



Nebraska Dressage Association

2015 Sponsorship Opportunities



Dear Potential NDA Sponsor,

On behalf of the Nebraska Dressage Association, we are pleased to offer you the opportunity to be an active sponsor of our organization. The Nebraska Dressage Association is a non-profit, educational organization whose purpose is to foster a high standard of horsemanship by promoting equestrian activities that encourage the use of classical dressage techniques, and also to encourage dressage competitions in Nebraska.

Each year we rely on generous sponsors and donors in order to provide our membership with educational opportunities, a schooling show series, nationally recognized shows, and a year-end awards program.

Please take a few minutes to look over the following sponsorship packages. These explain the levels of sponsorship available and the numerous benefits of becoming an NDA sponsor.

Thank you for considering supporting NDA and its membership in 2015.

Sincerely,

The 2015 Sponsorship Committee

Gracia Huenefeld
graciarae@yahoo.com
402-604-0060

Benefits of NDA Sponsorship

Corporate, Grand Prix, Intermediary, Prix St. Georges, and Freestyle Level Sponsors will reach our 150 members and their families bi-monthly via an advertisement in the NDA newsletter, *The Contact*.

Sponsors will be prominently featured at NDA's nationally recognized shows which are attended by up to 500 people. Those attending the competition, in addition to NDA members, include dressage enthusiasts from North Dakota, South Dakota, Minnesota, Nebraska, Kansas, Iowa, and Missouri.

Sponsors and donors will be acknowledged on our website (www.nebraskadressage.org), in the show program for our recognized show as well as Schooling Show Championship show program, and in our annual Membership Handbook.

And who are these dressage enthusiasts? An independent study done by USDF found that dressage exhibitors and spectators fit the following demographic profile: 95% female, 60% are age 31 to 50, 50% are college graduates, 50% have an income of \$75,000+, 60% are Executives or Management, and 95% use at least one credit card.

NDA Sponsorship Levels

Corporate Sponsor - \$600

Grand Prix Sponsor - \$400

Intermediary Sponsor - \$335

Prix St. Georges Sponsor - \$250

Sponsors should submit their ads to Gracia Huenefeld at graciarae@yahoo.com no later than 1/9/2015. Please see last page for advertisement specifications.

Cornhusker Classic Show

Class Sponsor - \$25 per class or 3 for \$50

Acknowledgement in the NDA newsletter and in the show program for the USDF/USEF-recognized show(s) at which you sponsor a class or classes.

Freestyle – you create the amount

Freestyle Donors are encouraged to donate any amount of money for the use of the organization. Freestyle Donors will be acknowledged in the NDA newsletter and donations may be submitted by NDA members in lieu of volunteer requirements for year-end awards.

Please return this page along with your check made payable to NDA to:

NDA c/o Kathy Hanford,
10301 W. Pioneers Blvd, Denton, Ne 68339

Sponsor Name: _____ Contact Person: _____

Contact Telephone: () _____ Contact Email: _____

Please Check Box for Sponsorship Level. More than one may be selected.

Corporate Sponsorship

Intermediary Sponsorship

Grand Prix Sponsorship

Prix St. Georges Sponsorship

Freestyle \$ _____

Show Class Sponsor \$25 X _____ classes = _____
(you will be contacted to specify classes sponsored)

Total Amount Enclosed: \$ _____

Thank you for supporting NDA



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Corporate Sponsor – \$600 or

- Full page ad in the NDA Newsletter *The Contact* for one year
- Full page ad in NDA Membership Handbook
- Full page ad in Schooling Show Championship Show program
- Full page ad in the NDA Cornhusker Classic Show program
- Vendor trade space at the NDA Cornhusker Classic Show
- 17.5 x 11.5” Car Magnets with your logo/business
- One Class Sponsorship at NDA Cornhusker Classic Show
- Two tickets to the NDA annual meeting and awards banquet
- Your promotional items included in welcome packets at the Cornhusker Classic
- Your name and business information announced at the Cornhusker Classic and Schooling Show Championships
- Your name and logo/business information listed on NDA website with hyperlink
- Your name and logo/business information featured in the NDA Banquet Program
- Your name and logo/business information listed in the Sponsorship Directory in the NDA Membership Handbook

Grand Prix – \$400 or

- Half page ad in the NDA Newsletter *The Contact* for one year
- Half page ad in NDA Membership Handbook
- Half page ad in Schooling Show Championship Show program
- Half page ad in the NDA Cornhusker Classic Show program
- 17.5 x 11.5” Car Magnets with your logo/business
- Two tickets to the NDA annual meeting and awards banquet
- Your name and logo/business information listed on NDA website with hyperlink
- Your name and logo/business information listed in the NDA Banquet Program
- Your name and logo/business information listed in the Sponsorship Directory in the NDA Membership Handbook

Intermediary – \$335 or

- Half page ad in *The Contact* for one year
- Half page ad in the Cornhusker Classic show program
- Half page ad in the Schooling Show Championship show program
- Half page ad in the NDA Membership Handbook
- 11.5 x 8.5” Car Magnets with your logo/business
- Your name and logo/business information listed on NDA website with hyperlink
- Your name and logo/business information listed in the Sponsorship Directory in the NDA Membership Handbook

Prix St. Georges – \$250 or

- Quarter page ad in *The Contact* for one year
- Quarter page ad in the Cornhusker Classic show program
- Quarter page ad in the Schooling Show Championship show program
- Business card ad in the NDA Membership Handbook
- 11.5 x 8.5” Car Magnets with your logo/business
- Your name and logo/business information listed on NDA website with hyperlink
- Your name and logo/business information listed in the Sponsorship Directory in the NDA Membership Handbook

Freestyle – Any Amount

Donate anytime!

- Acknowledged in the NDA newsletter
- You may donate anonymously

Advertisement Specifications

Sponsors please submit an electronic advertisement in .jpg format to Gracia Huenefeld at graciarae@yahoo.com by 1/9/2015 to be included in the Jan/Feb newsletter.

The Contact Newsletter	Ad Size In inches (No Bleed)	Show Programs for the Classic and Schooling Champs	Ad Size In inches (No Bleed)	Banquet Program and Membership Handbook	Ad Size In Inches (No Bleed)
Full Page	8 x 10.5	Full Page	8 x 10.5	Full Page	5.25 x 8
Half Page	8 x 5.25	Half Page	8 x 5.25	Half Page	5.25 x 4
Quarter Page	4 x 5.25	Quarter Page	4 x 5.25	Business Card	2 x 3

Sponsors are responsible for submitting their own ad artwork for publication in NDA materials. If you would like an ad professionally designed for you, you may contact Melissa Ward (meldraw@gmail.com) for this service at an additional fee or use the professional artist of your choice.

The advertisement deadline schedule is as follows:

1/3 - Request deadline for new ads to be designed from scratch

1/7 - Request deadline for updates to existing ads

1/9 - Deadline for all sponsor ads to be submitted and finalized

*Ads must be submitted as PDF or high-resolution JPG or TIF (300 dpi). All ads are full color (4-color process) unless otherwise stated. See chart above for dimensions.

We appreciate your help in adhering to this schedule in order to get all sponsor ads included on time and make the most of your NDA sponsorship experience. For all ad submissions, design requests, or advertising questions, please contact Gracia Huenefeld at 402-604-0060 or graciarae@yahoo.com.