

SPONSORSHIP/VENDOR OPPORTUNITIES



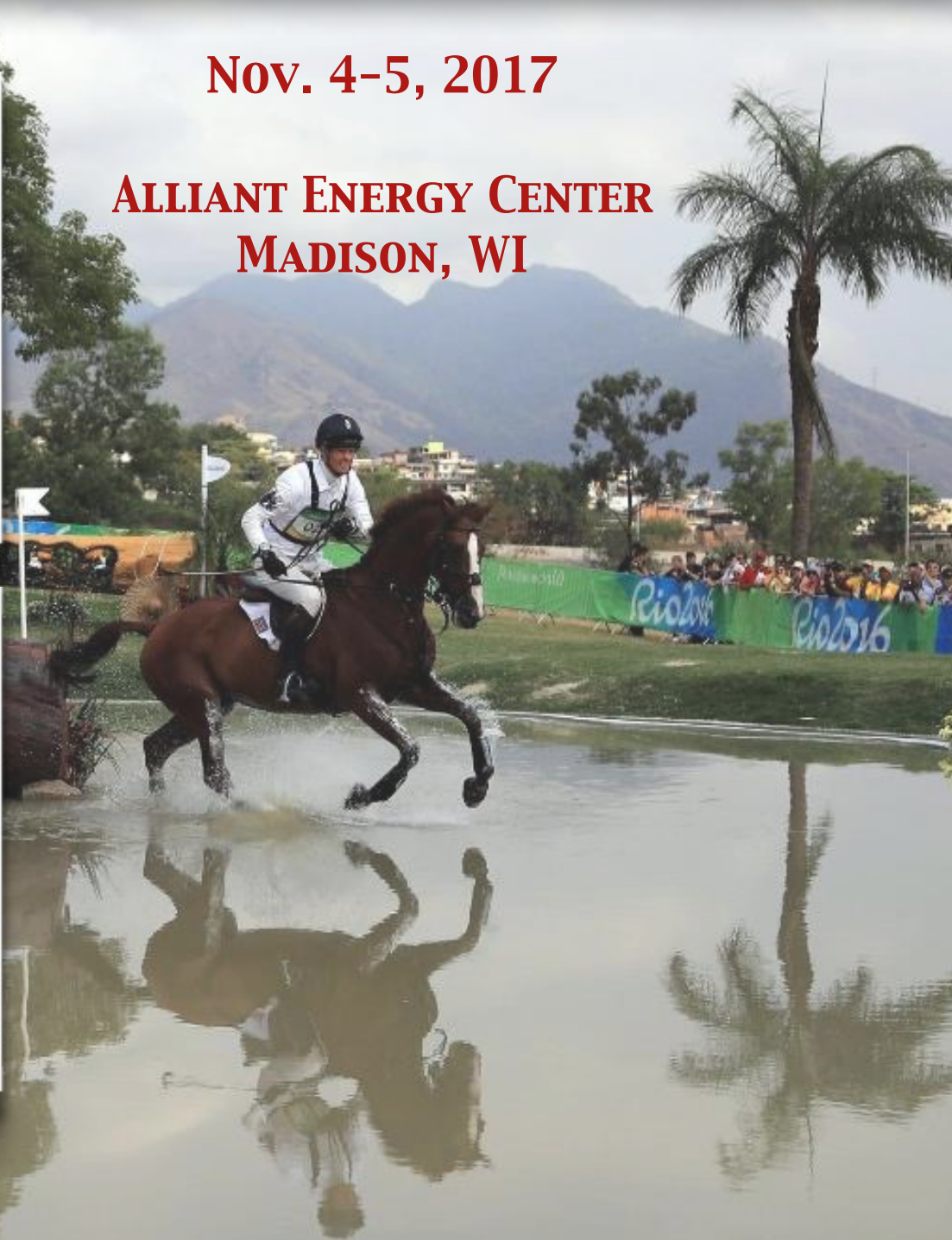
# SYMPOSIUM

*with*

# WILLIAM FOX-PITT

Nov. 4-5, 2017

ALLIANT ENERGY CENTER  
MADISON, WI



# SPONSORSHIP OPPORTUNITIES AT TOP MIDWEST EVENT

Wisconsin Dressage and Combined Training Association (WDCTA) will host William Fox-Pitt, an internationally renowned and respected equestrian — and we want you to be a part of it.

