



2024 NCDCTA

SPONSORSHIP & ADVERTISING
OPPORTUNITIES



NCDCTA

54 Forest View Place,
Durham, NC 27713
competition@ncdcta.org
<https://www.ncdcta.org>

ABOUT US

NORTH CAROLINA DRESSAGE & COMBINED TRAINING ASSOCIATION

Founded in 1976 as a Group Member Organization affiliated with the United States Dressage Federation (USDF) in Region 1, which consists of Delaware, Maryland, New Jersey, North Carolina, Pennsylvania, & Virginia.



We are a 501(c)3 non-profit educational organization dedicated to promoting the equestrian sports of dressage (english & western) and combined training (eventing).

The NCDCTA is the third largest organization of its kind in the United States, with nearly 700 members in 2023. NCDCTA members range from first-time riders to Olympians.



We currently have over 2,800 Facebook followers, and over 4,500 members of a public group. We saw a reach of 53k on Facebook in 2023 (+84% YoY). We attracted almost 500 competitor pairs to NCDCTA hosted shows in 2023.

WE ARE COMMITTED TO



Finding avenues to award our competitors with exceptional experiences

Minimizing costs and funding scholarships to aid in accessibility



Providing educational opportunities for members to promote the partnership between horse and rider



We are seeking sponsorship partners to help us achieve these goals, and look forward to sharing your contribution with our members.

SPONSORSHIP TIERS

All sponsorship donations are eligible for tax write offs. NCDCTA is a 501(c)3 nonprofit. Invoicing and tax-exempt paperwork available upon request.



Title Sponsor - \$5,000

Only 1 Title Sponsorship available



NCDCTA hosts 4 USDF-recognised dressage competitions per year.

In 2024, NCDCTA will host the 42nd Annual Colonel Bengt Ljungquist Memorial Dressage Championship, a USDF Region 1 Championship, attracting competitors from 5 states on the East Coast.

The Title Sponsor will be presented as the primary sponsor of all 4 NCDCTA shows, including the 42nd CBLM Championship to hundreds of competitors.



Title Sponsorship includes:

- Sponsor listed as presenting sponsor in all communication regarding the event
- Sponsor naming rights to the main arena for duration of competition
- Up to 4 sponsor banners (provided by sponsor) hung in rings and showgrounds
- Opportunity for co-branding on all champion awards at the CBLM Championship
- 1 free vendor space on Vendor Row at the CBLM Championship
- Name, logo, and link on NCDCTA show website
- Name, logo, and link on email blasts regarding horse show
- Sponsor recognition in PA announcements during competition
- Full-page ad in show program
- Full-page ad in NCDCTA newsletter
- 4 dedicated social media posts to NCDCTA channels. Sponsor may provide copy, analytics available upon request.
- 6 Championship Class sponsorships at the CBLM and NCDCTA Championships
- 8 class sponsorships per show

Diamond Sponsor - \$2,500

Only 3 Diamond Sponsorships available

Diamond Sponsorship includes:

- Up to 4 sponsor banners (provided by sponsor) hung in rings and showgrounds
- 1 free vendor space on Vendor Row at the CBLM Championship
- Name, logo, and link on NCDCTA show website
- Name, logo, and link on email blasts regarding horse show
- Sponsor recognition in PA announcements during competition
- Full-page ad in show program
- Full-page ad in NCDCTA newsletter
- 4 dedicated social media posts to NCDCTA channels. Sponsor may provide copy, analytics available upon request.
- 6 Championship class sponsorships at NCDCTA Championship show
- 6 class sponsorships per show

Platinum Sponsor - \$1,000

Platinum Sponsorship includes:

- Up to 2 sponsor banners (provided by sponsor) hung in rings and showgrounds
- 1 free vendor space on Vendor Row at the CBLM Championship
- Name, logo, and link on NCDCTA show website
- Name, logo, and link on email blasts regarding horse show
- Sponsor recognition in PA announcements during competition
- Full-page ad in show program
- Full-page ad in NCDCTA newsletter
- 4 dedicated social media posts to NCDCTA channels. Sponsor may provide copy, analytics available upon request.
- 4 Championship class sponsorships at NCDCTA Championship show
- 4 class sponsorships per show

Gold Sponsor - \$500

Gold Sponsorship includes:

- Up to 1 sponsor banners (provided by sponsor) hung in rings and showgrounds
- 1 free vendor space on Vendor Row at the CBLM Championship
- Name, logo, and link on NCDCTA show website
- Name, logo, and link on email blasts regarding horse show
- Sponsor recognition in PA announcements during competition
- Half-page ad in show program
- Half-page ad in NCDCTA newsletter
- 4 class sponsorships per show

Silver Sponsor - \$300

Silver Sponsorship includes:

