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# SPONSORSHIP PACKAGE

## **Christoph Hess Dressage Symposium**

Presenting Sponsor - Alberta Dressage Association

May 6 & 7, 2023

Horse In Hand Ranch  
Blackfalds, AB

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### THE SPORT OF DRESSAGE

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The grace and beauty of dressage is enchanting, as both horse and rider display what can be likened to ballet on horseback. Dressage is a growing sport that is gaining popularity with spectators as well as with competitors.



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**THE VISION** is to bring together at one event, all who contribute to the success of the sport of Dressage in Alberta – riders, trainers, coaches, breeders, grooms, judges, families – for a weekend of excellent education and camaraderie under the guidance of an internationally respected and recognized expert, Christoph Hess from Germany. We want to showcase some of the individuals and groups who are striving to support anyone wishing to excel in some area of the sport of Dressage.

**THE GOAL** is to create a desire for all Alberta Dressage groups to work together toward the common goal of generating enthusiasm for, and participation in, Dressage. We wish to provide an environment of collaboration among Dressage enthusiasts as well as encouragement for riders to achieve a higher level of skill. With the expert teaching and guidance of our clinician, this symposium will create momentum for riders, and all of those who support them, heading into the summer competition season and potentially beyond, to major Games throughout the world.

**THE CLINICIAN** is the well-respected international judge, coach, leader, clinician, commentator and young horse development expert - Christoph Hess from Germany. His name is closely associated with the German Equestrian Federation (FN) and with correct, horse-friendly training. He served in various leadership positions at the FN and the German Olympic Committee for Equestrian Sports for almost four decades. Christoph loves horses and people and passing on his knowledge directly in clinics and seminars. He is often seen ringside as a Dressage judge. For 20 years Christoph judged 5 and 6 year old dressage horses at the national championships in Warendorf, Germany. The classical training system is his guiding principle: “Harmony between horse and rider is the ultimate goal of training. My teaching method is supposed to inspire joy throughout this often thorny process.” In 2019 Christoph received the German Rider’s Cross in Gold, an honour awarded only to those with outstanding achievements in the equestrian sports.





**THE LOCATION** is Horse In Hand Ranch at Blackfalds, conveniently located 20 minutes north of Red Deer. HIHR is a large, bright private facility whose primary motivation is education for all disciplines. Horse welfare comes first always, but human students will find the facility welcoming and comfortable as well.

**THE FORMAT** is as follows:

**Day 1** ▶ Eight carefully selected riders will school their horses under the watchful eye of Mr. Hess. Priority has been given to riders who have declared to Equestrian Canada that they wish to try to qualify for a spot on Canadian teams going to the 2023 North American Youth Championships in the USA or the 2023 Pan Am Games to be held in Santiago, Chili. Remaining rider spots will be filled with quality horses and riders from the upper levels of competition or the developing young horse levels.

**Day 1** ▶ **Evening Program** - Evening Program with Wine & Cheese Reception

**Day 2** ▶ Mr. Hess will invite riders from Day 1 to ride tests to be judged by him, with commentary. Those riders he believes are not quite ready to ride tests, will receive further training from Christoph.

**THE AUDITORS** will include anyone interested in the welfare and correct development of Dressage horses - riders of all levels, trainers, coaches, breeders, competition organizers, Dressage fans in general. We will be able to seat approximately 150 auditors ring side.