This symposium and trade fair at the Alliant Energy Center's New Holland Pavilion ([alliantenergycenter.com](http://alliantenergycenter.com)) in Madison, WI are expected to attract more than 300 attendees and generate national publicity not only for WDCTA, but for sponsors and vendors. The symposium will be promoted through print and online advertising, public relation activities and social media. WDCTA has experience hosting events of this magnitude with other Olympians, drawing participants from surrounding states and Canada.



## WILLIAM FOX-PITT PROFILE

Fox-Pitt has competed in numerous Olympics, World Equestrian Games and other top competitions all over the world. He was the first British rider to become the top eventing rider in the world, a distinction he achieved in 2002, 2009, 2010 and again in 2014. He has represented his country consistently over the

past 20 years, winning team Silver at the 2004 Athens Olympics, team Bronze at the 2008 Beijing Olympics and team Silver at the 2012 London Olympics. He has won seven team Gold medals at the European Championships and has been Britain's top event rider eleven times. Fox-Pitt's achievements in the sport make him one of the most successful event riders of all time.



## SYMPOSIUM FORMAT

The two-day symposium will feature horse and rider combinations, from beginner to advanced, working with Fox-Pitt to improve their riding "on the flat" and over jumps.

## HOTEL INFO

**AmericInn Hotel & Suites Madison South**  
101 W Broadway, Monona, Wisconsin 53716  
(800) 634-3444

Amenities: Free Breakfast and Free WIFI

Distance From Alliant Center: 1/4 Mile

Mention WDCTA For Special Rate: \$95 Plus Tax

\*Reservations must be made by Sept. 30 to qualify for this discount!

## Comfort Inn Madison- Downtown

722 John Nolen Drive, Madison, WI 53713  
(844) 361-1723

Amenities: Free Breakfast and Free WIFI

Distance From Alliant Center: 3 Miles

Mention WDCTA for Special Rate: \$124 plus tax for one Person, \$10 extra for each additional guest.

\*Reservations must be made no later than Sept. 30 to qualify for this discount!

## SYMPOSIUM SCHEDULE (TENTATIVE)

### Saturday

- 8:00 a.m. Registration and Trade Fair Opens
- 9:00 a.m. Welcome
- 9:15 a.m. Introduction to Dressage Concepts for the Young Event Horse, Beginner Novice, Novice
- 10:15 a.m. Dressage for Training and Preliminary
- 11:15 a.m. Dressage for Intermediate and Advanced
- 12:15 p.m. Lunch
- 1:15 p.m. Q&A Session with Auditors
- 1:30 p.m. Gridwork for the Young Horse, Beginner Novice and Novice
- 2:45 p.m. Gridwork for Training and Preliminary
- 4:00 p.m. Gridwork for Intermediate and Advanced
- 5:15 p.m. Day 1 Ends
- 6:00 p.m. Trade Fair Closes

### Sunday

- 8:00 a.m. Registration and Trade Fair Opens
- 9:00 a.m. Discussion Topic with Auditors
- 9:15 a.m. Stadium Jumping Coursework for the Young Horse, Beginner Novice and Novice
- 10:15 a.m. Stadium Jumping for Training and Preliminary
- 11:15 a.m. Stadium Jumping: Intermediate and Advanced
- 12:15 p.m. Lunch
- 1:15 p.m. Q&A Session with Auditors
- 1:30 p.m. Cross Country Training for the Young Horse, Beginner Novice and Novice (Indoor Arena Training for Cross-Country)
- 2:45 p.m. Cross Country Training for Training and Preliminary
- 4:00 p.m. Cross Country Training for Intermediate and Advanced
- 5:15 p.m. Day 2 Ends
- 6:00 p.m. Trade Fair Closes



## ABOUT US

WDCTA is a 501(c)3, non-profit organization run by dedicated volunteers to promote dressage and eventing. Special events like this enable us to fund future educational opportunities and scholarships. WDCTA's Southwest Chapter is planning this symposium and has an experienced team, having organized many events with other national and international equestrians.

