



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

2012 Sponsorship Opportunities

Demographics: The Virginia Dressage Association, Northern Virginia Chapter, Inc (VADA/Nova) is the largest chapter of the Virginia Dressage Association, Inc. with an average yearly membership of close to 400. 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. 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, Alison Head, at ahead@vadanova.org to discuss options.

SHOW SPONSORS

Monetary donations

Platinum Sponsor (Cost \$1,000)

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

Gold Sponsor (Cost \$750)

- Full-page advertisement one time in the P&P Newsletter
- Full-page advertisement in each show program (5 per year).
- Vendor space at 3 performance shows
- 1 banner displayed at 3 performance shows. Banners provided by Sponsor.
- Announced over public address system at various times during each day of all shows.
- Web link on the VADA/Nova Sponsors page.

Silver Sponsor (Cost \$500)

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

Bronze Sponsor (Cost \$250)

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

High Score Sponsor per level (ie. Training, First etc) (Cost \$100 per show)

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

Regular Class Sponsor (Cost \$35 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.
- 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.

Licensed Show Programs (5 per year)

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

	SINGLE SHOW	THREE LICENSED SHOWS*	BREED SHOWS**	REGION 1 YOUTH TEAM SHOW***	MEGA PACK (ALL SHOW PROGRAMS)
Business Card	\$20	\$30	\$20	\$20	\$85
½ Page	\$50	\$125	\$50	\$50	\$200
Full Page	\$100	\$250	\$100	\$100	\$450
Inside Front Cover, Inside Back Cover or Back Cover	\$175	\$475	\$175	\$175	\$750

* Licensed Shows- April 7&8, June 8,9,10, September 15&16

** Breed Shows- August 11&12

*** Youth Team Show- July 28&29

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

Deadline: 2 weeks before show date

(revised December 2011)



VADA/Nova, Inc Sponsorship Order Form

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

SHOW SPONSORS

Platinum Sponsor \$1000 \$ _____

Gold Sponsor \$750 \$ _____

Silver Sponsor \$500 \$ _____

Bronze Sponsor \$250 \$ _____

High Score per level _____

Sponsor (per show) \$100 \$ _____

Show: _____

Level: _____

CLASS SPONSORS

Class Sponsor \$35 \$ _____

Class: _____

Show: _____

VENDORS

Banner Display per show \$35 \$ _____

Show: _____

Vendor Space per day/show \$20 \$ _____

Show: _____

Total Vendor \$ _____

SHOW PROGRAM ADVERTISING

	SINGLE SHOW	THREE LICENSED SHOWS	BREED SHOWS	REGION 1 YOUTH TEAM SHOW	MEGA PACK (ALL SHOW PROGRAMS)
Business Card	\$20	\$30	\$20	\$20	\$85
½ Page	\$50	\$125	\$50	\$50	\$200
Full Page	\$100	\$250	\$100	\$100	\$450
Inside Front Cover, Inside Back Cover or Back Cover	\$175	\$475	\$175	\$175	\$750

Programs are copied in Black and White. Size is 8.5" x 11" with 1" margins

Ad Size: _____

Package: _____

Total Show Program Advertising \$ _____

Please make check to VADA/Nova, Inc. and send this form with payment to:

Dianne Boyd
18782 Harmony Church Rd
Leesburg, VA 20175

703-777-4846
greyhorse11@gmail.com