



2024 SPONSORSHIP GUIDE

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

May 16 -19, 2024

Virginia Horse Center

Lexington, Virginia



The Virginia Horse Center Foundation is pleased to present an array of sponsorship opportunities for your consideration for our third Mid-Atlantic Dressage Festival & Lexington CDI3* to take place May 16-19, 2024 at the Virginia Horse Center in Lexington, Virginia. **We are very excited to share the news that we will be livestreaming the show from the CDI ring!**

Some of the highlights from the festival in 2023 included:

- The creation of a real festival atmosphere with vendors, entertainment, and the added ambiance created by the Keswick Horse Show held at the facility this same weekend as our show.
- Top Regional and International Riders joined us to compete at the CDI this year – entries grew to 35 riders
- National Show Entries were in excess of 140 horse and rider combinations with three days of national showing including national classes in the CDI ring.
- We received strong, positive feedback about the festival's atmosphere from owners, riders, volunteers, and sponsors; many are making this a fixture on their show calendars.
- And last but not least, we garnered incredible sponsorship support.

Due to the success we experienced with an online auction of items given to us by many of our show sponsors last year, we have decided to create another online auction in 2024. Although we seek cash sponsorships, we are willing to discuss partial in-kind donations on a case-by-case basis as long as we are confident these items can be easily and successfully placed on our action.

We remain incredibly grateful to all those who supported us in 2023 and hope to see you again in 2024. We are flexible and happy to tailor sponsorships to specific ideas and budgets.

Please contact gardy@gardybloemers.com or text 434 981 1017 with any questions.

MADFest Presenting Sponsor:

\$13,500

Benefits:

- Presenting Sponsor added to show name to read “Mid Atlantic Dressage Festival and CDI3* Presented by (Presenting Sponsor name) and listed together with show name on all media.
- Press release announcing Presenting Sponsorship issued by VHCF.
- Logo on CDI Ring Livestream (bottom of the screen with MADFest Logo)
- Volunteer shirts and souvenir shirts include the Presenting Sponsor Logo with the MADFest logo.
- CDI ring presence with additional border outside of the dressage ring
- Corrugated sign in CDI ring and national show rings
- Listing on the official MADFest website
- VHCF social media activations on new MADFest dedicated social media pages
- Full-page inside cover ad in the show program
- Dedicated six-person table in Stave Mill Pavilion and invitations to show parties or entertainment.
- Name featured at the new “MADFest Winners Circle” to be used by anyone wanting to get that special photo with their horse, entourage, and ribbons
- Complimentary vendor space and show party invitations.

MADFest Livestream Sponsor

\$10,000

Benefits:

- Exclusive and high visibility worldwide!
- CDI ring livestream visibility with ClipMyHorse.TV
- Logo present throughout live streaming on the top left of the video screen
- Livestreaming is available to all during the competition from the show and VHCF websites.
- Listing on the official MADFest website
- VHCF social media activations on new MADFest dedicated social media pages
- Identified as Livestream sponsor by commentator, Kathy Connelly, renowned and respected international dressage rider, trainer, coach, clinician, author, and USEF “S” Judge.
- Dedicated six-person table in Stave Mill Pavilion and invitations to show parties
- **We will also offer the possibility of having a shared sponsorship by offering the actual video sponsorship separately from the education component.**
 - o \$ 7,000 for the live-streaming video sponsorship
 - o \$4,000 for the live commentary sponsorship
 - o **Shared table if the sponsorship is shared.**
- Complimentary vendor space and show party invitations.

MADfest CDI Scoreboard Sponsor:

\$8,000

Benefits:

- Exclusive and high-visibility
- CDI ring presence with up to three different videos to be shown on the scoreboard during breaks. Videos must be provided by the sponsor.
- Listing on the official MADfest website
- VHCF social media activations on new MADfest dedicated social media pages
- **We will also offer the possibility for a shared sponsorship as follows:**
 - o **\$6,000 for two videos** to be shown on the scoreboard during breaks. Videos must be provided by the sponsor.
 - o **\$3,000 for one video** to be shown on the scoreboard during breaks in conjunction with the two videos from the \$7,000 sponsor.
 - o **Shared table if the sponsorship is shared.**
- Complimentary vendor space and show party invitations.

MADfest Founding Sponsors (5 available): \$6,000 at C and \$5,000 at E, and \$4,000 at M, H, and B

Benefits:

- CDI ring presence with signage on the front of the judge's booth
- Corrugated sign in CDI ring and national show rings. Signs are paid for by the sponsor and created by the show.
- Listing on the official MADfest website
- VHCF social media activations on new MADfest dedicated social media pages
- Shared six-person table in Stave Mill Pavilion
- Complimentary vendor space and show party invitations.

