



Virginia Dressage Association, Northern Virginia Chapter, Inc.
(VADA/Nova)

2010 Sponsorship Opportunities

Demographics: The Virginia Dressage Association, Northern Virginia Chapter, Inc (VADA/Nova) is the largest chapter of the Virginia Dressage Association, Inc. with yearly membership of close to 500. The membership is primarily based in the Northern Virginia Region. Each year, VADA/Nova hosts at least 3 licensed performance shows, 2 licensed breeding shows, 6 schooling shows, Regional Youth Team Championship competition, several clinics and seminars. VADA/Nova also awards scholarships to support the members' educational interests (6 in 2009). Our competition and clinic activities also attract participants from throughout Virginia, North Carolina, Maryland, Pennsylvania and New Jersey.

Our goal is to provide value for your sponsorship while enhancing opportunities for our membership. We strive to place your business or product before our audience as frequently as possible.

If you would like to have a different combination of opportunities, we would welcome your suggestion. Please contact our Sponsor Coordinator, Michelle King, at mking@vadanova.org to discuss options.

SHOW SPONSORS

Platinum Sponsor (Cost \$1,000, value \$1145-1185)

- Full-page advertisement in each P&P Newsletter issue (12 per year). (value \$385)
- Full-page advertisement located on the Inside Front or Back Cover of each show program (5 per year) for the first 2 sponsors (value \$250). Additional sponsors will receive a full page other than the covers (value \$210)
- Vendor space at 3 performance shows. (value \$200)
- 2 banners, one displayed in the indoor and one outside at all 5 shows. Banners provided by Sponsor. (value \$250)
- Announced over public address system at various times during each day of all shows.
- Web link on the VADA/Nova Sponsors page. (value \$100)

Gold Sponsor (Cost \$750, value \$820)

- Full-page advertisement in each P&P Newsletter issue (12 per year). (value \$385)
- Full-page advertisement in each show program (5 per year). (value \$210)
- 1 banner displayed at 3 performance shows. Banners provided by Sponsor. (value \$125)
- Announced over public address system at various times during each day of all shows.
- Web link on the VADA/Nova Sponsors page. (value \$100)

Sliver Sponsor (Cost \$500, value \$540-\$590)

- Half-page advertisement in each P&P Newsletter issue (12 per year). (value \$240)
- Half-page advertisement in each show program (5 per year). (value \$100)
- Vendor space at 3 performance shows. (value \$200) OR 2 banners, one displayed in the indoor and one outside at 3 performance shows. Banners provided by Sponsor. (value \$250)
- Announced over public address system at various times during each day of all shows.

Bronze Sponsor (Cost \$250, value \$325)

- Quarter-page advertisement in each P&P Newsletter issue (12 per year). (value \$145)
- Business card advertisement in each show program (5 per year). (value \$55)
- 1 banner displayed at 3 performance shows. Banners provided by Sponsor. (value \$125)
- Announced over public address system at various times during the day during each day of all shows.

High Score Sponsor (Cost \$50 per show)

- Half page advertisement in show program
- Announced in conjunction with award of the High Score.

Regular Class Sponsor (Cost \$25 per class)

- Announcement made during the show
- Name in the show program

Friends of VADA/Nova – Merchants and vendors who accept VADA/Nova Bucks

- Web link on the VADA/Nova Sponsors page. (value \$100)
- Announced over public address system at various times during each day of all shows.

Banner Display (Cost \$35 per show)

- Display on one banner at an outdoor location for one show. Banner provided by sponsor.

Advertising Only Packages

Piaffe and Passage Newsletter (published 12 times per year)

For additional details, contact Barb Pickering at goldenmorgan@verizon.net or 703-754-8506

Full page: \$40 per issue, \$384 for 12 issues.

Half page: \$25 per issue, \$240 for 12 issues.

Quarter page: \$15 per issue, \$144 for 12 issues.

Business Cards: \$60 for 12 issues

Licensed Show Programs (5 per year)

For additional details, contact Dianne Boyd at greyhorse11@gmail or 703-777-4846.

	SINGLE SHOW	THREE LICENSED SHOWS*	TWO BREED SHOWS**	REGION 1 YOUTH TEAM SHOW***	MEGA PACK (ALL SHOW PROGRAMS)
Business Card	\$10	\$30	\$20	\$10	\$55
½ Page	\$25	\$60	\$30	\$25	\$100
Full Page	\$50	\$140	\$70	\$50	\$210
Inside Front Cover or Back Cover	\$75	\$180	\$90	\$75	\$250

* Licensed Shows- April 10&11, June 5&6, September 11&12

** Breed Shows- June 24 & 25

*** Youth Team Show- July 24 & 25

Ad copy must be camera ready in black and white for best reproduction

Deadlines:

Mega Pack or 3 Licensed Shows: March 30th

Youth Team: July 6th

Breed Shows: June 15th

Single Show: 2 weeks before the show

(revised January 17, 2010)