



Sponsorship Packages

GREAT REASONS TO SPONSOR IN 2010

- The Sport Horse Auction Saturday July 17, 2010 drawing hundreds of perspective buyers
- Presence in our E-newsletter that reaches over 2000 dressage enthusiasts 4x a show season
- Sponsor Logo Space available on DAL t-shirts
- Presence on our newly redesigned webpage that attracts thousands of dressage riders daily
- Over 400 exhibitors and dressage enthusiasts attend Dressage at Lexington that will see your products
- Custom options available upon request

GOLD Club Sponsor \$1500

- Full Page ad in DAL program
- 3 Banner locations in Main arena
- Sponsor announcement 5 x day
- 10x10 Vendor Space Thur-Sun
- Advertising in exhibitor welcome packet (sponsor supplied)
- Logo on Dressage at Lexington t-shirts
- 3 Show t-shirts
- 2 Reserved parking spaces
- Logo presence on web page for 1 year. DAL averages 1000 hits per day and up to 3,000 per day during show season on the show web page
- 8 Copies of DAL show program

SILVER Club Sponsor \$1,000

- 3/4 Page ad in DAL program
- 2 Banner locations in Main arena
- Sponsor announcement 3 x day
- Advertising in exhibitor welcome packet (sponsor supplied)
- Logo on Dressage at Lexington t-shirts
- 2 Show T-Shirts
- Logo presence on web page for 6 months. DAL averages 1000 hits per day and up to 3,000 per day during show season on the show web page
- 6 Copies of DAL show program
- 1 Reserved parking space

BRONZE Club Sponsor \$500

- 1/2 Page ad in program
- 1 Banner location in Main arena
- Sponsor announcement 2 x day
- Advertising in exhibitor welcome packet (sponsor supplied)
- Logo on Dressage at Lexington t-shirts
- 1 Show t-shirt
- Logo presence on web page for 3 months. DAL averages 1000 hits per day and up to 3,000 per day during show season on the show web page
- 4 Copies of DAL show program

Blue Ribbon Sponsor \$250

- 1/4 Page Ad in Program
- 1 Banner location in Main Arena
- Sponsor announcement 1 x day
- Advertising in exhibitor welcome packet (sponsor supplied)
- 1 Show T-Shirt
- Logo Presence on web page for month of show and month following (averages 1000 hits per day and up to 3,000 per day during show season)
- 2 Copies of Show Program

Other Sponsorship Opportunities

Back for 2010!

Professional Horse Auction

The Sport Horse Auction at Dressage at Lexington bringing in 100's of additional potential buyers!



- Banner locations in Main arena (\$100)
- Place your logo on DAL t-shirts: Every pre-registered exhibitor receives a t-shirt in their welcome packet!
(\$100) for non Club Level Sponsors
(\$150) for t-shirt only Sponsors
- Class Sponsorship (\$50) offers a single line advertisement in program as well as announcement during class

Custom Sponsorship Opportunities Available

- Web site space www.dressageatlexington.com
- Product placement in DAL exhibitor welcome packets
- Create feature class such as the popular Prix St. Georges Challenge
- Advertising space in our E-newsletter that reaches nearly 2000 dressage enthusiasts 4x a show season

Program Ad Space

Back Cover	\$300
Inside front or back	\$250
Full Page	\$200
Half Page	\$125
Business Card	\$35
Public Address	\$25

CONTACT US FOR MORE DETAILS

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