



*Regency Floats*

*The safest option for your loved ones*

**2024 NEW SOUTH WALES**

# **Dressage** *Championships*

**THURSDAY 29 AUGUST TO SUNDAY 1ST SEPTEMBER**

**Incorporating the:**

**NSW Amateur Owner Rider Championships**

**NSW Pony Dressage Championships**

**NSW Para-Dressage Championships**

**NSW Virtus Dressage Championships**

## **SPONSORSHIP PROPOSAL**

**SYDNEY INTERNATIONAL EQUESTRIAN CENTRE**

**SAXONY ROAD, HORSLEY PARK**

**CONDUCTED BY DRESSAGE NSW  
ON BEHALF OF EQUESTRIAN AUSTRALIA (NSW)**



Photo Credit: Rodney's Photography



Dressage NSW is once again delighted to host the New South Wales Dressage Championships at the Sydney International Equestrian Centre, Horsley Park. Due to covid we have not been able to run the championship for the last two years, so we are looking forward to making the 2024 Championships a huge success!

The Championships will be held over four days from Thursday, 29<sup>th</sup> August to Sunday, 1<sup>st</sup> September 2024. We estimate we will run over 1000 individual tests over all levels of competition from Preliminary to Grand Prix and will also include Amateur Owner, Pony and Para-Equestrian Riders competing for the illustrious title of 2024 NSW State Champion at their level.

We expect to have over 200 competitors plus owners and helpers from all over NSW and Interstate in attendance across the four days of elite competition. The championships will attract a lot of interest from equestrian enthusiasts and the general public. Admission is free for spectators to attend across the event.

The Otto Sport Ebb & Flow Indoor Arena will host most of the FEI Competitions across the four days finishing with the prestigious Grand Prix Freestyle to Music on Sunday. There will also be six competition arenas running each day, so plenty of action for everyone .

Our Trade Village area is offered first and foremost to our very generous sponsors . Sponsors will be offered attractive rates and access to prime locations within our trade village. Our Trade Village will also feature daily award presentations for competitions which will bring many riders and supporters through the village.

The NSW Dressage Championships provide an affordable and targeted marketing opportunity for sponsors to promote their products and services to the Dressage and wider equestrian community.

There is a wide range of sponsorship options available from having naming rights to event, sponsoring an individual competition or level, supporting our volunteers, sponsoring our popular welcome drinks function or providing rugs, goods, and services.



## Naming Rights Sponsorship

The **Naming Rights Sponsorship Package** includes the following:

- Naming Rights to the Championships eg. The “Sponsor Name 2024 NSW Dressage Championships”
- Naming rights to one of the premier competitions at the event
- Company name featured on ribbons/rosettes (entire division sponsor)
- Full page (entire division level sponsor) advertisement in the digital programme booklet.
- Space to set up a display or trade stand (marquee/ equipment costs to be paid by sponsor)
- Coverage on the P.A. system
- Opportunity for company representative to assist in the official presentations.
- Opportunity to provide promotional items for the riders, judges and officials bags (250)
- Exposure in E-Centreline magazine
- Access to competitors and their families
- Other types publicity

Cost of naming rights sponsorship: \$7,000 (plus GST).

## EA Level Competition Sponsorship

The **EA Level Competition Sponsorship Package** includes the following:

- You will sponsor the entire division level, eg, Open Novice 2.2, Open Novice 2.3, Open Novice Championship.
- There are divisions for Open, Amateur Owner Rider and Pony to be sponsored for all EA Levels.
- Company name featured on ribbons/rosettes or the championship rug.
- Company logo featured where possible on promotional material, time draws and results for sponsored Championship including Facebook Promotion on our Championships Facebook Page
- Full page (entire division level sponsor) advertisement in the digital programme booklet.
- Company logo featured on the event webpage with a link to your company web site
- Space to set up a display or trade stand (marquee/ equipment costs to be paid by sponsor) – Division sponsor
- Coverage on the P.A. system
- Opportunity for company representative to assist in the official presentations.
- Opportunity to provide promotional items for the riders, judges and officials bags (250)
- Access to competitors and their families.

Cost of EA Level Open Division Sponsorship Package: \$800 (plus GST). (2 competition and championship award)

Cost of EA Level AOR Division Sponsorship Package: \$800 (plus GST). (2 competition and championship award)

Cost of EA Level Pony Division Sponsorship Package: \$700 (plus GST). (2 competition and championship award)

## FEI Level Competition Sponsorship

The **FEI Level Competition Sponsorship Package** includes the following:

- For this package you can sponsor a single FEI competition.
- Company name featured on ribbons/rosettes
- Company logo featured where possible on promotional material, time draws and results including Facebook Promotion on our Championships Facebook Page
- A full-page advertisement in the digital programme booklet.
- Company logo featured on the event webpage with a link to your company web site
- Space to set up a display or trade stand (marquee/ equipment costs to be paid by sponsor)
- Coverage on the P.A. system
- Opportunity for company representative to assist in the official presentations.
- Opportunity to provide promotional items for the riders, judges, and officials bags (250)
- Access to competitors and their families.