## SPONSORSHIP/VENDOR OPTIONS

### Platinum \$2,500

- Double vendor booth space (10 x 20')
- 2 large (exceeds 3' in height or width) company banners hung in arena
- Full-page advertisement in event program (inside front cover or back cover – first come/first choice)
- Full-page advertisement in 12 issues of the *eQuester*, WDCTA's monthly newsletter
- Banner ad on WDCTA website for 2018
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and our Facebook page

### Gold \$1,500

- Single vendor booth space (10 x 10')
- 1 large company banner hung in arena
- Half-page advertisement in event program
- Half-page advertisement in 12 issues of the *eQuester*
- Banner ad on WDCTA's website for 2018
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and our Facebook page

### Silver \$1,000

- Single vendor booth space (10 x 10')
- 1 large company banner hung in arena
- Quarter-page ad in 12 issues of the *eQuester*
- Quarter-page ad in event program
- Banner ad on WDCTA website for 2018
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and our Facebook page

### Bronze \$500

- 1 small banner (less than 3' in height or width) hung in arena
- Business-card ad in 12 issues of the *eQuester*
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and our Facebook page

### Vendor Booth Only

- Single Booth (10 x 10') \$250
- Double (10 x 20') \$500

### Business Card Sponsorship \$100

- Business card advertisement in event program

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

## CONTACT INFORMATION

**For information about WDCTA:**  
Visit our website at [wdcta.org](http://wdcta.org)

**For questions about the symposium, sponsorships or the trade fair:**  
Cathy Wunderlich at (608) 513-8303 or  
[cathy.wunderlich@gmail.com](mailto:cathy.wunderlich@gmail.com)

# SPONSORSHIP/VENDOR FORM

## Yes! We want to participate:

- \_\_\_\_\_ Platinum — \$2,500      Yes, I would like the booth included with my sponsorship.  
\_\_\_\_\_ Gold — \$1,500         Yes, I would like the booth included with my sponsorship.  
\_\_\_\_\_ Silver — \$1,000        Yes, I would like the booth included with my sponsorship.  
\_\_\_\_\_ Bronze — \$500  
\_\_\_\_\_ Single Vendor Booth — \$250  
\_\_\_\_\_ Double Vendor Booth — \$500  
\_\_\_\_\_ Business Card — \$100  
\_\_\_\_\_ Faster WiFi — \$6/day  
\_\_\_\_\_ Donation (Amount): \$ \_\_\_\_\_

*NOTE: WiFi is already available in the facility.  
Faster connection available for \$6/day.*

\$ \_\_\_\_\_ **Total Enclosed**

## Additional Info:

Please check all that apply:

- I need an electric hook-up for my booth.  
 I need table(s) with my booth. (Two 8' tables come with double booth; one table with single.)  
 I need chairs with my booth. (Four chairs come with double booth; two chairs with single.)  
 Please provide me with updates on the symposium. My email is listed below.

## Please complete the following:

Company \_\_\_\_\_ Phone \_\_\_\_\_  
Contact Name \_\_\_\_\_ Website \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_

## Deadline for sponsorship or booth reservations: Sept. 1, 2017

*Note: The sooner we receive your commitment, the sooner we can begin advertising you as a sponsor.*

## Sponsors...

Please send the following to **Caryn Vesperman** at [newsletter@wdcta.org](mailto:newsletter@wdcta.org) by **Sept. 1**:

- **Platinum, Gold and Silver sponsorships:** Your full-, half- or quarter-page ads and logo (PDF or JPEG)
- **Bronze sponsorships:** Your logo
- **Business card sponsorship:** Your business card

Banners should be mailed to Cathy by **Oct. 1** at the address below.

**To reserve a sponsorship or booth, return this form with a check made out to WDCTA-Southwest Chapter:**

**Cathy Wunderlich  
N9161 Legler Road  
Brooklyn, WI 53521**

*Thank You for Your Support!*