



Presented By: **Täkt Saddlery**



MADFEST 2026 SPONSORSHIP OPPORTUNITIES

May 14-17, 2026 | Virginia Horse Center, Lexington, Virginia

All eyes will turn to equestrian sport in **Lexington, Virginia** this spring for the **Mid-Atlantic Dressage Festival and Lexington CDI3*** — a premier event that unites the **MADFest National Show** and the **International CDI 3*** under one banner of excellence.

Celebrating its **fifth year**, MADFest is proud to be part of the **U.S. Equestrian Open Series**, created by the **U.S. Equestrian Federation** to build Olympic excitement and bring the sport of dressage to broader audiences across the country.

MADFest offers something for every level of sport. The **National Show** welcomes a wide range of competitors—from ambitious adult amateurs and youth riders to national-level professionals, providing one of the **first opportunities to earn qualifying scores** for the Fall USDF Regional and National Championships. Meanwhile, the **Lexington CDI3*** showcases elite international combinations in one of the most beautiful settings on the East Coast.

As the **first East Coast CDI outside Florida** each season, MADFest serves as both a **launchpad for elite athletes** and a **celebration of American dressage's grassroots foundation**. Sponsorship of MADFest directly supports excellence at the top of the sport **while investing in the next generation**—building a pathway from today's aspiring riders to tomorrow's Olympians.

MADFest offers its sponsors more than just four days of competition. It delivers:

- **National & International visibility** through livestreaming on ClipMyHorse.TV and USEF platforms
- **Multi-channel exposure** across social, digital, and on-site activations
- **Custom storytelling opportunities** and year-round content rights
- **Direct engagement** with a brand-loyal equestrian audience eager for high-touch experiences

**We customize our sponsorships to meet the specific objectives of our partners.
Please contact us to explore a package.**

Mid-Atlantic Dressage Festival & Lexington CDI3* | Sponsorship Prospectus

Premier Sponsorships

Sponsorship Level	Investment	Benefits
Presenting Sponsor	\$10,000	Name in official show title, full media/press release, logo on livestream, volunteer & souvenir shirts, CDI signage, full-page ad, VIP table, Winners Circle recognition
CDI Ring Sponsor (inc. LiveStream)	\$7,000	Signage at E & C booths and ringside, livestream visibility, Livestream ad on ClipMyHorseTV, recurring scoreboard logo placement, shared VIP table, vendor space
CDI Ring Sponsor	\$5,000	Signage at M booth and ringside, recurring scoreboard logo placement, website listing, social media, digital program ad vendor space, shared VIP table

International Show Sponsorships

Sponsorship Level	Investment	Benefits
Large Tour CDI3*	\$3,500	Awards ceremony signage & photos, CDI ring sign, website, social media, digital program ad, vendor space
Small Tour CDI 3*	\$2,500	Awards signage & photos, CDI ring sign, website, social media, digital program ad, vendor space
CDIAm, Young Horse, Jr/YR	\$2,000	Awards signage & photos, CDI ring sign, website, social media, digital program ad, vendor space

National Show Sponsorships

Sponsorship Level	Investment	Benefits
Ring Sponsorships	\$3,000	Ring signage, website, social media, digital program ad, vendor space, acknowledgement from announcer
Division Sponsorships	\$1,000	Includes all classes in that division, signage at awards booth, logo on website & social media, digital program ad
Class Sponsorships	\$400/class	Announcer recognition, digital program listing

Mid-Atlantic Dressage Festival & Lexington CDI3* | Sponsorship Prospectus

Hospitality Sponsorships

Sponsorship Level	Investment	Benefits
Competitor Welcome Party & Educational Event- Friday	\$6,000/\$3000 (Co-sponsored)	Branded event, digital program ad, website & social media listing, vendor space, potential to present at event
Sunday Gourmet Donut & Coffee	\$4,000	Branded food truck at Sunday Grand Prix Freestyles, website, social media, digital program ad
Coffee/Breakfast Cart	\$1,500/day (available Friday & Saturday)	Branded golf carts & signage, digital program ad, website, social media

Special Awards & Prizes

Sponsorship Level	Investment	Benefits
Jog Sponsors (Best Turned-Out Horse/Rider)	\$3,000 each	Signage at CDI Ring, winner photos, digital program ad, website & social media, vendor space, Option to present award

High Point Awards

SOLD to Horse of Course

Website listing, social media, vendor space, program listing

Product Category Sponsors

Sponsorship Level	Investment	Benefits
Official Category Sponsors (e.g., Official Wellness Sponsor, Shavings, Wash Stalls, Equine Nutrition, Travel, etc)	\$3,000/category	Named as Official [Category] Sponsor in program, on website, on social media, product in competitor bag, 10-min demo slot, co-branded social posts
Volunteer Shirt	\$2,000/logo	Shirts will feature a total of 5 logos
Competitor Welcome Bags	\$3,000	Logo on competitor bags, full-page ad, website & social media, product in bag, vendor space
Scoreboard Video Ads	\$2,000 (includes 3 days)	Maximum of 5 available. Ad displayed on scoreboard at Main CDI ring for duration of competition.

Vendors

Sponsorship Level	Investment	Benefits
Vendor Booths	\$200	Space in dedicated vendor and hospitality area

Friends of MADFest

Become a *Friend of MADFest*! This package is designed for individuals who wish to support MADFest through a philanthropic gift to the Virginia Horse Center Foundation—a nonprofit dedicated to preserving and advancing world class equestrian events- and be recognized for their personal support.

- Bronze Friends: \$1 - \$499
- Silver Friends: \$500 - \$999
- Gold Friends: \$1,000 - \$4,999
- Platinum Friends: \$5,000 +

We invite interested parties to make these gifts 'In Memory Of...' or 'In Recognition of...' a loved one or special individual. *Friends of Madfest* will be recognized on our website (either anonymously or by name) on a dedicated 'thank you' page, and will be acknowledged twice daily over the loudspeaker in generalized categories.



MADFEST By the Numbers

Email List 9,000+ with a 45% open rate

15k Facebook Followers & 3k Instagram Followers

Average social media post reaches over 30k with more than 5k shares/clicks & engagements

35 CDI & 160 National entries in 2025 with over 400 attendees

Over 900 unique livestream viewers reaching 29 countries

