

W I S C O N S I N D R E S S A G E
C O M B I N E D & T R A I N I N G
A S S O C I A T I O N

DRESSAGE THROUGH THE LEVELS

with

STEFFEN PETERS AND JANET FOY

NOV. 19 - NOV. 20, 2011



**Sponsorship
Opportunities**

Sponsorship Opportunities

Putting Us on the National Map

On Nov. 18 and 19, 2011, Wisconsin Dressage and Combined Training Association (WDCTA) will be presenting two of the United States' internationally known and respected dressage clinicians: Steffen Peters and Janet Foy. This event will generate national publicity not only for WDCTA but also for sponsors. This symposium will be promoted via print and online advertising, public relations activities and the social media (emails, Facebook, e-bulletin boards, chat rooms and blogs). For our events in the past, we have drawn participants from surrounding states and Canada. This event may also draw participants from states even further away geographically because of the international caliber of our clinicians.

The two-day symposium, *Dressage Through the Levels*, will use 20-25 horses and their riders to demonstrate the correct basics for each level of training from the lowest to the highest level (which is the same level as the Olympics, World Cups and World Equestrian Games). Guiding the riders and auditors in their education are world-class rider, Steffen Peters, and international judge, Janet Foy.

Steffen Peters

Steffen Peters made history for the United States when he earned two Individual Bronze Medals at the ALLTECH World Equestrian Games this past fall at the Kentucky Horse Park. He is our top internationally competitive rider, having participated in competitions throughout the world including the Olympics and World Games. He and his horse, Ravel (owned by Akiko Yamazaki, wife of Jerry Yang, founder of Yahoo!) earned the 2010 USDF Horse of the Year at Grand Prix. He is known around the world because of his accomplishments. We are extremely excited to bring Steffen Peters to our area for this symposium. We have been working with him for a return visit for more than three years, and were able to obtain the one available date he had for 2011. This shows how much in demand he is as a clinician, plus he is an active competitor who is also currently focusing on the 2012 Olympics in London.

Janet Foy

Most recently Janet Foy was director of dressage at the ALLTECH World Equestrian Games -- the first time this international championship has been held outside of Europe. She managed the television and online coverage, among many other fast-paced duties. Janet is currently an Federation Equestrian International (FEI) "I" judge, United States Equestrian Federation (USEF) "S" dressage judge and a USEF sport-horse "R" breeding judge. She has judged all major shows in the United States including the USA World Cup League Finals. She also has judged national and international championships in Guatemala, England, Columbia, Costa Rica, Puerto Rico, Barbados, Canada, Poland, Australia and Mexico, and the FEI World Cup League Finals for the U.S., Canada and Australia. Janet was on the dressage selection panels for our 2004 Athens Olympic team, 2006 World Equestrian team, 2007 Pan American Games and 2010 World Equestrian Games.



Both Steffen Peters and Janet Foy participated at the World Equestrian Games (WEG) where more than 750 horses and their riders from countries all over the world participated. Pictured above is the Kentucky Horse Park's main arena where many of the WEG events were held.

WDCTA

WDCTA is a non-profit organization run by dedicated volunteers. WDCTA is a charter member of our national organization, the United States Dressage Federation, meaning WDCTA was one of the founding members of the USDF. Our mission is to promote the sport of dressage and eventing through educational events, with the goal of breaking even or earning a profit to enable us to fund scholarships and future educational events.

WDCTA's Southwest Chapter will be organizing this event. We have an experienced team that has organized many large-scale events in the past, including those with Steffen Peters (twice), Betsy Steiner and Jane Savoie.

Profile of WDCTA members

Becoming a sponsor or advertiser at this event will help you target an estimated 200+ attendees, including WDCTA member. WDCTA members:

- 👤 Have an average annual household income of \$100,000
- 👤 Are employed as professionals (non-equine occupations) - more than 60%
- 👤 Are employed as equine professionals - nearly 25%
- 👤 Are well-educated: 70% have a bachelors degree or higher; 28% have a masters degree or higher and more than 10% have a PhD, MD or DVM
- 👤 Own an average of 3-5 horses
- 👤 Nearly 90% own and ride our own horses
- 👤 80% work with a local trainer
- 👤 53% board their horses
- 👤 80% insure their horses
- 👤 More than 50% attend either sanctioned or schooling shows

On a yearly basis, our members spend an average of:

- 👤 \$2,500+ a year on training and instruction
- 👤 \$6,200+ on board, feed, bedding, consumables
- 👤 \$2,500 on horse health (vet care, farrier, dentist, massage, chiropractic)
- 👤 Nearly \$1,000 on horse tack and horsewear
- 👤 More than \$500 on our riding attire
- 👤 Nearly \$1,800 on trucks, trailers and horse transportation

Symposium Schedule

SATURDAY, Nov. 19

7:45 a.m.	Registration
8:30 a.m.	Selecting the Best Dressage Prospect
9:15 a.m.	Training Level
10 a.m.	BREAK
10:15 a.m.	First Level
11:00 a.m.	Second Level
Noon	LUNCH
1:00 p.m.	Third Level
2:00 p.m.	Fourth Level
3:00 p.m.	BREAK
3:15 p.m.	Prix St. George/Intermediare I
4:15 p.m.	Intermediare II/Grand Prix
5:15 p.m.	Day ends. Have a good evening!

