

# SPONSORSHIP PACKAGE.



Be a part of the Calgary dressage community with multiple opportunities for you to support the 2019 CA-ADA Fall Fling shows.

**EC GOLD + AEF WILD ROSE  
SANCTIONED COMPETITION**

**PRESENTING SPONSOR**

**GOLD SPONSOR**

exclusive opportunities for each show


**SILVER SPONSOR**

**BRONZE SPONSOR**

**DRESSAGE ENTHUSIAST**



 [www.ca-ada.com](http://www.ca-ada.com)

 [calgaryareadressage@gmail.com](mailto:calgaryareadressage@gmail.com)

# THANK YOU.

On behalf of the Calgary Area Dressage Association, I want to thank you for expressing an interest in joining our team as a Sponsor for the 2019 CA-ADA Fall Fling. This will be an Equine Canada sanctioned Gold show running alongside an Alberta Equestrian Federation sanctioned Wild Rose show held at the beautiful Rocky Mountain Show Jumping facility September 14 – 15, 2019.

The CA-ADA is a non-profit, voluntary organization that has been promoting the sport of dressage in Calgary and surrounding area since 1985. A passionate group of dedicated volunteers has grown what was once a small local show into high-level, professionally run shows in Alberta. Our shows have gained attention on both the national and international dressage stage. They have been rated by Equestrian Canada, at both the Gold and Platinum levels. CA-ADA is one of seven affiliates of the provincial dressage body, Alberta Dressage Association, and is the only recognized affiliate in the Calgary and surrounding area. We are excited to have a new Executive Board and a passionate team of board members, volunteers and sponsors that align with CA-ADA's goals to promote the sport of dressage in a manner that educates both the horse and rider and to provide quality events in Alberta.

To cap off the 2019 show season, the CA-ADA is proud to offer two exciting ways to finish off the dressage competition season. Our focus is to provide show experiences for all levels that are fun, friendly and accessible providing the challenge those seasoned competitors crave. The two shows, running simultaneously are once again held at a premium facility for competitors and spectators, providing great visibility for vendors and sponsors. We are pleased that our 2019 Fall Fling Gold Show will also provide competitors points to their 2020 show season while allowing them to cap off their 2019 year in style.

Along with top quality Canadian judges, experienced and efficient show management and a friendly environment we know the 2019 Fall Fling shows will offer a wonderful opportunity for junior, adult amateur and professional dressage riders across southern Alberta to step into the show ring and achieve their goals, gain some experience and enjoy the camaraderie of the show environment.

You have a unique opportunity to be part of this amazing world of horses; the beauty; the excitement; the energy and the continued growth of the sport of dressage in our community. Today you are being offered the choice of several sponsorship packages that will provide you with recognition and engagement choices. As a CA-ADA Fall Fling sponsor you, your business or organization, will gain visibility and awareness from the many competitors and spectators. We hope you will join us as a 2019 sponsor.

Thank you for your consideration.

Sincerely,



Kayla Andrusiw, CA-ADA President  
Carla Link, CA-ADA Vice President/Sponsorship Chair



# PRESENTING SPONSOR.

≥ \$3,000

Exclusive opportunity with options for multi-year agreements.  
Flexibility to adjust promotional options during show.

- Opportunity to present awards for Equine Canada Gold show or AEF Wild Rose show prize ceremonies (Third level and above + championship awards)
- Opportunity for photo with award winners
- Ring naming - one
- One free vendor space in prime location
- Signage at the host site – one cost included (3ft x 5ft) – space for additional signage provided by sponsor.
- Sponsor logo and bio on CA-ADA website in prime location and identified as Presenting Sponsor
- Sponsor highlight on CA-ADA website, Facebook and Instagram
- Inside spread (two page) ad in the official CA-ADA show program
- Access to the hospitality venue for sponsors and up to six guests at the 2019 show
- Regular public promotional announcements during event



# GOLD SPONSOR.

\$2,000

Exclusive opportunity with options for multi-year agreements.

