

The Kansas City Dressage Society 2012 Sponsorship and Advertising Opportunities

Who we are...

The *Kansas City Dressage Society* (KCDS) began in 1967 as a study group organized by local horsewoman, Arlene Rigdon. In 1973, the group adopted by-laws and formal membership began. KCDS became a charter member of the *United States Dressage Federation* (USDF) with its founding in 1973.

KCDS has grown to host national meetings, offer educational programs, organize recognized and schooling horse shows and hold clinics with top dressage professionals.

The Kansas City Dressage Society's purpose is the education of its members and the public in the true meaning of dressage and the safe, practical application thereof in all equestrian endeavors. Our membership strives to promote an interest in and appreciation of the art of dressage by its members and the public.

In 2012, KCDS will host four USDF recognized shows and one championship schooling and open show. Exhibitors from throughout the Midwest will travel to Hale Arena (April), and to Longview Horse Park in Kansas City, Missouri (May; and October) to attend these shows!

Who will you reach through your sponsorship and advertising dollars?

You will reach our members through our annual Membership Directory, the KCDS Extension newsletter, and through our regularly updated website www.kcdressage.com.

Top Reasons to be a Sponsor:

→**Support KCDS, a founding chapter of USDF, so it can continue to offer top class educational and horse show opportunities for all.**

→**KCDS is a 501(c)(3)/Non Profit Organization. Donations from individuals and businesses may be tax deductible. Consult your tax professional for more details**

→**According to a recent American Horse Council study, horses are big business!** The U.S. Horse Industry contributes \$39 billion to the economy and supports 1.4 million full-time jobs. Including indirect and induced spending, the industry's economic impact reaches \$102 billion. Recreational equestrian pursuits account for \$32 billion of the total economic impact, with \$28.8 billion coming from competition and showing. **This translates into valuable marketing exposure for you and your business!**

Title Sponsor- \$2500 Donation

- Your name will be incorporated in the name of the show that you sponsor in all KCDS printed material.
- You receive prominent vendor location at the show and your name will be announced hourly during the show.
- Prominent advertising on the KCDS Website with a link to your website
- One full page ad in KCDS Directory
- Full page ad in next year's KCDS Printed Extension Newsletters
- Prominent placing of a full page ad in commemorative Horse Show Program
- Provide a banner and we will display at all KCDS Horse Shows
- Provide brochures or business cards and we will put in horse show packets for all
- Your name displayed at all KCDS Sponsored Educational Events

Corporate Sponsor - \$1000 Donation

- Prominent advertising on the KCDS Website with a link to your website
- One full page ad in KCDS Directory
- Full page ad in next year's KCDS Printed Extension Newsletters
- One full page ad in commemorative Horse Show Program
- Provide a banner and we will display at all KCDS Horse Shows
- Your name displayed at all KCDS Sponsored Educational Events

Gold Level - \$500 Donation

- Prominent advertising on the KCDS Website with a link to your website
- Half Page ad in the KCDS Directory
- Quarter page ad in next year's KCDS Printed Extension Newsletters
- Half Page ad in commemorative Horse Show Program
- Provide a Banner and we will display at all KCDS Horse Shows
- Your name displayed at all KCDS Sponsored Educational Events

Silver Level - \$300 Donation

- Advertising on the KCDS Website with a link to your website
- Quarter page ad in the KCDS Directory
- Business card in next year's Printed Extension Newsletters
- Quarter page ad in KCDS commemorative Horse Show Program

Bronze Level - \$200 Donation

- Advertising on the KCDS Website with a link to your website
- Business Card in the KCDS Directory
- Business Card in KCDS Commemorative Horse Show Program

Friend of KCDS - One time donation

- As a Friend of KCDS, you will receive:
- KCDS Website Acknowledgement and Advertising in the KCDS Directory (Directory Ad size based on the amount of donation. See Below)

Directory Ad + Listing in Advertiser's Index

Full Page \$125.00
Half Page \$ 65.00
Quarter Page \$ 35.00
Business Card \$ 20.00

COPY SIZE FOR ADS:

Directory

Full Page = 8" W x 5" L

Half Page = 4" W x 5" L

Quarter Page = 2" W x 5" L

Newsletter and Show Program

Full Page = 8" W x 10.5" L

Half Page = 8" W x 5.25" L

Quarter Page = 4" W x 5.25% L

KCDS Sponsorship Form 2012

YES! I want to support the Kansas City Dressage Society and enjoy the benefits of being a Sponsor!

I would like to sponsor KCDS at the following level:

_____ Title Sponsor (\$2500)

_____ Corporate Sponsor (\$1000)

_____ Gold Level (\$500)

_____ Silver Level (\$300)

_____ Bronze Level (\$200)

_____ Friend of KCDS (Directory Ad and Website Acknowledgement)

Directory Ad + Listing in Advertiser's Index

_____ Full Page \$125.00

_____ Half Page \$65.00

_____ Quarter Page \$35.00

_____ Business Card \$20.00

Name: _____

Contact Name if listing a business above: _____

Address _____

City, State, Zip _____

Telephone _____

Email _____

Please mail your check made payable to KCDS and email Camera Ready Ad to:

Melissa Allen
297 SW 1451 RD
Holden, MO 64040
melissahervert@hotmail.com

Please make sure that your ad is the appropriate size for your sponsorship. If you have questions on this, you can email me.