National Show Ring Sponsors (2 available):

\$3,000

Benefits:

- National ring presence with signage on the front of the judge's booth
- Corrugated sign in CDI ring and national show rings. Signs are paid for by the sponsor and created by the show.
- Listing on the official MADfest website
- VHCF social media activations on new MADfest dedicated social media pages
- Full-page ad in show program
- Complimentary vendor space and invitations to show parties.

MADfest CDI Division Sponsors

<i>Large Tour 3* Division: Grand Prix, Grand Prix Special and Grand Prix Freestyle</i>	<i>\$2,750</i>
<i>Medium Tour 3* Division: Intermediate A, B</i>	<i>\$1,500</i>
<i>Small Tour 3* Division: Prix St. George, Intermediate I, Inter 1 Freestyle</i>	<i>\$1,750</i>
<i>Small Tour CDIAm Division: Prix St. George, Intermediate I, Inter 1 FS</i>	<i>\$1,750</i>
<i>Large Tour CDIAm: Intermediate II, Grand Prix</i>	
<i>Young Horse Division: 5-Year-Olds</i>	<i>\$1,500</i>
<i>Young Horse Division: 6-Year-Olds</i>	<i>\$1,500</i>
<i>Young Horse Division: 7-Year-Olds</i>	<i>\$1,500</i>
<i>Jr Division</i>	<i>\$1,500</i>
<i>YR Division</i>	<i>\$1,500</i>
<i>U25 Division</i>	<i>\$1,500</i>

Benefits:

- Sponsor Presentation with signage during the Awards Ceremony. Photos available for purchase by the sponsor from show photographer.
- Corrugated sign at CDI Ring. Signs are paid for by the sponsor and created by the show.
- Listing on the official MADfest website
- VHCF social media activations on new MADfest dedicated social media pages
- ½ page ad in the show program
- Complimentary vendor space

Hospitality & Special Sponsor Opportunities

Competitor and Welcome Party – Thursday Evening **\$4,000**

Thursday 6 to 8.30 - We feel it is important to welcome all competitors, owners, and grooms and have decided to change things up by offering a welcome party in the Mezzanine. This will allow folks to mix and mingle on their schedules, visit vendors, and enjoy food and drink after the jog. Schooling in the Coliseum will end at 7.30. Then, we will have a special exhibition for all to watch of Menorcan Horses, a rare breed first introduced to the US in 2021, originating from the island of Menorca in the Mediterranean.

Food and refreshments will be served.

Benefits:

- The party can be branded with the sponsor's name
- Full-page ad in show program
- VHCF social media activations on new MADfest dedicated social media pages
- Listing on our web page
- Logo on competitor welcome bag
- Complimentary vendor space

Jog: Best Turned-Out Horse Sponsor	\$3,000
Jog: Best Turned-Out Female Rider	\$3,000
Jog: Best Turned-Out Male Rider	\$3,000

Benefits:

- Corrugated sign at CDI Ring for each sponsor. Signs are paid for by the sponsor and created by the show.
- Photos of winners with signage taken by the show photographer and available to purchase by the sponsor.
- ½ page ad in the show program
- VHCF social media activations on new MADFest dedicated social media pages
- Listing on our web page
- Complimentary vendor space

Sunday Breakfast Sponsor \$3,000

Sunday, 7 am to 10 am - This year, we'd like to make the breakfast normally served during the Freestyle more accessible to everyone at the show, including the riders and the grooms. We plan to bring in a Special Food Truck to serve donuts and coffee to all who stop by.. This will be done at the same time as the Grand Prix Freestyles are taking place, and the food truck will be in a location not far from the Stave Mill Pavilion.

Coffee and Breakfast Cart Sponsor (1) – Friday and Saturday \$1,250

All Cart Sponsor Benefits:

- Listing on the official MADFest website
- ½ page ad in the show program
- Sponsor branded golf carts with signage. Signs are paid for by the sponsor and created by the show.

Daily National Show High Point Sponsorships \$250 per High Score per Day

- Daily USEF Levels Training, 1st, 2nd, 3rd and 4th – Am, JR/YR, Pro
- Daily FEI Levels Small Tour, Medium Tour, Large Tour – Am, JR/YR, Pro
- Daily USEF Levels Freestyle High Score Sponsor – Am, Jr/YR, Pro
- Daily FEI Freestyle High Score Sponsor – Am, Jr/YR, Pro

Benefits:

- Listing on the official MADFest website
- Listing in the show program

National Show Class Sponsorships

\$35 per Class per Day

Benefits:

- Listing on the official MADFest website
- Listing in the show program

Vendors

Vendor booths are available inside the Waldron Arena Complex, and limited trailer spaces are outside at \$200 per vendor. Please contact our dedicated vendor manager, Sheli King, for more details via email at amking91@verizon.net.