto:jjones@wellingtonclassicedressage.com)

► Company Name (Please Print): \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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

► Payment Amount \$ \_\_\_\_\_  Check Enclosed OR  Credit Card

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Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_





# Advertising

## 2019 OMNIBUS Ad Contract

### *The Little Black Book!*

Rates are for 2018 OMNIBUS which features all dressage shows for the Wellington Classic Dressage, The Adequan Global Dressage Festival and the Gold Coast Dressage Association.

**ADVERTISING DEADLINE: NOVEMBER 15, 2018**

ALL ADS ARE FULL COLOR

Outside Back Cover .....	\$950.00	_____
Inside Front/Back Cover .....	\$800.00	_____
1st RH Page.....	\$700.00	_____
Premium Placement (RH pg) .....	\$650.00	_____
Full Page .....	\$600.00	_____

**TOTAL** \_\_\_\_\_

#### **AD REQUIREMENTS:**

TIFF, JPEG, or PDF format only. Please use PDF/X-1a option. All files and photos must be at 300 dpi. Files smaller than 10 meg can be emailed, please include company name in the subject line as well as your contact information in the body of the email. Files larger than 10 meg, contact our graphic designer at 803-644-2950 for FTP instructions. **MICROSOFT PUBLISHER FILES ARE NOT ACCEPTED. NO EXCEPTIONS.**

Please read the ad sizes and have your ad properly sized. Incorrectly sized ads will not be accepted. **NO EXCEPTIONS.**

Email digital ad files to Joyce Jones at [jflanagan@wellingtonclassicdressage.com](mailto:jflanagan@wellingtonclassicdressage.com)

#### **DISCOUNT FOR OMNIBUS AD:**

**Purchased ALONG with a Full Page ad in the official show program:**

Outside Back Cover .....	\$750.00	_____
Inside Front/Back Cover .....	\$600.00	_____
1st RH Page.....	\$500.00	_____
Premium Placement (RH pg) .....	\$350.00	_____
Full Page .....	\$300.00	_____

#### **OFFICIAL SHOW PROGRAM AD**

Ad Size: \_\_\_\_\_ Cost of Ad \_\_\_\_\_  
**TOTAL** \_\_\_\_\_

Specifications: Full Page Only (Live Area) 4.5" w X 7.25" h (NO BLEED ADS ACCEPTED)

Company Name (Please Print): \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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

Payment Amount \$\_\_\_\_\_  Check Enclosed OR  Credit Card

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Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_





# VIP Stabling Reservations and Regulations

Sponsorship Coordinator:  
John Flanagan Ph 561-714-9058  
jflanagan@wellingtonclassicaldressage.com

**SEASON VIP STALLS:** \$1000 per 1(One) Stall for the Gold Coast Dressage Association show season. VIP stabling entitles the VIP Stabling Sponsor to One (1) Stall for their designated horse in the permanent barns for EACH of the scheduled events in the GCDA 2019 show series, (NOTE: the Gold Coast stabling priority will be for CDI entries first, followed by limited VIP Stabling as available). VIP stall owner MUST verify stall usage & enter horse for each show as per show's prize list rules & regulations, but will pay ONLY show's classes, federation & entry fees (not stabling or stall deposit). Each stall will include shavings & clean-up for each show. Rates are for VIP Stabling for the Gold Coast Dressage Association show series. This includes 9 weeks of dressage hosted from November 2018 through November 2019! Additional stalls may be purchased, subject to availability. VIP STABLING SPACE IS LIMITED & MUST BE PAID IN ADVANCE.