- Name, logo, and link on NCDCTA show website
- Sponsor recognition in PA announcements during competition
- Half-page ad in show program
- Half-page ad in NCDCTA newsletter
- 2 class sponsorships per show

Bronze Sponsor - \$200

Bronze Sponsorship includes:

- Name, logo, and link on NCDCTA show website
- Quarter-page ad in show program
- Sponsor recognition in PA announcements during competition
- 1 class sponsorship per show

Supporter Sponsor - \$100

Supporter Sponsorship includes:

- Name, logo, and link on NCDCTA show website
- Name listed in show program
- Sponsor recognition in PA announcements during competition

PER SHOW HOSPITALITY SPONSORSHIPS

Morning Hospitality - \$200

- Coffee, mimosas, and pastries to be provided by NCDCTA at show office for competitors and spectators
- Name and logo on food display – banners may be included, provided by sponsor
- Name, logo, and link on email blasts regarding horse show
- Quarter-page ad in the show program
- Sponsor recognition in PA announcements during competition
- 1 dedicated social media post during sponsored show
- 1 class sponsorship per sponsored show



Welcome Wagon - \$300

- Pizza and cold beverages brought to competitors in the barns during move in
- Name and logo on food display – banners may be included, provided by sponsor
- Name, logo, and link on email blasts regarding horse show
- Half-page ad in the show program
- Sponsor recognition in PA announcements during competition
- 1 dedicated social media post during sponsored show
- 2 class sponsorships per sponsored show



Competitor Party - \$500

- Light appetizers and beverages provided to competitors and spectators after first day of competition
- Name and logo on food display – banners may be included, provided by sponsor
- Name, logo, and link on email blasts regarding horse show
- Half-page ad in the show program
- Sponsor recognition in PA announcements during competition
- 1 dedicated social media post during sponsored show
- 4 class sponsorships per sponsored show



NCDCTA 2024 SHOW CALENDAR

Capital Dressage Classic

June 1-2, 2024

Raleigh, NC - Hunt Horse Complex

Labor of Love

Aug. 31-Sept. 1, 2024

Raleigh, NC - Hunt Horse Complex

Harvest Moon +

CBLM Championship

Sept. 13-15, 2024

Raeford, NC - Carolina Horse Park

Autumn Leaves +

NCDCTA Championship

Nov. 1-3, 2024

Raeford, NC - Carolina Horse Park

ADVERTISING OPPORTUNITIES

All advertising donations are eligible for tax write offs. NCDCTA is a 501(c)3 nonprofit. Invoicing and tax-exempt paperwork available upon request.



Website

Average of 800 visits per week

Traffic and click through data provided upon request.

Web Page Sponsorship – Quarterly Agreement

- Top Feature Banner..... \$500
- Side Feature Banner \$250
- Footer Feature Banner \$100

Email Newsletter

List of 2500+ contacts

Open & click through data can be provided upon request.

Per Issue Rate

Advertising (Non-Member):

- Full Page \$150
- 1/2 Page \$100
- 1/4 Page \$60

Advertising (Member 10% Discount):

- Full Page \$135
- 1/2 Page \$90
- 1/4 Page \$54

2024 NCDCTA DRESSAGE SHOW VENDING AND SPONSORSHIP CONTRACT

VENDOR FEE:

- ____ \$75 1-day
____ \$100 2-day
____ \$125 3-day

Fee includes quarter-page ad in the show program

BUSINESS INFORMATION:

Business Name: _____

Contact Person: _____

Website _____

Email: _____

Physical or Mailing Address: _____

Phone: _____

Space, locations needs, placement preferences, power, special requests:

TERMS: Acceptance, placement, and exclusivity are awarded on a first-come, first-served basis, with preference given first to sponsors, second to former vendors. **No set-up or breakdown during coliseum show hours.**

PAYMENT: To be submitted with form.

Payable to: NCDCTA

Mail to: 54 Forest View Place, Durham, NC 27713

To request a PayPal invoice please email treasurer@ncdcta.org

AD REQUIREMENTS: Email camera-ready ad copy to competition@ncdcta.org. The deadline for ad copies is 3 weeks prior to show date.

LIABILITY: Vendor agrees to assume all risks of loss, injury, theft, or damage of any kind whatsoever to any exhibit or component thereof, including but not limited to goods, merchandise, business records, vehicles, or other property. The vendor assumes all liability associated with this agreement and hereby releases NCDCTA personnel, landowners, show staff and/or contractors from any liability whatsoever.

SALES TAX: Vendor asserts that they are registered with the North Carolina Department of Revenue and properly collect and remit North Carolina Sales Tax as required by law.

ACCEPTANCE OF TERMS: Vendors agree to abide by all terms and conditions in this contract.

SIGNATURE: _____

DATE: _____