



Join our team by partnering in one of the fastest growing disciplines in the Equine Industry

## WORLD CHAMPIONSHIP SHOW SPONSORSHIP OPPORTUNITIES

Live Video Streaming	IDKMG.TV LIVE STREAMING VIDEO New office in Aliso Viejo	Award Sponsorship	Social Media Exposure
Join Our Annual Celebration of the Partnership Between Horse and Rider World Show Printed Media	World Show Printed Media	Continuing Education & Training	

WESTERN DRESSAGE ASSOCIATION OF AMERICA  
P.O. Box 2349 Parker, CO 80134  
(720) 662-4584  
www.wdaa.org

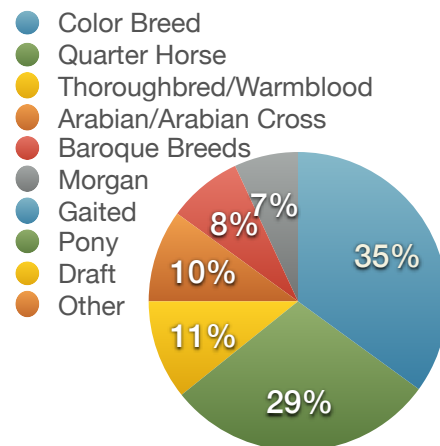
# WESTERN DRESSAGE ASSOCIATION OF AMERICA

The Western Dressage Association® of America invites you to partner in our journey through a wide variety of sponsorship opportunities. The integrity of the WDAA leadership and the passion of our members assure a bright future for this rapidly growing discipline. The 2017 World Championship Show will gather competitors from across the United States and Canada September 28-October 1 at the Lazy E. Arena in Guthrie, OK. You will want to be along for the ride.

## DEMOGRAPHICS

### WDAA Members are:

- Specific in making choices for services & products
- Loyal to an identified brand that shares their values
- Committed to the long term welfare of their horse
- Active in 11 State Affiliates, 12 Breed Affiliates & 2 International Alliance Partners
- Representatives of 28 states, 3 Canadian provinces, brought 183 horses of 31 breeds and crossbreeds for 824 rides in tests and rail classes.



## LIVE STREAM EXPOSURE

### Huge Demographic for Social Media Exposure:

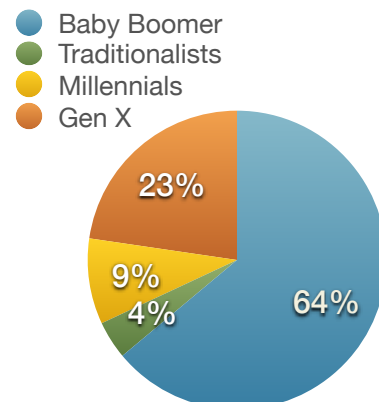
- In 2016 more than 11,693 unique viewers from 10+ countries watched the 4 show arenas on the Live Video Stream
- Our dedicated online following brings over 17,000 unique visitors per quarter. They returned to our site more than 28,000 times digging into our content to view more than 63,000 pages.
- Advanced advertising & post event video exposure to Social Media Platforms which includes a Facebook Audience with over 10,400 organic Likes, the average reach per post is 1,800 users.

"This new discipline appeals to riders of all ages, backgrounds & breeds of horse."  
Ellen DiBella,  
President, WDAA

## PRINT EXPOSURE

### Access to Competitors, Support Staff, Family, Friends, Visitors & growing fan base:

- 250+ horses expected to compete
- Competitors will spend 5-7 days in the OKC metropolitan area
- Active competitors are more likely to stay in a hotel while competing as well as make major purchases with their horse in mind.



## VIDEO PLAYER

*"Western Dressage has captured the hearts and imagination of the equine world in the U.S and internationally."  
Ellen DiBella,*

### **IKDMG - Live Equestrian Video Streaming [www.idkmediagroup.com](http://www.idkmediagroup.com)**

- **Headline Sponsorship Branding** - Premiere ad placement, logo and direct web link appear at the TOP left of the **video player**
- **Pre-Roll Branding** - Commercial or video will run when LIVE PLAYER is launched
- **Branding** - Each time the video player is launched and video is viewed during live or produced content, the logo will appear
- **Watermark Branding** - Overlays in the video stream offering constant exposure
- **Ad Player** - Video commercial or sponsor video will play while waiting for live content or between classes
- **Banner ads** - Placement of clickable banner ads on the right side of video player, brings up your website in a new tab, never leaving the live player
- **Video Pre-roll** - A commercial or video before each class in the live stream
- **Video Mid-roll** - A commercial or video that runs during the live streams as a commercial break or during a pause in the action
- **Sponsor Ads** - A video spot which runs pre-stream to live content and during ad insertion breaks

