



Dear Friends,

The Northern Ohio Dressage Association (NODA), with a membership of more than 300, has organized and hosted annual Recognized horse shows in our area since 1988. This year our shows, **Dressage 2017** and **Dressage Encore 2017**, will be held on July 22 and 23 at Chagrin Valley Farms in Chagrin Falls, Ohio. We know that the success of these shows is the direct result of generous support from sponsors, patrons, advertisers, and competitors. We invite you to join with us for this exciting weekend.

**Dressage 2017** and **Dressage Encore 2017** competitions are licensed and recognized by the United States Equestrian Federation and the United States Dressage Federation, and bring out a large crowd as competitors and spectators arrive from Ohio, New York, Michigan, and Pennsylvania. For many, the highlight of the weekend is the fabulous Saturday evening Musical Freestyles rides accompanied by the Annual Competitors' Party. NODA's membership includes dedicated and talented top equestrian professionals' national and international competitors in the dressage arena; up and coming young riders; Para Equestrians; and Adult Amateurs. A leader in dressage and equestrian values in the Midwest, NODA's **Dressage 2017** and **Dressage Encore 2017** offer an excellent opportunity for you to support equestrian education and competition while getting your message out to our membership and constituents by use of our dynamic award-winning website, and monthly *NODA News*.

NODA offers sponsorship and advertising opportunities at all levels to meet your unique needs as an individual or organization. An affordable class sponsorship allows an individual or small business to sponsor a class in your own name, your barn's name, or in honor or memory of a beloved horse or friend. Or consider NODA's **Gold, Silver, or Bronze** sponsorships, which provide packaged and ongoing high visibility as they reach NODA's membership and other horse enthusiasts long after the competition is over. Do you know an individual or business that may have an interest in sponsoring or advertising with NODA? Your help in sharing this letter with people with whom you regularly do business, and asking for their support, would be greatly appreciated.

The Advertising and Sponsorship form is attached. We count on your support to sustain NODA's growth and make our recognized shows bigger and better each year. Your support also helps provide much needed funds for educational events and scholarships that benefit all members of our organization.

Thank you for your efforts in continuing to help NODA grow!

Please contact us with any questions. Christine Thompson at (440) 590-1598 or [VP@nodarider.org](mailto:VP@nodarider.org) or Regina Sacha-Ujczko at (216) 390-3702 or [Sponsors@nodarider.org](mailto:Sponsors@nodarider.org)

Sincerely,

Christine Thompson

Vice President and Recognized Show Chairman

*Northern Ohio Dressage Association*

501(c)3 Educational Organization

# Advertising



## Dressage 2017 & Dressage Encore 2017

Contact: Regina Sacha-Ujcz

(216) 390-3702 or [Sponsors@nodarider.org](mailto:Sponsors@nodarider.org)

The *Dressage 2017* and *Dressage Encore 2017* show program offers you an opportunity to advertise your business or message to a variety of consumers at a reasonable cost. Advertising includes a black and white ad to be run in both the Recognized Shows Program and in the September issue of the *NODA News*.

- ◆ Submit ads electronically in a image format (ie. JPEG, bmp) by email to Dee Liebenthal at [President@nodarider.org](mailto:President@nodarider.org) in a copy and drop condition.
- ◆ Ads will not be edited by NODA and must conform to the sizes specified.
- ◆ You will receive confirmation that your electronic ad is suitable for printing or if any problems occur with the electronic submission.
- ◆ Send payment, form and a hard copy of your ad to Dee Liebenthal (see Sponsorship & Advertising form for details). Must be received no later than June 26, 2017.
- ◆ No ads will be submitted for printing until the funds are received.
- ◆ Please make checks for sponsorship and advertising payable to: Northern Ohio Dressage Association

NODA is a 501(c)3 Educational Organization

### Program Rates

<p><b>\$150</b></p> <p><b>Full Page</b></p> <p><b>7.5" x 10"</b></p>	<p><b>\$100</b></p> <p><b>Half Page</b></p> <p><b>7.5" x 5"</b></p>	<p><b>\$75</b></p> <p><b>Quarter Page</b></p> <p><b>3.75" x 5"</b></p>	<p><b>\$40</b></p> <p><b>Business Card</b></p>
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All forms, ads and payment must be received by June 26, 2017

# Sponsorships Opportunities

## Dressage 2017 & Dressage Encore 2017



Contact: Regina Sacha-Ujczko, (216) 390-3702 or [Sponsors@nodarider.org](mailto:Sponsors@nodarider.org)

### Gold Show Sponsor

**\$1,500**

- ◆ Weekend Ring Sponsor, one ring to be named after sponsor
- ◆ Full page color ad in the Recognized Shows Program
- ◆ Premium listing on Program Sponsor page
- ◆ 3 banners displayed in premium locations
- ◆ 30 second announcements throughout the weekend with sponsor provided text
- ◆ Sponsor provided literature (ads, flyers, coupons & other sales material) included in exhibitor bags
- ◆ 3 months full page black & white ad in the **Aug. through Oct.** issues of the *NODA News*
- ◆ 3 months premium listing with link on NODA website **Aug. through Oct.**
- ◆ 12 months of the *NODA News*