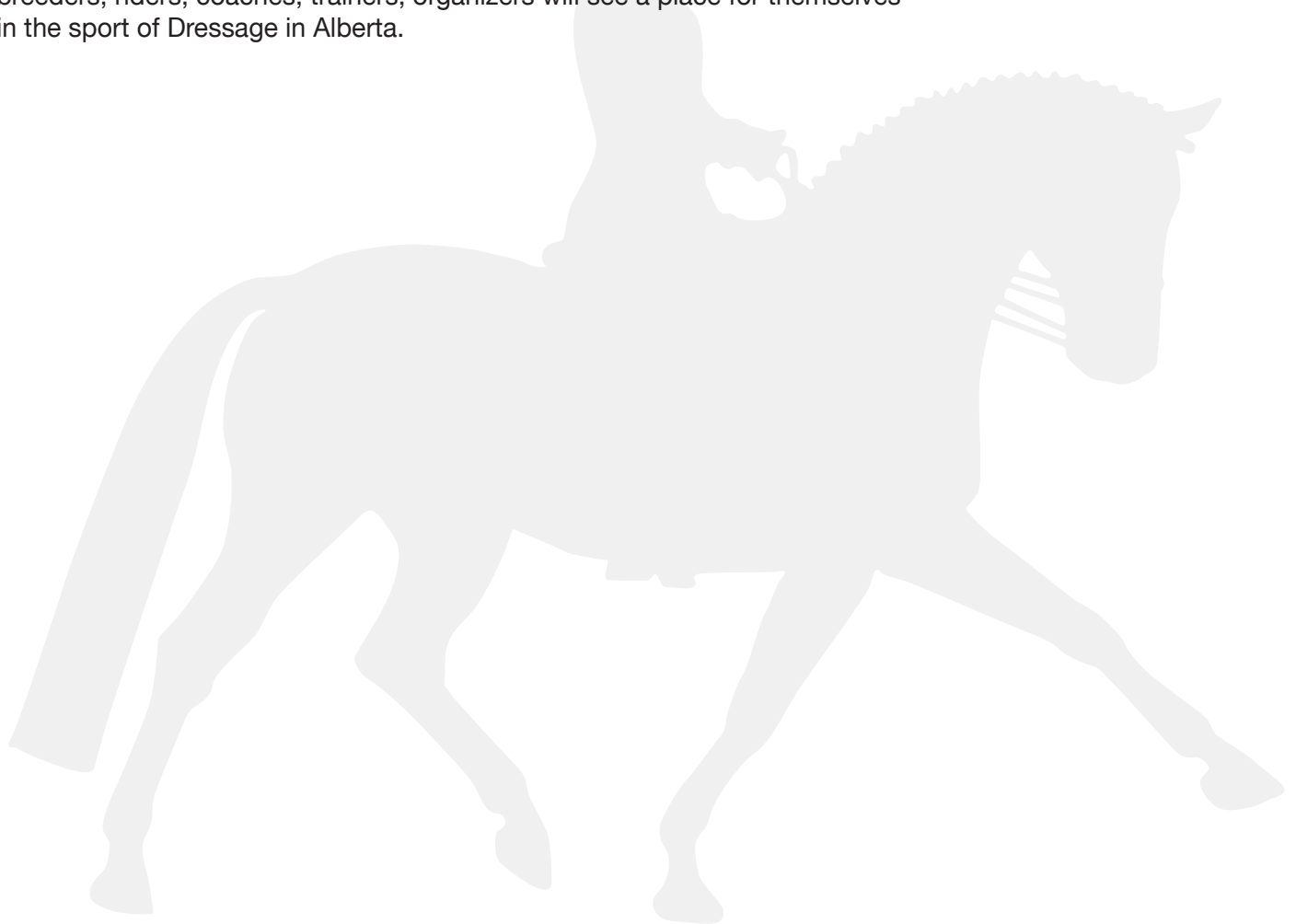


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## THE REQUEST

We are asking you to consider supporting this event by providing cash sponsorship which will be responsibly utilized to cover travel and teaching expenses of our clinician, as well as facility, food, advertising and administration costs for the event. We are also very happy to accept sponsorship in the form of products and giveaway items. We will use every social media means available to us to advertise and market the event to ensure a full house and successful financial outcome. Sponsors will be acknowledged throughout the weekend.

We would like to thank you very much for your consideration of this request. Please read on to learn about the different levels and types of sponsorship available. If you have other sponsorship ideas you wish to present, please do not hesitate to contact any of the 4 organizers listed at the end of this document. When this symposium is over, we hope to have generated enthusiasm and excitement within all participants, and that breeders, riders, coaches, trainers, organizers will see a place for themselves in the sport of Dressage in Alberta.





*Grand Prix Level dressage is the highest level of dressage. This level is governed by the FEI and tests the horse and rider to the highest standards.*

## **GRAND PRIX SPONSOR - PRESENTING SPONSOR \$10,000**

Only one sponsorship available at this level

**In return for your valued sponsorship, we will provide:**

- ▶ The name of your organization as the presenting sponsor on every digital or printed copy of media.
- ▶ Opportunity to introduce your organization and the guest clinician each morning as the day begins.
- ▶ Full page print advertisement in the symposium program
- ▶ Prominent coverage on the website and the social media pages
- ▶ We will hang up to 3 of your organization's banners in prominent locations around the facility.
- ▶ Space for a promotional booth during the event to advertise the organization, products, and services.
- ▶ One table in the VIP seating area for both days of the symposium, seats 4 people. This includes morning coffee and muffins, catered lunch, and seating in the VIP balcony for the duration of the symposium.
- ▶ Inclusion of your SWAG into the rider gift bags and auditor gift bags.