- Opportunity to present awards for Equine Canada Gold show or AEF Wild Rose show prize ceremonies (training level through second level)
- Opportunity for photo with award winners
- Ring naming – one
- One vendor space at show – location to be determined
- Signage at the host site – one, cost included (2ft x 4ft) – space for additional signage provided by sponsor.
- Sponsor logo and bio on CA-ADA website identified as Gold Sponsor
- Sponsor highlight on CA-ADA website, Facebook and Instagram
- Full page ad in the official CA-ADA show program
- Access to the hospitality venue for sponsors and their four guests at the 2019 show
- Regular public promotional announcements during event

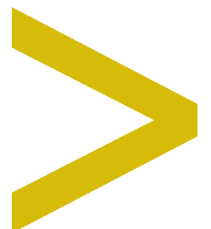


# SILVER SPONSOR.

**\$1,000**

Multiple opportunities and multi-year agreements available.

- 50% discount on one vendor space at show – location to be determined
- Signage at the host site – included in multiple signs displaying Silver Sponsor logos
- Sponsor logo and bio on CA-ADA website
- Sponsor highlight on CA-ADA website, Facebook and Instagram
- Half page ad in the official CA-ADA show program
- Access to the hospitality venue for sponsor plus three guests at the 2019 show
- Regular public promotional announcements during event

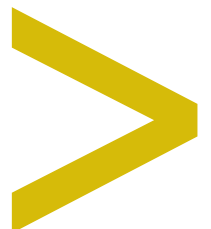


# BRONZE SPONSOR.

\$750

Multiple opportunities and multi-year agreements available.

- 25% discount on one vendor space at show – location to be determined
- Signage at the host site displaying Bronze Sponsor names
- Sponsor name on CA-ADA website
- Sponsor highlight on CA-ADA Facebook and Instagram
- Business card ad in the official CA-ADA show program
- Access to the hospitality venue for sponsor plus two guests at the 2019 show
- Regular public promotional announcements during event



# DRESSAGE ENTHUSIAST.

**\$50 - \$749**

Multiple opportunities and multi-year agreements available.

- Signage at the host site displaying sponsor names
- Sponsor name on CA-ADA website
- Sponsor highlight on CA-ADA Facebook
- Name mention in the official CA-ADA show program
- Access to the hospitality venue for sponsor plus one guest at the 2019 show

*\*The CA-ADA may consider gift-in kind contributions in lieu of cash sponsorship and will endeavour to use those contributions for the benefit of our riders. Gift-in-kind items accompanied by original receipt will or bill of sale will be recognized at the appropriate value. Those items not accompanied by a receipt or bill of sale will be valued based on closest estimation available and recognized as such.*



# ACKNOWLEDGEMENT.

Yes! We (I) will sponsor the CA-ADA 2019 Dressage Show. We (I) would like to specify my sponsorship for:

- \_\_\_\_\_ Presenting Sponsor – CA-ADA 2019 EC Gold Show or Wild Rose Alberta Bronze Show
- \_\_\_\_\_ Gold Sponsor – CA-ADA 2019 EC Gold Show or Wild Rose Alberta Bronze Show
- \_\_\_\_\_ Silver Sponsor – CA-ADA 2019 EC Gold Show or Wild Rose Alberta Bronze Show
- \_\_\_\_\_ Bronze Sponsor – CA-ADA 2019 EC Gold Show or Wild Rose Alberta Bronze Show
- \_\_\_\_\_ Dressage Enthusiast – CA-ADA 2019 EC Gold Show or Wild Rose Alberta Bronze Show

Value \$\_\_\_\_\_

Contact name:

\_\_\_\_\_

Company name (if applicable): \_\_\_\_\_

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

City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Date: \_\_\_\_\_

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

Cheque payable to: CA-ADA (Calgary and Area Alberta Dressage Association) by June 1, 2019.  
E-transfer to [CalgaryAreaDressage@gmail.com](mailto:CalgaryAreaDressage@gmail.com)

Due date: Please return this form by **June 1, 2019** by email (scan, picture attachment) or mail to ensure complete sponsorship value. For Presenting, Gold and Silver sponsorships, company logos must be included.

**Mail to:**  
Carla Link  
28 Copperstone Place SE  
Calgary, AB  
T2Z0G5

Logo specifications: High-resolution graphics (300 dpi);  
Preferred file formats: Vector (ai or eps) pdf, tiff, or jpg



**THANK YOU FOR YOUR SUPPORT OF DRESSAGE IN CALGARY.**