



Dear Business Owner/Manager,

Dressage Niagara is a not-for-profit sport organization established in 1974 for Dressage competitors and enthusiasts in the Niagara Region and surrounding areas within the Golden Horseshoe. Our membership encompasses Fort Erie to Dunnville/Haldimand Region and Niagara-on-the-Lake through to Stoney Creek and beyond.

In this changing competition climate, we are gearing up for an in-person 2022 show season plus the option for a Virtual Season. Three Sanctioned Bronze & Silver Dressage Shows governed by Ontario Equestrian (www.ontarioequestrian.ca) and Equestrian Canada (www.equestrian.ca); will be at a fantastic new and larger venue for this year. Plus in order to keep riders safe at home, we will offer the option for a virtual series also.

We are seeking partners to help support our club and growth of this sport within the Niagara & Golden Horseshoe Region. There are many expenses we incur throughout the year and as a small club, we depend on our generous sponsors for their financial support.

As of previous years, we will continue to take an electronic approach and will not be offering printed advertising such as a handbook or calendar that would be mailed out to our members and other sponsors. Instead, we will be offering our supporters a more modern approach to marketing their business to our membership, as well as their associated barn families, coaches, supporters and friends, and will be using electronic messaging (via our website or social media), advertising at our show venue, in our clinics and in the prize list, as well as opportunities to attend or exhibit within a webinar/clinic. This will allow for a larger market audience and higher visibility for your business. Please review our attached media package for more information.

We would also appreciate that if you could reciprocate the favour and inform your clientele about our club; we would be happy to provide you with brochures that you can display and a logo for your website.

Please take a moment and consider sponsoring a great club and horse sport. Thank you for your time.

Sincerely,

*Louise Kennedy & 2022 Executive Dressage Niagara
redlouie@yahoo.com or Info@dressageniagara.com
Ph# 289-407-1568*



Sponsorship Levels (please select one of the options below)

All sponsors will have their logos displayed on the website, and on DN Social Media platforms. Diamond sponsors will be listed on our sponsor page first, then followed by Platinum, Gold, and Silver sponsors.

Silver: \$50 Donation

Your name listed as a Silver Partner on our Website with your website linked

Gold: \$100 Donation

Your name listed as a Gold Partner on our Website with your website linked
Recognition at events with sponsorship announcement

Platinum: \$250 Donation

Your name listed as a Platinum Partner on our Website with your website linked
Recognition at events with sponsorship announcement
Opportunity to do a 5-minute talk at an event

Diamond: \$500+ Donation

Your name listed as a Diamond Partner on our Website with your website linked
Recognition at events with sponsorship announcement
Opportunity to do a 15-minute talk with product placement at an event

Other: We would be happy to work with our sponsors to determine a level that suits your marketing needs. We also accept prizes, services, gift cards, products, and product samples, which can be distributed to our members or award winners. Please note that electronic gift cards would be preferred. We will not be handing out gift bags this season.

Monetary donations to the club may be given by e-transfer or cheque, and a receipt will be issued. Payment by E-transfer to info@dressageniagara.com or by Snail Mail made out to **Dressage Niagara** c/o Louise Kennedy (Treasurer) 3546 Tintern Rd. Vineland ON L0R 2C0

Advertiser: _____

Contact: _____

Address: _____

Email: _____

Website address: _____

Phone: _____

Fax: _____

Please send us your updated logo!

For more information, please contact us at info@dressageniagara.com.