



Vernon District Riding Club 2017 Sponsorship Program

Why We Need Your Sponsorship

The VDRC is a registered not-for-profit society, and like many Clubs, we face financial challenges. It is only through generous sponsorship that the VDRC is able to offer many of its programs for both youth and adults with educational and competitive opportunities for everyone. We are fortunate to own our own venue, but with that comes the cost of maintenance and the hope for improvements as well.

Our **CLUB SPONSORSHIPS** are limited to three corporate sponsors and are available for \$1500 (Cash or In Kind) each.

What You Will Receive for Your Sponsorship to the VDRC

In return for your sponsorship, the VDRC will:

- Rename one of our three competition rings with the name of your organization and provide signage to that effect.
- Your corporate logo will be placed on our home page and will appear in the footer on every page of our website. www.vernonridingclub.com
- Your corporate logo, *website* link, and acknowledgement of your sponsorship will be made on our very active Facebook page, facebook.com/pages/Vernon-District-Riding-Club/150378845001227.
- Your organization's support will be acknowledged on our professional Annual Poster, our membership cards and welcome letters, our Thank You cards, our AGM invitations and every other appropriate material we distribute.
- A feature of your organization in a full page ad, on the front or back cover pages of all printed horse show programs. Moreover, the programs are distributed electronically to our over 350 e-news subscribers. The show program is available on our website www.vernonridingclub.com.
- Your organization's sponsorship of the VDRC will be announced over the public address system several times a day during our horse shows.
- Your products or services may be featured at our events in physical or print form.
- We also welcome suggestions from you in ways to promote your organization in more specific marketing strategies.



Horse Show Sponsorship Opportunities

The VDRC is looking for your support to ensure our Horse Show Season is the most successful yet!

We have several sponsorship opportunities:

- Show Sponsorship \$750.00
- Division Sponsorship \$175.00
- Class Sponsorship \$100.00
- Prize Sponsorship Equine Related Product
- Award Sponsorship Equine Related Product

Show Sponsors – As the show sponsor, the show will be named after your company, group, or cause, as well as be featured on all advertising for the 2017 sponsored show, which includes; Prize list cover page, webpage, Facebook, Saddle-Up Magazine, and all other advertising places where we announce the show dates. For the duration of the show there will be repeated announcements acknowledging your companies show sponsorship.

Division, Class, Prize and Award Sponsors – All other show sponsorship will be acknowledge in all our printed and electronic material pertaining to the show including our printed and downloadable program, as well as, our electronic mailings that go out to over 350 subscribers!

At all levels of sponsorship, the VDRC sincerely acknowledges the generous support. Please ensure you include a business card and/or logo to be included in our prize list and other programs and advertisements. Our show announcer will be continuously promoting your business regularly throughout the horse show – we will literally be shouting it from the roof top! We invite all vendors/sponsors to distribute their businesses advertising and promotional material at the show.

Thanks you for your consideration