



ROCKY MOUNTAIN
DRESSAGE SOCIETY

2024 Great American Insurance Group/USDF Region 5 RMDS Dressage Championships & Open Show

September 19-22, 2024

Colorado Horse Park

7522 S Pinery Dr, Parker, CO 80134

Sponsorship Packet

Table of Contents

About Rocky Mountain Dressage Society (RMDS)	2
Show and Grounds Sponsorship Opportunities Sponsorship Packages - \$500-\$15,000	3
Arena Sponsorship – SOLD OUT! \$500	3
Banners - \$150	4
Golf Cart Banners - \$100	4
Class Sponsorships - \$25-100	4
T-Shirt Branding - \$250	4
Volunteer Gift Bag Donations	4
Event Sponsorships	5
Friday Evening “Celebration of Dressage Dinner” - \$1,200	5
Saturday Evening Dinner SOLD! \$2,500 (<i>Dinner and Music</i>)	5
Ad Space in the Digital Championship Show Program \$10 - \$50	6
Payment Options	7
Championship Key Contacts	7
Sponsorship Order Form	8



**ROCKY MOUNTAIN
DRESSAGE SOCIETY**

About Rocky Mountain Dressage Society (RMDS)

Formed in 1971 and incorporated in 1977, RMDS supports the sport of dressage in the Rocky Mountain region with chapters in Colorado, New Mexico, Arizona, and Wyoming.

RMDS Members are:

- Over 660+ members strong across Colorado and the Rocky Mountain Region.
- Active competitors, trainers, and clinic riders that travel across the state and utilize local hotels and restaurants.
- 65% of our members own 2 or more horses and 48% of our members board their horses.
- 92% own 2 or more vehicles, while 58% own 3 or more vehicles.
- 82% own at least 1 horse trailer.
- 68% live on acreage, and 32% live in a suburban area.
- 61% have a household income of \$100,000+.
- Many utilize services for their businesses, home, equine, vehicle, businesses and other conveniences and services.

RMDS Dressage Championship and RMDS Reach & Influence 2022

Website	Facebook	Emails
9,804 Users 22289 Sessions 58917 Page Views	2300+ Likes 2500+ Follows 500+ Audience Reach	1367 Contacts 1183 Subscribers



Show and Grounds Sponsorship Opportunities

Sponsorship Packages - \$500-\$15,000

	SOLD! Title Sponsor \$15,000	Platinum Sponsor \$3,000	Gold Sponsor \$2,000	Silver Sponsor \$1,000	Bronze Sponsor \$500
Loudspeaker Announcements	Announcements in arenas & barns; all days 5x/Day	Announcements in arenas & barns 3x/Day	Announcements in arenas & barns 2x/Day	Announcements in arenas & barns 1x/Day	Announcements in arenas 1x/Day
RMDS E-Centaur Newsletter	X	X	X	X	X
Ad in Digital Program	2 pages	1 page	1 page	1/2-page	1/4-page
Social Media Posts	X	X	X	X	X
Vendor Booth Space	X	X			
Award or Class Sponsorship	X				
Banner Space	2 Banners	1 Banner			
One Arena Sponsorship	X				
Volunteer T-Shirt Branding	Large Centered Logo	X			

Arena Sponsorship – SOLD OUT! \$500

Arena Sponsorship	Arena Sponsorship Price
<ul style="list-style-type: none"> Show Arena I – “Company Name” Show Arena Show Arena II – “Company Name” Show Arena Show Arena III – “Company Name” Show Arena Show Arena IV – “Company Name” Show Arena Show Arena V – “Company Name” Show Arena Signage/Banners displayed on grounds for duration of event; Advertisers must supply Banners (Up to 2)	<ul style="list-style-type: none"> SOLD – Windswept Farms SOLD – Coors Family Title Sponsor SOLD – Sharon and Peter Soos SOLD – Sue Martin Dressage SOLD – The Perfect Fit



Banners - \$150

- Displayed on grounds for duration of event.
- Advertiser must supply banners (up to 2)

Golf Cart Banners - \$100

- Signage for Rear Golf Cart (Advertiser must provide banner)
- Golf carts are used by Show Personnel – High visibility and use around the showgrounds.

Class Sponsorships - \$25-100

Class Sponsorship	Class Sponsorship Price
<ul style="list-style-type: none"> • RMDS Championship Class • RMDS Open Show Class • Special Award (Best Dressed, Best Braiding, Sportsmanship, etc.) <p>Name announced as sponsor of class, listed on day sheets, and in program.</p>	<ul style="list-style-type: none"> • \$100 • \$50 • \$25

T-Shirt Branding - \$250

- Print your company Logo on the 2024 Championship Volunteer T-Shirt

Volunteer Gift Bag Donations

Please coordinate with Nadia Westra for delivery to **Nadia Westra** by **8/31/2024**.

