



For Immediate Release

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Sponsors Get the Red Carpet Treatment Dressage at Devon 2012

September 25 – September 30, 2012

Devon, PA (June 7, 2012) – “Sponsors have always been a critical part of our success at Dressage at Devon (DAD),” said John Henderson, DAD Board Member and long time volunteer. “Costs have exploded in the past five years and all in the non-profit world have had to adapt. Today at our show, as well as most horse shows around the country, sponsors are an increasingly important partner in our efforts to bring in the best riders and horses.”

In response, Dressage at Devon has taken a careful look at the ways in which they can help sponsors and vendors achieve their goals. In many cases, technology has provided many new outlets. Beginning in 2011, Dressage at Devon provides on-site production of sponsor commercials. “Content is provided by the sponsor and ads can be aired on Dressage with the Experts or a live airing of the Saturday night Grand Prix classes,” explained Henderson. Last year’s Saturday night broadcast doubled the number of spectators, complementing an already full house.

In addition, DAD uses social media to pump up visibility for their sponsors, primarily through on-site, ongoing postings. Said Linda Barba, social media coordinator, “Last year for instance, during our live broadcast Saturday night, we were able to keep in touch with thousands of spectators who were not able to attend but who were watching (and dry) in their homes.”

“Our sponsors are looking for three things: sales on site; residual sales; and exposure to the market. We give them all three,” Henderson added. “We have worked very hard to find new opportunities for our sponsors to get the word out and technology has led the way. Of course, traditional efforts, such as program advertising, banners, and more remain important.”

"Gina Johnson Designs (www.ginajohnsondesigns) specializes in creating unique jewelry from horsehair – including one of a kind pins, necklaces, and bracelets. The extensive name recognition I receive from Dressage at Devon's marketing efforts is a key to making onsite sales since people need to bring the hair with them. The combination of the scoreboard advertising, the program, the website and social media ensures that people know that I'm here and where to find me. Plus, one of the great things about being a sponsor at Devon is that, in addition to your advertising package, I was able to hand out an award. I've had customers come up and thank me for our contribution! I can truly say that I feel like I'm part of the show," commented Gina Johnson, Owner.

Frederique's Studio (www.treasureyourhorse.com) offers hand painted equestrian ceramic art for the dressage, hunter jumper and fox hunting enthusiasts, has been a vendor/sponsor at Dressage at Devon for five years. "It brings business all year round," says Poulain. "This venue truly works well for us, with business from riders and spectators alike. And more than that, we are able to develop and maintain good relationships with our customers year after year!"

This year's sponsors include Barns & Beck Financial Consulting, Bit of Britain, County Saddlery, Dubarry of Ireland, Hill Cadillac, HorseTech, Iron Spring Farm, Malvern Saddlery, Mid Atlantic Packaging, Performance Saddlery, The Horse of Course, SmartPak, HorseTech, and The Dressage Connection.

For more information about sponsorship, please visit www.dressageatdevon.org or contact John Henderson at jhenderson@dressageatdevon.com.

About Dressage at Devon

Dressage at Devon (www.dressageatdevon.org) has been the premier North American Equestrian event since its founding by the Delaware Valley Combined Training Association in 1975, and became a separate organization in 2006. It combines world-class dressage competition and the world's largest open breed show with the international Fall Festival show and special activities for the entire family. The six-day event attracts hundreds of horses and riders from around the world and thousands of spectators each year. Dressage at Devon, a 501(c) (3) PA non-profit organization, benefits educational programs in the equine industry with a focus on the sport of dressage.

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