



## **Vernon District Riding Club 2021 Sponsorship Program**

Vernon District Riding Club is dedicated to the promotion of equestrian activities for riders of all ages and disciplines. The origins of VDRC date back to 1912, when a group of pioneer horse enthusiasts formed the Valley's first polo club. The VDRC is located in a scenic heritage area of Coldstream and has officially been part of the Vernon and Coldstream Community since 1955. The club property is located at 8408 Aberdeen Road in Coldstream. The facility includes three competition sized outdoor riding rings, a clubhouse, and covered stalls for horses. The VDRC is dedicated to providing a suitable and safe environment for the pursuit of all equestrian disciplines. We promote and support equestrian sports, the education of riders, and training of horses. The club also hosts regional competitions, and maintains a unique venue that is available for the whole community to enjoy. More information about VDRC can be found at [www.vernonridingclub.com](http://www.vernonridingclub.com) or on our Facebook page [facebook.com/pages/Vernon-District-Riding-Club/150378845001227](https://facebook.com/pages/Vernon-District-Riding-Club/150378845001227).

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

We have several opportunities for sponsorship:

1. Corporate Sponsorship: \$1500
2. Show Sponsorship: \$1000
3. Division Sponsor: \$200
4. Class Sponsor: \$100

Corporate sponsorship of VDRC plays a key role in supporting our community's training venue for the next generation of Canadian regional, national, and international equestrian athletes, as well as our weekend warriors who make horses their diversion from the everyday monotony of life.

If you choose to become a Corporate Sponsor, the VCRC will;

- Name one of our three competition rings, the clubhouse, or barns with the name of your business and provide signage to that effect.
- Your business logo will be placed on our home page and will appear in the footer on every page of our website.
- Your business 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](https://facebook.com/pages/Vernon-District-Riding-Club/150378845001227).
- Your business's support is acknowledged on our membership cards and welcome letters, our thank you cards, our AGM invitations and every other appropriate material we distribute.
- We will feature your business in a full page ad on the front or back cover page of all printed horse show programs, the programs are also distributed electronically to our over 350 e-news subscribers as well as on our website [www.vernonridingclub.com](http://www.vernonridingclub.com)
- Your business's sponsorship of the VDRC will be announced over the public address system several times a day during horse shows.

- Your products or services may be featured at our events in physical or print form.

If you choose to become one of our show sponsor the VDRC will;

- Name the show after your company or group and would be featured on all advertising for the show, which would include:
  - Cover of the prize list
  - On our website [www.vernonridingclub.com](http://www.vernonridingclub.com)
  - On our Facebook page [facebook.com/pages/Vernon-District-Riding-Club/150378845001227](https://facebook.com/pages/Vernon-District-Riding-Club/150378845001227)
  - Your business's sponsorship of the show would be announced over the public address system several times a day during the show.

All sponsors (Show, Division and Class), will be acknowledged in all our printed and electronic material pertaining to the show, including our printed program, and our downloadable program posted on our website. Our horse show program information is also distributed electronically to over 300 subscribers.

We have 5 shows scheduled for the 2021 season. We start the season off with our Spring Schooling Show April 17-18. Our biggest show is our Annual Equestrian Canada Bronze Hunter/Jumper Show June 11-13. Following that is our Annual Bronze/Gold Dressage Show July 3-4, followed by our Annual Summer Show August 21-22, and in 2021 we are bringing back our popular Fall Show on Oct 2-3.

As we enter 2021, Vernon District Riding Club is looking forward to another ambitious and successful season. Your support for our Club would be an important factor in the achievements of the coming year. We also welcome suggestions from you in ways to promote your business in more specific marketing strategies.

I have also attached a Pledge Sheet for your convenience. Thank you for considering this request and we look forward to hearing back from you.

Thank you for your consideration.

Sincerely,

VDRC  
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