*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/Halimand Region and Niagara-on-the-Lake through to Stoney Creek and beyond.*

*Normally, we would be gearing up for our 2021 show season and scheduling Sanctioned Dressage Shows governed by Ontario Equestrian (*[*www.ontarioequestrian.ca*](http://www.ontarioequestrian.ca)*) and Equestrian Canada (*[*www.equestrian.ca*](http://www.equestrian.ca)*); however, due to the pandemic, we have decided to go virtual. We will be hosting an educational webinar series as well as a virtual test riding clinic challenge for our members. If all goes well, we will aim to have regular riding clinics at our host facility later in the year. Cross your fingers!*

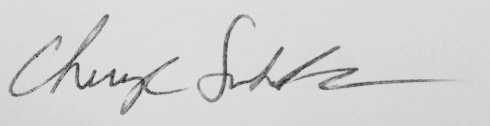
*We are seeking partners to help support our club and growth of this sport within the Niagara & Golden Horseshoe Region. There are many expenses we incur throughout the year and as a small club, we depend on our generous sponsors for their financial support.*

*As we did in 2020, we will continue to take a greener 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 family and friends, and will be considering electronic messaging (via our website or social media), advertising in our clinics and 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,*



*Cheryl Semotok*

*President & Show Coordinator*

*Dressage Niagara*

[*Appy\_gal@hotmail.com*](mailto:Appy_gal@hotmail.com)

*Ph# 905-609-0987/416-712-0416*

***Sponsorship Levels (please select one of the options below)***

All sponsors will have their logos displayed on the website, in the test riding challenge brochure, and on the hosting webinar backgrounds. 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 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 in cash, e-transfer or cheque, and a receipt will be issued.

Payment can be sent to **Dressage Niagara** c/o Effingham Stables, 2366 Effingham St., Ridgeville, ON, L0S 1M0 or by e-transfer to [info@dressageniagara.com](mailto:info@dressageniagara.com).

Advertiser: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Don’t forget to send us your updated logo!**

For more information, please contact us at [info@dressageniagara.com](mailto:info@dressageniagara.com).