



VADA/Nova

2019 Sponsorship Opportunities

VADA/Nova is the Northern VA Chapter of the Virginia Dressage Association. **VADA/Nova** is the largest chapter of the Virginia Dressage Association (VADA) with an average yearly membership of close to 300. The membership is based primarily in the Northern Virginia Region. **VADA/Nova, Inc** is a 501c3 organization*

In 2019, **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

2019 Licensed Shows

- April 6-7 VADA/Nova Spring Dressage
- June 7 VADA/Nova Summer Warm Up
- June 8-9 VADA/Nova Summer Dressage
- August 24 VADA/Nova Summer WindDown I
- August 25 VADA/Nova Summer WindDown II

2019 VADA/Nova Schooling Shows

- March 24
- August 3 - VADA/Nova is the host chapter of the VADA *Chapter Challenge*
- November 2 (Schooling and Championship Show)

LICENSED SHOW SPONSORSHIPS

VADA/Nova's 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.

Platinum Sponsor (Cost \$1,000)

- Full-page advertisement* 3 times in the *Piaffe & Passage* newsletter (online and printed monthly)
- Full-page advertisement** located on the Inside Front, Inside Back or Back Cover of each show program (3 total ads) for the first 3 sponsors. Additional sponsors will receive a full page other than the covers
- Vendor space at 5 licensed shows
- 2 banners, provided by Sponsor, at 5 licensed shows
- Sponsor name announced over the public address system at various times during day of all shows
- Web link on the **VADA/Nova** Sponsors page

Gold Sponsor (Cost \$750)

- Half-page advertisement* three times in the *Piaffe & Passage* newsletter (online and printed monthly)
- Full-page advertisement** in each show program (3 total ads)
- Vendor space at 5 licensed shows
- 1 banner, provided by Sponsor, displayed at 5 licensed shows
- Sponsor name announced over the public address system at various times during day of all shows
- Web link on the **VADA/Nova** Sponsors page



Silver Sponsor (Cost \$500)

- Quarter-page advertisement* 3 times in the *Piaffe & Passage* newsletter (online and printed monthly)
- Half-page advertisement** in each show program (3 total ads)
- Vendor space at 5 licensed shows, or 2 banners, provided by Sponsor, displayed at 5 licensed shows
- Sponsor name announced over the public address system at various times during day of all shows

Bronze Sponsor (Cost \$250)

- Quarter-page advertisement* 3 times in the *Piaffe & Passage* newsletter (online and printed monthly)
- Business card advertisement** in each show program (3 total ads)
- 1 banner, provided by Sponsor, displayed at 5 licensed shows
- Sponsor name announced over the public address system at various times during day of all shows

NOTE: A combined show program is used for the two June and two August licensed shows resulting in the count of three (3) programs for 2019.

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

- Half page advertisement* in show program
- Sponsor name announced over public address system in conjunction with award of the High Score

Regular Class Sponsor (Cost \$35 per class)

- Name in the show program
- Sponsor name announced over public address system during the show

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 day of all shows.
- VADA/Nova Bucks** are paid to our show volunteers as a thank you for their time. They can use them for VADA/Nova schooling show entry fees, redeem with sponsor vendors, and use towards membership fees. *Go to www.vadanova.org for more information*

Banner Display (Cost \$35 per show)

- Display one banner, provided by Sponsor, at one show.

Show Program Advertising (3 programs per year)

	Single Show Program	All 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

NOTE: A combined show program is used for the two June and two August licensed shows resulting in the count of three (3) programs for 2019.



VADA/Nova Sponsorship Order Form

Sponsor Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

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

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

Show Sponsors

Platinum Sponsor	\$1000	\$ _____
Gold Sponsor	\$750	\$ _____
Silver Sponsor	\$500	\$ _____
Bronze Sponsor	\$250	\$ _____

High Score and Class Sponsors

	April	June I	June II	August I	August II	Total	Cost (total x \$100)
High Score Training							
High Score First							
High Score Second							
High Score Third							
High Score Fourth							
High Score PSG							
High Score Int-1							
High Score Int-2							
High Score GP							
High Score MFS 1-4							
High Score MFS FEI							
	April	June I	June II	August I	August II	Total	Cost (total x \$35)
Class:							
Class:							
Class:							
Class:							
Class:							



Vendors

	April	June I	June II	August I	August II	Total
Banner \$35 per show						
Vendor Space \$50 per day						

Show Program Advertising

	April Size	June I Size	June II Size	August I Size	August II Size	Total
Single Program						
All Programs						

***Please make check payable to VADA/Nova, Inc. Send this completed form with payment to:
Sally Summerall 19837 Foggy Bottom Road, Bluemont, VA 20135***

QUESTIONS?

Contact: Sally Summerall at sallysummerall@gmail.com or call 540-905-2154

**Ad copy for Piaffe & Passage must be camera ready in black and white for best reproduction. For Piaffe & Passage, the deadline is the 20th of the month for the following month's issue. The newsletter is posted after the 1st of every month on www.vadanova.org and sent to members via USPS.*

***Ad copy for the Show Program must be camera ready in black and white for best reproduction. Deadline is 2 weeks before each show date.*