## AWARDS SPONSORSHIP

### **74 Classes Available to Sponsor**

- Ribbons awarded for 1st – 10th place
- Jacket for the winner of each class

### **Friday and Saturday Night Musical Freestyle Awards**

- Each night \$250 winner take all
- Ribbons awarded for 1st – 10th place
- Jacket for the winner of each night

### **Division Champion Awards**

- Buckle To Winners
- Ribbons awarded for 1st – 10th place
- Additional prizes for Champion & Reserve Champion

### **Special Awards**

- High Point & Reserve High Point for Junior, Amateur & Open Riders

### **Breed Awards**

- American Saddlebred, Andalusian/Andalusian Cross, Appaloosa, American Quarter Horse, Arabian/Arabian Cross, Fjord, Friesan/Friesan Cross, Georgian Grande, Grade/Unknown, Gypsy, Haflinger, Hanoverian, Missouri Fox Trotter, Morgan, Mule/Donkey, Mustang, National Sport Pony, National Show Horse Oldenburg, PRE, Paint, Pinto, POA, Rocky Mountain, Shire/Shire Cross, Thoroughbred, Tennessee Walker, Warmblood (not Oldenburg or Hanoverian), Welsh/Welsh Cross, Weser-Ems pony, additional breeds may be added as requested and sponsored.

### **Divisions:**

- Introductory, Basic & Level 1 for Junior, Amateur & Open Riders
- Level 2 & 3 for Junior/ Amateur & Open Riders
- Gaited Horse, Physically Challenged & Heroes on Horses for All Riders

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## SPONSORSHIP LEVELS AND BENEFITS

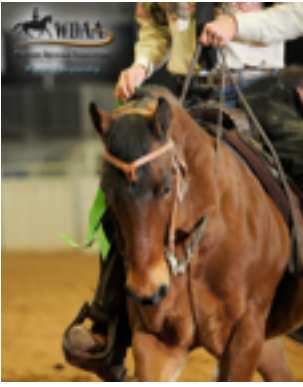
Exposure Opportunities by Sponsorship Level	\$7,000	\$5,000	\$2,500	\$1,500	\$500	\$250	\$100	\$25
	Sorrel	Palomino	Grullo	Buckskin	Appaloosa	Tobiano	Grey	Roan
Name acknowledged during show breaks & video feed	X	X	X	X	X	X	X	X
Complimentary Show Program	X	X	X	X	X	X	X	X
Name recognition on the sponsor page in the Official show program & Show signage	X	X	X	X	X	X	X	X
Breed High Point or Class Sponsor	X	X	X	X			X	
Division Award Sponsor	X	X	X	X	X	X		
WDAA Swag Bag	X	X	X	X	X	X		
Gala VIP Dinner Tickets	8	6	4	2	2			
VIP parking & seating	8	6	4	2	1			
Vendor space indoor or outdoor	X	X	X	X				
Banner signage in show arenas w/company logo	X	X	X					
Official sponsor of Gala Dinner & Silent Auction	X							

### Multiple Video and Print Packages Available to Bundle

<b>(A)</b> Video Mid - Roll Ad	A and/or	A or	A and/or	A and/or	A or			
<b>(B)</b> Video Player Branding or Banner Ad or Pre - Roll	B and/or	B or	B and/or	B or	B or	B or		
<b>(C)</b> Video Sponsor Ads, Pre-Roll Branding or WaterMark Promo	C and/or	C or	C and/or					
<b>(D)</b> Video Headline Sponsorship	D or	D or						
<b>(E)</b> Advertisement in show program	E Full Page Color Inside Front or Back	E Full Page Color Prime Location	E Full Page Color	E 1/2 Page Color or Full Page Black/ White	E 1/4 Page Black/ White	E (or) 1/4 Page Black/ White	E Business Card	

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WDAA is a 501(c)(3) non-profit organization. Proud to be the USEF Recognized Affiliate for Western Dressage with more than 1,000 members and countless fans. When the WDAA extends an invitation to a commercial partner to join us on our journey, we are confident that this partnership aligns our commitment to excellence which is never compromised.

