



Sponsorship Packages



Mid-Atlantic Dressage Festival & Lexington CDI2[★]
May 19-22, 2022

A Enter...



Welcome to the Mid-Atlantic Dressage Festival & Lexington CDI2*

The Virginia Horse Center Foundation is pleased to present an array of sponsorship opportunities for your consideration for the inaugural Mid-Atlantic Dressage Festival & Lexington CDI2* to take place May 19-22, 2022 at the Virginia Horse Center in Lexington, Virginia.

MADFest Presenting Sponsor: \$7,500

Benefits:

Presenting Sponsor added to show name to read "Mid Atlantic Dressage Festival and CDI2*

Presented by (Presenting Sponsor name) and listed everywhere possible.

CDI ring presence with additional border outside of the dressage ring

Sponsor banners in CDI ring and national show rings

Sponsor banner at the jog

Listing on MADFest website

VHCF social media activations

Full-page inside cover ad in show program

Dedicated six-person table in Stave Mill Pavilion

MADFest Founding Sponsors (2) \$4000 & \$3000

Benefits:

CDI ring presence with signage at 'C' on the front of the judge's booth @\$4000

CDI ring presence with signage on the front of one of the judge's booths other than 'C' @\$3000

Complimentary Vendor Space (indoor or outdoor)

Sponsor banners in CDI ring and national show rings

Listing on MADFest website

VHCF social media activations

Full-page ad in show program

Dedicated six-person table in Stave Mill Pavilion





Photo Courtesy Alice Targan

Founding Sponsor – National Show: 2 @ \$2,500

Benefits:

CDI ring presence with signage on the front of the judge's booth

Sponsor banners in CDI ring and national show rings

Listing on MADFest website

VHCF social media activations

Full-page ad in show program

Division Sponsor Opportunities: 10 @ \$750 per division

Small Tour Sponsor CDI2*

Medium Tour Sponsor CDI2*

Large Tour Sponsor CDI2*

CDI-Am Sponsor

Young Horse Sponsor

Jr Sponsor

YR Sponsor

U25 Sponsor

Children's Sponsor

Pony Sponsor

Benefits:

Presentation by Sponsor during Awards Ceremony

Banner at CDI ring

Listing on MADFest website

VHCF social media activations

Listing in show program



Hospitality Sponsor Opportunities

MADfest Kick-Off Party Sponsor (Thursday After Jog)	\$2,000
Sunday Brunch Featuring CDI Freestyles Sponsor	\$2,000
Coffee and Breakfast Cart Sponsors (2)	\$900
Thursday Jog (N/A-Reserved-Stave Mill Farm)	\$3,000

Benefits:

Sponsor branded event (TBD by sponsor)
Listing on MADfest website
VHCF social media activations
½ page ad in show program
Signed golf cart

National Show High Point Sponsorships

\$200 per Division per Day

USEF Levels – Am, JR/YR, Pro
FEI Levels – Am, JR/YR, Pro
Freestyle – all levels, all rider types

Benefits:

Listing on MADfest website
Listing in show program

National Show Class Sponsorships

\$30 per Class per Day

Benefits:

Listing on MADfest website
Listing in show program

Vendor spots are available at \$200 per vendor.

Our Facility

600+ acres of pastoral Virginia countryside
4000-seat coliseum
Six indoor arenas
One outdoor covered arena
Nine outdoor arenas
Eight barns with 750 horse capacity
Concession and vendor space
Camping
Proximity to multiple hotel accommodations
Three miles from the heart of historic Lexington,
Virginia.



Our Demographic:

85% Women
66% College Grads
\$185,000 Average Annual Income
\$955,000 Average Net Worth
40% Own a Farm



Our location:

The Virginia Horse Center is located in the heart of the Blue Ridge, nestled in the Central Shenandoah Valley. Just one mile from Interstate 81/64 access, the VHC is just a three-hour drive from Washington D.C., six hours from New York City, and 10 hours from Ocala, Fla. There are three regional airports within 45 miles of Lexington.

X Halt...Salute!



For additional information and to receive a sample Sponsor Contract,
please contact

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*Virginia
Horse Center*
FoundationTM