**Cost of FEI Competition Sponsorship Package:**

- \$1,200 (plus GST) – Open Divisions Prix St George, Intermediate I, Intermediate A and Intermediate B, Medium Tour Freestyle, Intermediate II
- \$800 (plus GST) – AOR and Pony Divisions Prix St George, Intermediate I, Intermediate A and Intermediate B, Medium Tour Freestyle, Intermediate II
- \$1,500 (plus GST) – Intermediate I Freestyle (Open, AOR and Pony Divisions)
- \$1,500 (plus GST) – Grand Prix, Grand Prix Special (Open, AOR and Pony Divisions)
- \$2,000 (plus GST) – Grand Prix Freestyle (Open, AOR and Pony Divisions)

## Other Sponsorship

We are also looking for the following to be sponsored:

- Welcome Drinks - \$700 (plus GST)
  - Welcome drinks for the riders will be on Wednesday night before the championships. It's a great way for all the riders to meet and greet before the competition begins on Thursday.
- Daily Presentation Function and Area \$500 (plus GST)
  - This will support our presentation arena each day and provide nibbles for all the riders each day during presentations.
- Product Sponsorship
  - Companies are very welcome to propose Product Sponsorship with an agreed value at cost. First, second and third place getters in all competitions are guaranteed to receive either prize money or goods in kind to the value or greater of the offered prize money. Therefore, we would be very happy to receive proposals for the supply of quality product or merchandise
- Volunteer Daily Prize - \$250 (plus GST) per day
  - During the event we utilise a lot of volunteers to help with running the championships. Their time and support is greatly appreciated and we could not do without them
  - We would love someone to sponsor them each day which would put them all into a daily draw for a prize and ensure they are very well looked after!
- If you would just like to support the event, we would welcome donations of any amount
  - Acknowledgement on the website, Facebook and in the program
  - Your logo displayed on the event website

**Sponsorship Enquiries – [karen@snafflebytes.net](mailto:karen@snafflebytes.net)**



### **What is Dressage NSW Incorporated ?**

Dressage NSW Inc (DNSW) (formerly the NSW Dressage Council and referred to by many as the DC) became a Discipline Council of the N.S.W. Branch of Equestrian Australia in 1986. Until that time the Council had been in existence as the NSW Dressage Association which was formed in 1967.

Equestrian Australia is affiliated with the international body for Equestrian sport, the Federation Equestre Internationale (FEI). It is also affiliated with the Australian Olympic Committee (AOC).

DNSW is the controlling body for dressage riding in the State of NSW. It is committed to the development and promotion of the sport from junior level to Olympic representation. It seeks to improve all aspects of competition to internationally accepted levels and provides a comprehensive service to its members.

### **Organisation Structure**

DNSW has currently around 800 members. Approximately 55 Regional and Metropolitan Dressage & Riding Clubs from throughout NSW are affiliated with the DNSW/ENSW.

DNSW has its home grounds at the Hawkesbury Showground at Clarendon. Facilities include three sand arenas, two sand warm-up areas, a scoring office, a site office and stabling. These facilities have been paid for by the membership and the grounds are maintained by the Committee of DNSW.

DNSW holds regular judges seminars and workshops for all levels of judges from Probationary through to FEI level. The purpose of these seminars is to train and examine judges, however, seminars and workshops are a valuable learning experience for all people associated with horses and riding. These seminars are open to all - spectators are welcome.

### **Communication with membership**

Dressage NSW magazine/newsletter called E-Centreline that circulates to all its members. E-Centreline features reports from committee members, information on events, entry details, up-dates on the latest rules, results, and interesting articles.

DNSW has its own web site: [www.dressagensw.com.au](http://www.dressagensw.com.au) and a popular Facebook page with 6500 subscribers and is well read and a perfect platform to share information on and for our sponsors



## 2024 Regency Floats NSW Dressage Championships – Sponsorship Booking Form

<b>Contact Details:</b>			
<b>Company Name</b>			
<b>Contact Person</b>		<b>Mobile</b>	
<b>Address</b>			
<b>Email</b>			
<b>Website</b>			
<b>Facebook</b>			

**EA Level Open Division Sponsorship Package: \$800 (plus GST). (2 competitions and championship award)**

Please select preferred level:  Preliminary  Novice  Elementary  Medium  Advanced

**EA Level AOR Division Sponsorship Package: \$800 (plus GST). (2 competitions and championship award)**

Please select preferred level:  Preliminary  Novice  Elementary  Medium  Advanced

**EA Level Pony Division Sponsorship Package: \$700 (plus GST). (2 competitions and championship award)**

Please select preferred level:  Preliminary  Novice  Elementary  Medium  Advanced

**FEI Open Division Competition Sponsorship Package: \$1,200 (plus GST). (1 competition)**

Please select preferred Competition:  PSG  Inter I  Inter A  Inter B  Inter II

**FEI AOR and Pony Division Competition Sponsorship Package: \$800 (plus GST). (2 competition)**

Please select preferred Competition:  PSG  Inter I  Inter A  Inter B  Inter II

**FEI Competition Sponsorship Package: \$1,500 (plus GST). (3 competition) – Open, AOR and Pony Divisions**

Please select preferred Competition:  Intermediate I Freestyle  Grand Prix  Grand Prix Special

**FEI Competition Sponsorship Package: \$2,000 (plus GST). (3 competition) – Open, AOR and Pony Divisions**

Please select preferred Competition:  Grand Prix Freestyle to Music

**Other Sponsorship Opportunities:**

Welcome Drinks (Wednesday) - \$700 (plus GST)       Volunteers Daily Prize - \$250 (plus GST)

Presentation Sponsor - \$500 (plus GST) per day

Product Sponsorship - please provide details below:

Sponsorship Other – please provide details below:

I will be bringing a Trade Stand – please indicate Size: (marquee/equipment costs to be paid by sponsor)

**Payment of sponsorship is due upon receiving invoice**

Promotional Wording for use on social media and Announcements will be required by 1<sup>st</sup> August 2024

**Please email form to [karen@snafflebytes.net](mailto:karen@snafflebytes.net)**