SUNDAY, Nov. 20

7:30 a.m.	Registration
8:00 a.m.	Biomechanics of the Rider
8:30 a.m.	Training Level
9:15 a.m.	First Level
10:00 a.m.	BREAK
10:15 a.m.	Second Level
11:15 a.m.	LUNCH
12:30 p.m.	Third Level
1:15 p.m.	Fourth Level
2:00 p.m.	BREAK
2:15 p.m.	Prix St. George/Intermediare I
3:00 p.m.	Intermediare II/Grand Prix
3:45 p.m.	Q & A
4:00 p.m.	Safe Travels. Thanks for coming!

Sponsorship Levels Available

Platinum \$5,000:

- Naming rights to symposium
- Full-page ad in event program (inside front or back cover)
- Full-page ad in all 12 *eQuester* newsletter issues in 2012
- Ad with link to your website on WDCTA website for 2012
- Announcements and recognition as Platinum Sponsor throughout symposium
- Vendor booth space (first choice of locations)
- Opportunity to supply and/or place promotional items in attendee bag
- 2 company banners hung in symposium arena
- Pre- and post-event publicity in WDCTA newsletter, website, external advertising/promotions
- VIP reserve table seating for four at symposium

Gold \$2,500:

- Full-page ad in event program
- Half-page ad in all 12 *eQuester* newsletter issues in 2012
- Ad with link to your website on WDCTA website for 2012
- Vendor booth space (first choice of locations)
- One company banner hung in symposium arena
- Opportunity to place promotional items in attendee bag
- Pre- and post-event publicity in WDCTA newsletter, website, external advertising/promotions
- VIP reserve table seating for two at symposium

Silver \$1,000:

- Half-page ad in event program
- Quarter-page ad in 12 *eQuester* newsletter issues in 2012
- Ad with link to your website on WDCTA website for 2012
- Vendor booth space
- Company banner in symposium arena
- Opportunity to place promotional items in attendee bags
- Pre- and post-event publicity in WDCTA newsletter and on website

Bronze \$500:

- Quarter-page ad in event program
- Business listing in all 12 *eQuester* newsletter issues in 2012 newsletter
- Business listing on WDCTA website for 2012
- Vendor booth space
- Opportunity to place promotional items in attendee bags
- Pre- and post-event publicity in WDCTA newsletter and on website

Other Sponsorship Opportunities

Vendor Booth or Company Banner \$250

- Mention in program
- Vendor booth space OR company banner hung in symposium arena
- Opportunity to place promotional items in attendee bags

Business Card Sponsorship \$100

- Business card ad in event program

30 Saddle Pads for Demo and Reserve Riders:

- Mention in program
- Business listing in 2012 newsletter and website
- Pre- and post-event publicity in WDCTA newsletter and on website
- Saddle pads may include your logo; riders will be required to use at symposium



Donations under \$100 will be gratefully acknowledged in a listing in the event program.

WDCTA is a 501(c) 3 organization. Sponsorships may be tax deductible.

Sponsorship Commitment for "Through the Levels" Symposium

Yes! We want to participate as a sponsor. Check the appropriate level below:

- Platinum
- Gold
- Silver
- Bronze
- Saddle Pads
- Vendor Booth or Company Banner
- Business Card
- Listing in Program

Please provide the following information for recognition in our event program:

Company _____

Contact Name _____ Email _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Website _____

Deadline for sponsorship reservations: *Sept. 15, 2011*

Send check made out to "WDCTA-Southwest Chapter" with completed form to:

Jenni Poole
2630 Placid Street
Fitchburg, WI 53711

(PHONE) 608-577-8143

Platinum, Gold, Silver, Bronze and Business Card advertisement -- pdf or jpg required by Oct. 1, 2011.

Email advertising materials to Caryn Vesperman at newsletter@wdctda.org.

We look forward to a great partnership with our sponsors at this event!

Questions about WDCTA, visit our website at www.wdcta.org

Questions about the symposium, contact:

Mary Hanneman, N8160 Smith Road, Brooklyn, WI 53521; 608-455-1037; mahanneman@gmail.com.