

*Thank you for your interest in sponsoring the San Juan Capistrano Chapter of the California Dressage Society!*

While the traditional definition of a sponsor is a donor who underwrites an expense, we like to think of our sponsors as partners in our organization—partners who get a return on their contribution in a big way.

What does this mean for you and your business? The mailing list for the CDS San Juan Capistrano Chapter has topped 250 and includes some of the top dressage riders in the country. However, with shows spanning 6 months out of the year, educational clinics and top notch events year-round, your sponsorship and advertising capabilities extend far beyond our membership base. Attendees include rider families, friends, and trainers, not to mention the city of San Juan Capistrano is home to over 3200 horses (and their “horse people”), so our events are popular not just with our fellow dressage enthusiasts, but also with the entire community.

Your advertising, in return for sponsorship, will be noticed by thousands in the south Orange County area. And remember, your advertising is reaching the high income, high net worth individuals with discerning taste, many of whom represent the coveted South County demographic you would, I’m sure, love to reach. Of course, if you have an equestrian related business, this is even more of a niche market.

And because we are a 501 (c) (3) organization, you get the added IRS benefits associated with donating to a nonprofit. Think of it as maximizing your advertising budget with a nice tax bonus thrown in for good measure.

We have created a sponsorship program with levels to suit a variety of businesses, from large corporations to small local establishments. We even offer individual opportunities to test out your advertisements; perfect for the young up-and-coming dressage trainer or new local restaurant.

Please take a look at the pages that follow to review our sponsorship levels and find one that meets your needs.

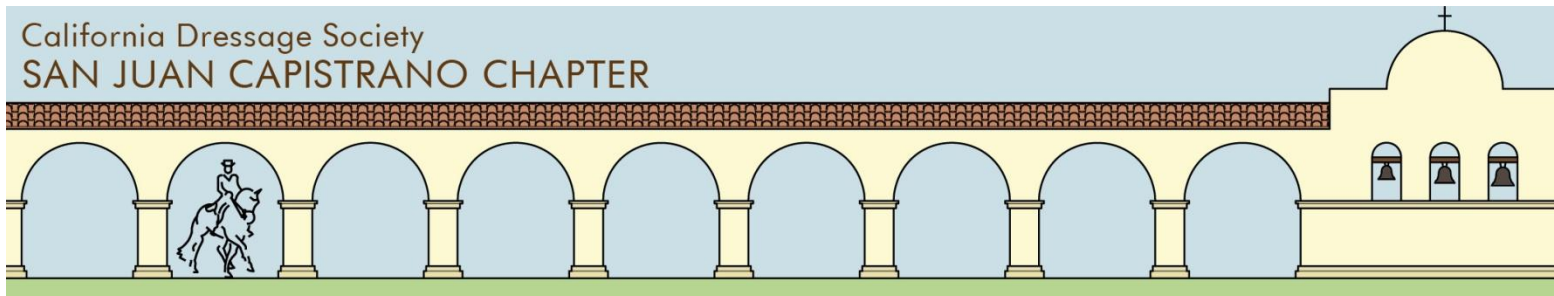
Sign up today and become part of a great community!

Warmly,

Zena

Zena Cooper  
Sponsorship Coordinator  
California Dressage Society-San Juan Capistrano Chapter

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## 2013 SPONSORSHIP LEVELS

### PLATINUM (\$1,000 and up)

- Full page ad and recognition in the quarterly chapter newsletter, "Down Centerline"
- Full page ad in the chapter show premiums
- Your name or business logo prominently displayed on the chapter website with a link to your website
- Vinyl Banner on display at shows (If you do not have a banner, CDS-SJC will make one for you, which will remain property of the chapter)
- Vendor booth space at all chapter shows
- Free Auditing of all chapter sponsored events
- Marketing material prominently displayed at all chapter shows

### GOLD (\$500-\$999)

- Half page ad and recognition in the quarterly chapter newsletter, "Down Centerline"
- Half page ad in the chapter show premiums
- Your name or business logo prominently displayed on the chapter website with a link to your website
- Vinyl Banner on display at shows (If you do not have a banner, CDS-SJC will make one for you, which will remain property of the chapter)
- Vendor booth space at all chapter shows
- Free Auditing of all chapter sponsored events
- Marketing material prominently displayed at all chapter shows

### SILVER (\$300-\$499)

- Quarter page ad and recognition in the quarterly chapter newsletter, "Down Centerline"
- Quarter page ad in the chapter show premiums
- Your name or business logo prominently displayed on the chapter website with a link to your website
- Vinyl Banner on display at shows (If you do not have a banner, CDS-SJC will make one for you, which will remain property of the chapter)
- Vendor booth space at all chapter shows
- Marketing material prominently displayed at all chapter shows

### BRONZE (\$100-\$299)

- Business card ad and recognition in the quarterly chapter newsletter, "Down Centerline"
- Business card ad in the chapter show premiums
- Listing on the chapter website with a link to your website
- Vinyl Banner on display at shows if provided by sponsor
- Vendor booth space at all chapter shows
- Marketing material prominently displayed at all chapter shows

## **FREESTYLE (Individual Sponsorship Opportunities)**

### **Show Vendor Booth**

- \$75 per show

Or

- Product sponsorship of \$100 (pay for your vendor booth with \$100 of donated product)
- Both options include banner display on show grounds

### **Banner Display**

- \$50 per show when provided by sponsor
- \$100 per show when provided by CDS-SJC

### **Chapter Show Premiums and Quarterly Newsletter Ads (will appear in both for 1 year)**

- Business card ad \$50
- Quarter page ad \$100
- Half page ad \$150
- Full page ad \$175

### **Website Listing**

- \$75 per year. Includes your logo and a link to your website