Volunteer Gift Bag Donations (Deliver by 8/31/23)	Quantity
<ul style="list-style-type: none"> • Provide branded item for gift bags to Show Volunteers • Can include equine/other pet supplies, treats, etc. 	<ul style="list-style-type: none"> • 250-300



**ROCKY MOUNTAIN
DRESSAGE SOCIETY**

Event Sponsorships

Friday Evening “Celebration of Dressage Dinner” - \$1,200

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Friday Evening Competitors Party on all material printed and in Championship digital show program.
- Recognition in the RMDS E-Centaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) are prominently displayed in competitors party areas and at prominent locations on show grounds (**will display up to 2 banners**).
- **1 Full page ad in show program.**
- Your company name announced throughout the show as the Friday Evening Competitor Party sponsor.
- Sponsorship acknowledgement on the RMDS website.

Saturday Evening Dinner **SOLD!** ~~\$2,500~~ (*Dinner and Music*)

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Saturday Evening Dinner and on all material printed in the Championship show.
- Recognition in the RMDS E-Centaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) are prominently displayed in the eating area and at prominent location on show grounds (**will display up to 4 banners**).
- **2 Full page ads in show program.**
- Company name announced throughout the show as the Saturday Evening Dinner Sponsor.
- Company logo on RMDS web site.
- Write up in all event PR material as a sponsor.



**ROCKY MOUNTAIN
DRESSAGE SOCIETY**

Ad Space in the Digital Championship Show Program \$10 - \$50

Ad Size	Price
Inside Front Cover	\$50 (Limit 1)
Inside Back Cover	\$50 (Limit 1)
Outside Back Cover	\$50 (Limit 1)
Center Page	\$50 (Limit 1)
Full Page	\$25
Half Page	\$15
Quarter Page	\$10



Payment Options

All payments are due upon submission of Championship Support Form to reserve your space, and are on a first come, first served basis.

Check	PayPal/Venmo
<p>Payable to: RMDS</p> <p>Mail to: Rocky Mountain Dressage Society 2942 Park Lane, Boulder, CO 80301</p> <p><i>Please include copy of Championship Support Form</i></p>	<p>https://www.rmds.org/payment</p>

Championship Key Contacts

- Championship Manager: Noah Rattner
- Championship Assistant Manager: Simone Windeler
- Championship Secretary: Heather Petersen
- Championship Chair: Nadia Westra
- Volunteer Coordinator: Janeen Cochi



Sponsorship Order Form

Business Name				
Mailing Address				
City		State		Zip Code
Contact Name				
Contact Email			Contact Phone	

SOLD	Title Sponsor - \$15,000 (Limit 1)		Silent Auction Donation
	Platinum Level Sponsor - \$3,000 (Limit 4)		Branded Items for Volunteer Bags
	Gold Level Sponsor - \$2,000 (Limit 5)		Digital Inside Front Cover - \$50
	Silver Level Sponsor - \$1,000		Digital Inside Back Cover - \$50
	Bronze Level Sponsor - \$500		Digital Outside Back Cover - \$50
SOLD	Show Arena Sponsor - \$500 (Limit 5)		Digital Center Page - \$50
	T-Shirt Branding - \$250 (\$0 Title Sponsor)		Digital Full Page - \$25 (\$0 Title Sponsor)
	Banner (Qty 2) - \$150 (\$0 Title Sponsor)		Digital Half Page - \$15 (\$0 Platinum)
	Golf Cart Banner - \$100		Digital Quarter Page - \$10 (\$0 Silver)
	RMDS Champ Class - \$100 (\$0 Title Sponsor)		RMDS Open Show Class - \$50
	Special Award (Best Dressed, etc.) - \$25		Tax Deductible Donation
	Celebration of Dressage Dinner - \$1,200	SOLD	Saturday Dinner - \$2,500

Total: _____

- **Sponsors** select the items for your level of support, reduced charges may apply.
- **Championship Order Form** should be emailed to: championships@rmds.org
- **Payment** accepted through PayPal, Venmo at <https://www.rmds.org/payment> or Checks made payable to **RMDS**.
- **Due dates:** All payments are due upon submission of Championship Order Form to reserve your space, and are on a first come, first served basis. Artwork for digital program sent to by 8/31/2024.
- **Branded Item Donations** coordinate delivery to **Nadia Westra** by 8/31/2024.

I agree to the above and am authorized to make decisions on the company's behalf.

Name		Company Name	
Signature		Date	

Thank you! We are so grateful for your support!