Please Specify Number of VIP Stalls: \_\_\_\_\_ @ \$1000 per Horse/Tack Stall = \$\_\_\_\_\_

Please Specify YOUR NAME/Trainer's Name \_\_\_\_\_

OR Designated Farm Name on Entry \_\_\_\_\_

- ◆ All VIP Stabling Sponsors participating at the Gold Coast Dressage Association show series must be pre-approved by the competition organizers, pre-pay for VIP Stabling and by signing below agree to abide by the following rules and regulations:
- ◆ Each VIP Stall will be provided with 3 bags of shavings per stall per show (additional bags of shavings will be available for purchase through the Show Office) and Wellington Classic will provide final clean-up of stall at the end of the show. A Stabling Fee or Stall Cleaning Deposit is NOT required for VIP Stabling Sponsors as VIP Stalls are PRE-PAID for the season.
- ◆ All VIP Stabling Sponsors MUST fully complete & submit an Official Show Entry Form with Horse/Rider information for each VIP Stall for each show entered by show's closing date (or not less than 7 days prior to show if entries are still open). Entry must include all copies of membership cards, MUST complete stabling information, Current Coggins, all signatures and fees payable (with the exception of the show's listed stabling fee & stall deposit fee).
- ◆ All VIP Stalls not validated with a VIP Stabling Sponsor's Show Entry by show's closing date (or not less than 7 days before each scheduled show if entries are still open), will be reassigned due to no-show, and such no-shows are unconditionally non-refundable. Gold Coast Dressage Association and Palm Beach County Jim Brandon Equestrian will not be held responsible for any excessive damage caused by use of stabling. VIP Stabling is LIMITED, and will be offered on a first-come, first-served basis. ALL VIP STALLS ARE NOT-TRANSFERABLE AND NON-REFUNDABLE.
- ◆ ALL VIP STABLING SPONSORS MUST REPORT TO SHOW OFFICE FOR STABLING LOCATION PRIOR TO EACH SHOW. ANYONE NOT SET UP IN THEIR ASSIGNED LOCATION WILL BE ASKED TO MOVE, OR MAY FORFEIT THEIR VIP STABLING. NO EXCEPTIONS.

► Company Name (Please Print): \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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

► Payment Amount \$\_\_\_\_\_  Check Enclosed OR  Credit Card

Visa  MC  Amex

Make Checks Payable To: Wellington Classic Dressage Inc.  
Mail To: 14457 Draft Horse Lane, Wellington, FL 33414

Credit Card

Account Number

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Security Code

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AMEX 4-Digits on Front

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_



Sponsorship Coordinator:  
John Flanagan Ph 561-714-9058  
jflanagan@wellingtonclassicdressage.com

# Vendor



## Space Reservations and Vendor Regulations

### SEASON SHOW VENDOR RATES:

Rates are for a 12' X 12' Space for the dressage show season. This includes over 13 weeks of dressage shows hosted from January 2019 through November 2019. Additional charges apply for larger vendors, subject to actual space used. **VENDOR SPACE MUST BE PAID IN ADVANCE.**

Please Specify:

\$450 per 3-day show; Show Date(s) \_\_\_\_\_

\$350 for 2-day shows; Show Date(s) \_\_\_\_\_

- ◆ All Vendors participating at the Wellington Classic Show / GCDA series must be pre-approved by the competition organizers and agree to abide by the following rules and regulations:
- ◆ All Vendors must carry insurance, including but not limited to, liability insurance, theft insurance and any other applicable insurance. A Current Certificate of Insurance as per enclosed sample MUST be provided to show management and Palm Beach County Jim Brandon Equestrian PRIOR to show set-up.
- ◆ All Vendors are responsible for and must adhere to the State of Florida and Palm Beach County regulations with regard to sales tax payments and any other applicable state or county regulations. Wellington Classic Dressage and Gold Coast Dressage Association will not be held responsible for any infractions of the above mentioned regulations.
- ◆ Vendor Fees are for ground space measured by front footage, and all vendors are responsible for providing tents and/or booths and equipment as needed. A Limited amount of electricity is available for Food Vendors (must supply own power cords and strips).
- ◆ Vendor Names will be listed in Show Program, on Show Website and announced throughout the show via public address system.
- ◆ ALL VENDORS MUST REPORT TO JOHN FLANAGAN for space location prior to set-up. Anyone not set up in their assigned location WILL BE ASKED TO MOVE OR MAY BE TOWED AT THEIR EXPENSE. NO EXCEPTIONS.

► Company Name (Please Print): \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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

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