



April 20, 2011

Dear Sponsor,

Welcome to world-class dressage at Majestic Farm. Our 2011 show season includes over 16 weeks of dressage events with both National and now International Qualifying Competitions, as well as educational events and clinics.

Season Highlights at our premier facility include The Majestic Farm CDI* June 9-12, where competitors vie for the 2011 USEF National Intermediare 1 and Grand Prix Championships, Pan American Games Selections Trials, North American Junior Young Riders Championships, as well as the United States Dressage Federation/ United States Equestrian Federation Region 2 Championships bringing together the highest caliber horses from all over the United States. Mark your calendars and plan to attend our Sport Horse Symposium hosted by USDF "S" Judges William Solyntjes and Kristi Wysocki. We invite you to support Majestic Farm as we host these world class events this upcoming season.

WHY DRESSAGE?

Dressage is the largest FEI (Federation Equestre Internationale) discipline within the sport-horse category in the United States. Featured as an Olympic sport since 1912, dressage focuses on the unity between horse and rider, with horses competing at top levels well into their late teen years. Opportunities exist for every level of competition for juniors/young riders, adult amateurs and professional riders and trainers.

WHY SPONSORSHIP?

According to *EQUESTRIAN* magazine, the official publication of the United States Equestrian Federation, (USEF), members are well-educated, successful and financially secure. Nearly half have annual incomes greater than \$100,000 and have traded stocks, bonds or mutual funds in the last year. A majority is between 34-54 years of age, and spends \$1.4 billion annually on horse related products. On the average, they spend 30 nights per year in a hotel, rent a vehicle four times per year, own three vehicles and most own a pet besides a horse.

We offer corporate sponsors and patrons many opportunities for presenting their products and services to the spectators, competitors, owners and trainers throughout the show series. Let us bring your products and services to our target market of affluent equestrians and join us in our upcoming spring/ summer season. We offer many levels of participation from Title Sponsor for one of our premier events, to Season Sponsors, to Official Show Program Advertising and Vendor Space.

We thank you for your time and consideration, and look forward to creating a mutually beneficial partnership during our 2011 show season.

Best Regards,

Majestic Farm



Platinum Presenting Sponsor

PREMIER SPONSOR LEVEL- “The Majestic Farm (Your name) Dressage Series”

FEI arena naming rights. Logo & Website link on our Sponsorship Web page. 4 Social Media acknowledgement postings on Facebook. Full “premium page” ad in show program, you supply artwork, jpg format. Large logo printed on any materials, such as poster, postcard invitations, Etc. Up to 3 fliers, product samples, coupons or booklets placed in competitors goodie bags. Placement in Vendor Village for Booth or Kiosk. Placement for up to three six foot vinyl banners on show grounds. (Provided by your business). Public addressed announcements from your provided text during competition. 8 VIP parking passes. 6 Majestic Farm Baseball Caps. Company representative to join and be acknowledged during awards ceremonies

Gold Presenting Sponsor

MID-LEVEL SPONSOR- “The Majestic Farm Dressage Series Gold Sponsor (Your name)”

Competition arena naming rights. Logo & Website link on our Sponsorship Web page. 4 Social Media acknowledgement postings on Facebook. Full page ad in show program, you supply artwork, jpg format. Large logo printed on any materials, such as poster, postcard invitations, Etc. Up to 3 fliers, product samples, coupons or booklets placed in competitors goodie bags. Placement in Vendor Village for Booth or Kiosk. Placement for up to three six foot vinyl banners on show grounds provided by your business. Public addressed announcements from your provided text during competition. 8 VIP parking passes. 4 Majestic Farm Baseball Caps. Company representative to join and be acknowledged during awards ceremonies

Silver Sponsorship

ENTRY-LEVEL SPONSOR:

Warm-up arena naming rights. Logo on Majestic Farm’s homepage with Logo and link on Sponsorship page. 3 Social Media acknowledgement postings on Facebook. Half page ad in show program, you supply artwork, jpg format. Logo printed on any materials, such as poster, postcard invitations, Etc. Up to 2 fliers, product samples, coupons or booklets placed in competitors goodie bags. Placement in Vendor Village for Booth or Kiosk. Placement for up to two six foot vinyl banners on show grounds provided by your business. Public addressed announcements from your provided text during competition. 6 VIP parking passes. 3 Majestic Farm Baseball Caps. Company representative to join and be acknowledged during awards ceremonies.



Bronze Sponsorship

- Key gathering area naming rights (Stables, show office, volunteer office, Vendor Village)
- Website link on homepage & sponsorship web page
- 2 Social Media acknowledgement postings on Facebook
- ¼ page ad in show program (you supply artwork, jpg format)
- Logo printed on any materials, such as poster, postcard invitations, Etc.

Open Class Sponsorship

- Choose champion or open level class, available on first come first serve basis
- Website Link on Sponsorship page
- ¼ page acknowledgement in show program, placed near your chosen class
- One flier, product samples, coupons or booklets placed in competitors goodie bags
- Public addressed announcements from your provided text, prior to class and before announced results
- 2 VIP parking passes
- 1 Majestic Farm baseball cap
- Company representative to join hand out ribbons during class chosen to sponsor
- Placement of one six foot vinyl banner on show grounds (Provided by your business)

Supporting Sponsorship

- Website link on sponsorship page
- Acknowledge in show program
- Public Addressed Announcements from your provided text.
- One Majestic Farm baseball cap



Sponsorship Opportunities 2011 Show Season

_____ Platinum Presenting Sponsor..... \$10,000 for Show Series
_____ Gold Presenting Sponsor..... \$5,000 for Show Series
_____ Silver Sponsorship.....\$3,000 for Show Series
_____ Bronze Sponsorship..... \$2,000 for Show Series
_____ Open Class Sponsorship.....\$1,000 for Show Series
_____ Supporting Sponsorship.....\$500 for Show Series

_____ **Sponsorship Total**

Sponsorship Coordinator:
Brittany McCarthy
(513) 625-3055
mainoffice@majesticfarm.net

Company Name (Please
Print): _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____ Cell: _____ E-Mail: _____

Payment Amount: _____ Check Enclosed: _____