



SPONSORSHIP GUIDE

Welcome to the Mid-Atlantic Dressage Festival & Lexington CDI3*

May 18 -21, 2023

Virginia Horse Center

Lexington, Virginia



*MADfest and the Lexington 3*CDI dressage shows are owned and run by the VHCF for the benefit of the VHCF, a 501(c)3 organization.*



The Virginia Horse Center Foundation is pleased to present an array of sponsorship opportunities for your consideration for our second Mid-Atlantic Dressage Festival & Lexington CDI3* to take place May 18-21, 2023 at the Virginia Horse Center in Lexington, Virginia. We are very excited to share the news that the CDI was upgraded from a 2* in 2022 and will now be a 3* featuring a CDI3* **Grand Prix, Grand Prix Special and Grand Prix Freestyle.**

Some of the highlights from the Festival in 2022 included:

- The creation of a real festival atmosphere with vendors, entertainment and the added ambience created by the Keswick Horse Show held at the facility this same weekend as our show.
- Enthusiastic support received from the regional dressage community and
 - o Top Regional Riders showed up for the CDI – 33 horse and rider combinations participated.
 - o National Show Entries were in excess of 140 horse and rider combinations and national show entries were so large we expanded the national show from two to three days.

- Very positive feedback received from attendees on our footing, our facility, our stabling and the Stave Mill Pavilion (especially the Sunday Brunch with Freestyles).
- And last but not least, we garnered incredible support from sponsors like you!

Due to the fact that we are now a 3*, we have increased the value of many of our sponsorship opportunities. We recognize that this may have repercussions for last year's sponsors, we encourage each and everyone of you to reach out and engage in a dialogue with us regarding your specific needs. We are focusing on making improvements to the show some of which will directly benefit our sponsors: we will have dedicated social media pages as well dedicated press before, during and after our show featuring winners and sponsors! In addition, we have increased prize money to over \$12,000, will have a scoreboard at our CDI ring and a dedicated area with MADFest signage where winners can take their own photos, aka the MADFest Winners Circle.

We remain incredibly grateful to all those who supported us in 2022 and hope to see you again in 2023. Of course, we will gladly welcome new supporters together with a discussion about any creative ideas you may have. We are flexible and happy to tailor sponsorships to specific ideas and budgets.



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MADFest Presenting Sponsor:

\$12,500

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.
- Pres release announcing Presenting Sponsorship issued by VHCF.
- Volunteer shirts and souvenir shirts include Presenting Sponsor Logo with MADFest logo.
- CDI ring presence with additional border outside of the dressage ring
- Corrugated sign in CDI ring and national show rings
- Listing on MADFest website
- VHCF social media activations on new MADFest dedicated social media pages
- Full-page inside cover ad in show program
- Dedicated six-person table in Stave Mill Pavilion and invitations to show parties or entertainment.
- Name featured at new “MADFest Winners Circle” to be used by anyone wanting to get that special photo with their horse, entourage and ribbons
- Complimentary vendor space



MADfest CDI Scoreboard Sponsor:

\$10,000

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.
- Complimentary vendor space (indoor or outdoor)
- Listing on MADfest website
- Dedicated six-person table in Stave Mill Pavilion and invitations to show parties or entertainment.
- **We will also offer the possibility for a shared sponsorship as follows:**
 - o **\$7,000 for two videos** to be shown on the scoreboard during breaks. Videos must be provided by the sponsor.
 - o **\$5,000 for one video** to be shown on the scoreboard during breaks in conjunction with the two videos from the \$7,000 sponsor.
 - o Vendor space, listing on the website and a shared six person table in the pavilion together with invites to show parties will be made available.

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

Benefits:

- CDI ring presence with signage on the front of the judge's booth
- Complimentary vendor space (indoor or outdoor)
- Corrugated sign in CDI ring and national show rings
- Listing on MADfest website
- Dedicated six-person table in Stave Mill Pavilion and invitations to show parties or entertainment.

National Show Ring Sponsors (2 available):

\$2,750

Benefits:

- National ring presence with signage on the front of the judge's booth
- Corrugated sign in CDI ring and national show rings
- Listing on MADfest website
- VHCF social media activations on new MADfest dedicated social media pages
- Full-page ad in show program
- Shared table for National Ring Sponsors, CDI Sponsors, Jog Sponsor and Travel Sponsor at Stave Mill Pavilion

MADFest CDI Division Sponsors

<i>Large Tour 3* Division: Grand Prix, Grand Prix Special and Grand Prix Freestyle</i>	\$2,500
<i>Medium Tour 3* Division: Intermediate A, B and Inter A/B Freestyle</i>	\$1,500
<i>Small Tour 3* Division: Prix St. George, Intermediate I, Inter 1 Freestyle</i>	\$1,500
<i>Small Tour CDIAm Division: Prix St. George, Intermediate I, Inter 1 FS</i>	\$1,500
<i>Jr Division</i>	\$1,250
<i>YR Division</i>	\$1,250
<i>U25 Division</i>	\$1,250
<i>YH Division</i>	\$1,250

Benefits:

- Sponsor Presentation with signage during Awards Ceremony.
- Corrugated sign at CDI Ring
- Listing on MADFest website
- VHCF social media activations on new MADFest dedicated social media pages
- Full page ad in show program
- Vendor space (indoor or outdoor)
- Shared table for National Ring Sponsors, CDI Sponsors, Jog Sponsor and Travel Sponsor at Stave Mill Pavilion



Category Sponsor Opportunities

Show Travel Sponsor

\$3,000

We are happy to discuss any other category sponsorship opportunities...Please contact us with your ideas.

Hospitality & Special Sponsor Opportunities

Thursday Jog Sponsor

\$2,500

- Logo on scoreboard during Jog.
- Listing on MADFest website
- Social media activations for dedicated pages
- Full page ad in show program
- Job specific signage
- Corrugated sign at CDI ring
- Vendor space
- Shared table for National Ring Sponsors, CDI Sponsors, Jog Sponsor and Travel Sponsor at Stave Mill Pavilion

Jog: Best Turned-Out Horse Sponsor

\$1,500

Jog: Best Turned-Out 25+ Rider

\$1,500

Jog: Best Turned-Out U25 Rider

\$1,500

- Best Turned Outs will together with the Jog Sponsor have dedicated signage during the jog and for prize giving.
- ½ page ad in show program
- Listing on our web page
- Vendor space

Saturday Leadline & Freestyles Wine Tasting Sponsor

\$3,500

- This year will be our first year of the 3* Grand Prix Freestyle and we want to encourage show participants, both from the Keswick Horse Show and MADFest to come and watch our top horse and rider combinations.
- We have agreed with Keswick to hold a joint leadline class in the CDI ring during this time.
- As we don't have lights and we want to encourage maximum participation we will schedule the other classes to have minimal conflicts.
- Dedicated signage for the event at the Pavilion (as desired).

Coffee and Breakfast Cart Sponsors (2)

\$1,000

Afternoon Snack Cart Sponsor (2)

\$1,000

All Cart Sponsor Benefits:

- Listing on MADFest website
- VHCF social media activations on new MADFest dedicated social media pages
- ½ page ad in show program
- Sponsor branded golf carts with signage

Daily National Show High Point Sponsorships

\$200 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 MADFest website
- Listing in show program

National Show Class Sponsorships

\$30 per Class per Day

Benefits:

- Listing on MADFest website
- Listing in show program

Vendors

Vendor spots are available both inside the Waldron Arena Complex as well as outside at \$200 per vendor. Please contact our dedicated vendor manager, Sheli King for more details via email on amking91@verizon.net.



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