Our mission is to build an equine community that combines the Western traditions of horse and rider with Classical Dressage.

The Western Dressage Association® of America evaluates all of its decisions with our mission and vision in mind:

- We honor the horse
- We celebrate the partnership between the horse and the rider.
- We celebrate the legacy of the American West .

## WDAA 2017 World Championship Show Marketing Committee

Ann Marie Avansino (209) 351-4738      wildwinefarms@aol.com  
Lindy Santellan      (209) 541-8474      lindylou59@gmail.com  
Holly Clanahan      hollyh101@yahoo.com

*"It was an honor to represent US Equestrian at the 2016 Western Dressage World Show. The entire competition was well done. The organizing committee found exactly the right mix of competition and enjoyment of horse sports for participants, their support teams and audiences. The growth of Western Dressage is tremendous and the WDAA clearly embraces the US Equestrian vision to Bring the joy of horse sports to as many people as possible."  
Bill Moroney, CEO of USEF*

## An Invitation from Our President

What happens when you add the tools of classical dressage to Western riders? Great things! The wonderful new discipline of Western Dressage brings unique riders together with loved horses in a special setting which focuses on the unique partnership between horse and rider. Riders are smiling and horses have their ears forward; everyone is having fun!

Your support of WDAA and Western Dressage is so important to continue the growth of this discipline. We are all paying it forward to celebrate our wonderful horses, our potential as riders and the joy of equine competition.



Welcome to this special Journey!

*Ellen DiBella*

President, Western Dressage Association® of America  
info@westerndressageassociation.org

# WDAA 2017 WORLD CHAMPIONSHIP SHOW SPONSORSHIP FORM

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Name \_\_\_\_\_ Organization \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Address for Receipt \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
WebSite \_\_\_\_\_

## Desired Sponsorship

Ann Marie Avansino 209-351-4738 wildwinefarms@aol.com

Checks are payable to **WDAA** & mailed to **P.O. Box 2349 Parker, CO 80134**

A portion of your sponsorship may be tax deductible. Please consult your tax advisor.

- |   |   |
|---|---|
| <input type="checkbox"/> Sorrel - \$7,000+  | <input type="checkbox"/> Roan - \$25                                  |
| <input type="checkbox"/> Palomino - \$5,000 | <input type="checkbox"/> Welcome Party Sponsor - \$250                |
| <input type="checkbox"/> Grullo - \$2,500   | <input type="checkbox"/> Friday Social - \$250                        |
| <input type="checkbox"/> Buckskin - \$1,500 | <input type="checkbox"/> Farewell Reception Sponsor - \$250           |
| <input type="checkbox"/> Appaloosa - \$500  | <input type="checkbox"/> Division Awards or Musical Freestyle - \$250 |
| <input type="checkbox"/> Tobiano - \$250    | <input type="checkbox"/> Breed High Point/Class Sponsor - \$100       |
| <input type="checkbox"/> Grey - \$100       | <input type="checkbox"/> Silent Auction Item or Gift Card - \$25+     |

## Advertising World Show Program

Stacia Wert-Gray 405-204-3870 gtgray@aol.com

Sponsorship & advertising deadline is September 5 for inclusion in the show program

[www.horseshowconsulting.com/wdaa-world](http://www.horseshowconsulting.com/wdaa-world)

- |   |   |
|---|---|
| <input type="checkbox"/> Full page color inside/outside cover – \$1,500 | <input type="checkbox"/> Half page black & white – \$300    |
| <input type="checkbox"/> Full page color – \$1,000                      | <input type="checkbox"/> Quarter page black & white – \$200 |
| <input type="checkbox"/> Full page black & white – \$500                | <input type="checkbox"/> Vendor Space - \$200               |

## Live Video & Social Media Exposure

Jacob G. Nazarian IDKMediaGroup 978-496-5883

[techdir@idkmediagroup.com](mailto:techdir@idkmediagroup.com)

- |   |  |
|---|--|
| <input type="checkbox"/> Headline Sponsorship Branding \$5,000                      | <input type="checkbox"/> Pre - Roll \$500    |
| <input type="checkbox"/> Pre-Roll Branding \$1,000                                  | <input type="checkbox"/> Mid - Roll \$250    |
| <input type="checkbox"/> Promo Watermark \$1,000                                    | <input type="checkbox"/> Sponsor Ads \$1,000 |
| <input type="checkbox"/> Player Branding or Banner Ad Player \$200 x 5 or \$500 x 2 |  |

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