**THIS SPONSORSHIP LEVEL HAS BEEN SECURED BY THE ALBERTA DRESSAGE ASSOCIATION**





*Piaffe is a highly collected, cadenced, elevated diagonal movement giving the impression of remaining in place.*

## **PIAFFE SPONSOR – DAILY SPONSOR**

### **\$5,000**

Only three sponsorship available at this level

**In return for your valued sponsorship, we will provide:**

- ▶ The name of your organization as the daily or program sponsor on all digital or printed copy of media. For example, as the sponsor for the Saturday (or Sunday) Riding Program or the Evening Breeder's Presentation.
- ▶ Opportunity to introduce your organization after the lunch break, before the first afternoon rider, or before the beginning of the Evening Breeder's Presentation.
- ▶ Half page print advertisement in the symposium program
- ▶ Prominent coverage on the website and the social media pages
- ▶ We will hang 1 of your organization's banners in a prominent location at the facility.
- ▶ Space for a promotional booth during the event to advertise the organization, products, and services.
- ▶ Two VIP tickets for your sponsored program. This may include morning coffee and muffins, catered lunch, and seating in the VIP balcony for the duration of the symposium.
- ▶ Inclusion of your SWAG into the rider gift bags and auditor gift bags.





*Passage is a movement seen in upper-level dressage, in which the horse performs a highly elevated and extremely powerful trot.*

## **PASSAGE SPONSOR - \$2,500**

In return for your valued sponsorship, we will provide:

- ▶ Quarter page print advertisement in the symposium program
- ▶ Prominent coverage on the website and the social media pages
- ▶ We will hang 1 of your organization's banners in a prominent location at the facility.
- ▶ Space for a promotional booth during the event to advertise the organization, products, and services.
- ▶ Two auditor tickets to the duration of the symposium. This includes morning coffee and muffins, and catered lunch.
- ▶ Inclusion of your SWAG into the rider gift bags and auditor gift bags.



*Canter Pirouette is a two-track lateral movement, in which the animal makes a circle with its front end around a smaller circle made by the hind end.*

## **PIROUETTE SPONSOR - \$1,500**

In return for your valued sponsorship, we will provide:

- ▶ Business card size print advertisement in the symposium program
- ▶ Coverage on the website and the social media pages
- ▶ We will hang 1 of your organization's banners in a prominent location at the facility.
- ▶ One auditor ticket to the duration of the symposium. This includes morning coffee and muffins, and catered lunch.
- ▶ Inclusion of your SWAG into the rider gift bags and auditor gift bags.





*Prix St Georges is the beginning of the international levels of dressage.  
This level is governed by the FEI (Federation Equestre Internationale).*

## **PRIX ST GEORGES SPONSOR - \$1,000**

In return for your valued sponsorship, we will provide:

- ▶ Business card size print advertisement in the symposium program
- ▶ Coverage on the website and the social media pages
- ▶ We will hang 1 of your organization's banners in a prominent location at the facility.
- ▶ One auditor ticket to one day of the symposium. This includes morning coffee and muffins, and catered lunch on the day of your attendance.
- ▶ Inclusion of your SWAG into the rider gift bags and auditor gift bags.



## **FRIENDS OF DRESSAGE - \$250 to \$999**

In return for your valued sponsorship, we will provide:

- ▶ Business card size print advertisement in the symposium program
- ▶ Business logo on the website and the social media pages
- ▶ We will hang 1 of your organization's banners in a prominent location at the facility.
- ▶ Inclusion of your SWAG into the rider gift bags and auditor gift bags.







Please contact any of the following committee members if you have **sponsorship ideas** not found in this package. We are happy to discuss other opportunities with you, for example:

- Sponsor the Morning Welcome - coffee and muffins
- Riders and Grooms daily lunch (one or both days)
- Auditors Daily Lunch (One Day or Both Days)
- Saturday Evening Breeders Showcase and/or Wine and Cheese

A professional, multi-camera videographer will be filming the entire event for access after the symposium. Sponsors will be featured on video download page.

Companies donating prizes valued over \$150 may include business cards in the **Auditor and Rider Gift Bags** and will be acknowledged in Social Media and Symposium Announcements.

#### SYMPOSIUM COMMITTEE MEMBERS:

AUDREY KOKESCH	–	ajkokesch@gmail.com	403 418 5861
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