



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

2018 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 325. The membership is primarily based in the Northern Virginia Region. This year, VADA/Nova will host 5 licensed performance shows (2 on back-to-back dates), several schooling shows, as well as clinics and seminars. Our competition and clinic activities 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 four times in the P&P Newsletter
- Full-page advertisement located on the Inside Front, Inside Back or Back Cover of each show program (3 total) for the first 3 sponsors. Additional sponsors will receive a full page other than the covers.
- Vendor space at 5 licensed shows.
- 2 banners at 5 licensed shows. Banners provided by Sponsor.
- Announced over the public address system at various times during each day of all shows.
- Web link on the VADA/Nova Sponsors page.

Gold Sponsor (Cost \$750)

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

Silver Sponsor (Cost \$500)

- Quarter-page advertisement three times in the P&P Newsletter issue
- Half-page advertisement in each show program (3 total).
- Vendor space at 5 licensed shows. OR 2 banners at 5 licensed shows. Banners provided by Sponsor.
- Announced over the public address system at various times during each day of all shows.

Bronze Sponsor (Cost \$250)

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

*VADA/Nova is a 501c3 organization and your donation may be tax deductible. You may wish to consult your tax preparer.

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 one banner at one show. Banner provided by sponsor.

All Show Programs (3 programs per year)

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

NOTE: a combined show program is used for the two June and two August shows.

	SINGLE SHOW PROGRAM	THREE LICENSED SHOW PROGRAMS*
Business Card	\$20	\$40
½ Page	\$50	\$125
Full Page	\$100	\$250
Inside Front Cover, Inside Back Cover or Back Cover	\$175	\$475

* Licensed Shows-

April 7 & 9

June 8 (Breed and performance classes); June 9 & 10

August 25; August 26

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

Deadline: 2 weeks before show date

(revised February 2018)



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	\$100	\$ _____
Sponsor (per show)	\$100	\$ _____

Show: _____ Level: _____

CLASS SPONSORS

Class Sponsor \$35 \$ _____
 Show: _____ Class: _____

Total Sponsor \$ _____

VENDORS

Banner Display per show \$35 \$ _____
 Show: _____

Vendor Space per day/show \$50 \$ _____
 (please note that insurance is required)
 Show: _____

Total Vendor \$ _____

SHOW PROGRAM ADVERTISING

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

Package: _____ Size: _____

Total Show Program Advertising \$ _____

NOTE: No ads will be run or banners displayed until payment is received.

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