### Silver Show Sponsor

**\$1,000**

- ◆ Daily Ring Sponsor, one ring to be named after sponsor for one day during the shows
- ◆ Full page black and white ad in the Recognized Shows Program
- ◆ Premium listing on Program Sponsor page
- ◆ 2 banners displayed in premium locations
- ◆ 30 second announcements throughout the weekend with sponsor provided text
- ◆ Sponsor provided literature (ads, flyers, coupons and other sales material) included in all exhibitor packets
- ◆ 2 months full page black and white ad in the **Aug. & Sept.** issues of the *NODA News*
- ◆ 2 months premium listing with link on *NODA* website Aug. & Sept.
- ◆ 12 months of the *NODA News*

### Bronze Show Sponsor

**\$500**

- ◆ Half page black and white ad in the Recognized Shows Program
- ◆ Premium listing on Program Sponsor page
- ◆ 1 banner displayed in premium location
- ◆ 30 second announcements

### **\*\*Bronze Show Sponsor continued:**

- ◆ Sponsor provided literature (ads, flyers, coupons and other sales material) included in all exhibitor packets
- ◆ 1 months half page black and white ad in the **August** issue of the *NODA News*
- ◆ 12 months of the *NODA News*

### Weekend Ring Sponsor

**\$300**

#### *\*Limited availability, contact Regina for details*

- ◆ One ring named after sponsor for the weekend
- ◆ Half page black and white ad in the Recognized Shows Program
- ◆ Listing on Program Sponsor page
- ◆ Banner space for the weekend
- ◆ Sponsor recognition announcements
- ◆ 1 month half page ad in the **August** *NODA News*
- ◆ 12 months of the *NODA News*

### Daily Ring Sponsor

**\$150**

#### *\*Limited availability, contact Regina for details*

- ◆ One ring named after sponsor one day of the show
- ◆ Quarter page black and white ad in the Recognized Shows Program
- ◆ Listing on Program Sponsor page
- ◆ Banner space for the weekend
- ◆ Sponsor recognition announcements
- ◆ 1 month quarter page ad in the **August** *NODA News*

### Class Sponsor

**\$25 per class\***

- ◆ Listing in the program and on the score sheet
- ◆ Sponsorship announcement at the show grounds
- ◆ One month listing of sponsor and class in the *NODA News*
- ◆ *\*classes are sponsored on a first come first served basis; class may be switched if there are no entries in the class sponsored*

**501(c)3 Educational Organization**

In-kind donations accepted for sponsorships. Please contact Regina if you are interested in donating goods or services.

# NODA Dressage 2017 & Dressage Encore 2017 Sponsorship and Advertising form

Name (print legibly): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Categories

<p><b>Gold Show Sponsor</b> \$1,500     \$ _____ <i>includes full page color ad</i></p> <p><b>Silver Show Sponsor</b> \$1,000     \$ _____ <i>includes full page b&amp;w ad</i></p> <p><b>Bronze Show Sponsor</b> \$500     \$ _____ <i>includes half page b&amp;w ad</i></p>	<p><b>Weekend Ring Sponsor</b> \$300     \$ _____ <i>includes half page b&amp;w ad</i></p> <p><b>Daily Ring Sponsor</b> \$150     \$ _____ <i>includes quarter page b&amp;w ad</i></p> <p><b>Class Sponsor</b>     \$25     \$ _____</p>
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### Advertising only

<p><b>Full page ad</b> \$150     \$ _____</p> <p><b>Half page ad</b> \$100     \$ _____</p> <p><b>Quarter page ad</b> \$75     \$ _____</p>	<p><b>Business card ad</b> \$40     \$ _____</p> <p><b>Add a Class Sponsorship</b> for \$15 per class to any of the ads     \$ _____</p>
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**Total \$** \_\_\_\_\_

### Class Sponsorships

Please select your class sponsorship(s) from the list below (*classes are sponsored on a first come first served basis; class may be switched if there are no entries in the class sponsored*). I specifically want class: \_\_\_\_\_

Second choice: \_\_\_\_\_

No Class Preference      Jr      AA      Open  
 Training      Second      Fourth      Intermediare 1      Qualifying test any level  
 First      Third      Prix St. Georges      Freestyle Class

If you would like your sponsorship to be in honor of a person, horse, or organization, please include the information here.

Print legibly and state the exact words you wish to have printed: \_\_\_\_\_

Please make checks for sponsorship and advertising payable to:

**Northern Ohio Dressage Association**  
**mail to: NODA Recognized Competition, c/o Dee Liebenthal**  
**738-3 Claridge Lane, Aurora OH 44202**  
**(216) 534-1911     [President@nodarider.org](mailto:President@nodarider.org)**

**PAYMENT METHOD (Receipt will be sent to e-mail above)     All forms, ads and payment must be received by June 26, 2017**

CHECK - Payable to NODA  
 CREDIT CARD      Visa      MC      Discover      Amer. Express

Credit Card Number: \_\_\_\_\_

CCV #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_