

Genesee Riding & Driving Club
Area 1 Championships & Horse Trials
August 19 & 20, 2023



Dear Prospective Sponsor or Vendor,

This year, the Genesee Valley Riding & Driving Club will not only run our wonderful August Horse Trials, but we will also host the United States Eventing Association's Area 1 Championships! This year's event will take place August 19 & 20 at the lovely Hideaway Farms and Fox Run Farm in Geneseo, NY. Genesee Valley is truly the heart of NY horse country with a rich equestrian history and beautiful, scenic cross-country courses.

We are anticipating over 200 riders, from all over the Northeast, will join us to contest the championship and horse trials divisions! This event attracts more than 120 dedicated volunteers, officials and staff to support the mechanisms of such a large event.

As competitors, spectators, trainers, and supporters converge for the Area 1 Championships, they bring support to area businesses and friends. In order to host an event of this caliber, with exciting and dynamic courses, a variety of social gatherings, and exceptional attention to detail – we rely on the support of people and organizations like you! Your support as a sponsor directly influences the ability of our not-for-profit club to execute a regionally relevant, championship event! We will concurrently be running the GVRDC August Horse Trials divisions for even more brand awareness.


We'd like to work with you to put your brand in front of a passionate and committed audience. Your brand will reach our complete contingent of competitors, volunteers, spectators and officials. Working with our social channels and web presence, commemorative show program and the addition of many opportunities to network on site during the event, we know you will benefit from this engaging opportunity. We have developed a range of sponsorship opportunities and we welcome all levels of sponsor and vendor participation.

Sponsorship and advertising fees for the GVRDC Horse Trials and Area 1 Championships are tax-deductible. Included in this packet, you will find detailed information on a variety of sponsorship and advertising opportunities. There are many ways to be involved – and, if you don't see something that speaks to you, we'd be delighted to create a custom package that aligns with your marketing goals.

We are looking forward to making plans with you,

David Chugg, GVRDC President
(585)746-8055; sponsors@gvrdc.org

Liz Johnson, Sponsorship Chair
(774)217-0302; sponsors@gvrdc.org



Genesee Valley Riding & Driving Club

SPONSORSHIP PACKAGES

Area 1 Championship & Horse Trials
2023



PLATINUM PACKAGE

\$3000

- Title Sponsor of integral component of the event; limited options such as Patron Tent or Show Jumping Arena
 - Premium Vendor Space (10x20')
 - 1 reserved table at the GVRDC VIP Clubhouse
 - 8 tickets to the Competitor's Party
 - 2-page ad with premium placement in the event program
 - Banner space in prominent location
 - Announcements 4x daily at event
 - Social media coverage on GVRDC platforms (Facebook, Instagram) before, during, and after the event
 - GVRDC will proactively promote sponsor-generated social media content (hashtags, sharing, tagging, etc.) surrounding the event
 - Logo and website linked from GVRDC home page and across all pages
 - Post-event media photos and mention in press-release
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GOLD PACKAGE

\$2000

- Cross-Country complex naming option (start box, water complex, bank complex, etc.) Limited opportunities.
 - Vendor Space (10x10')
 - 4 tickets to the GVRDC VIP Clubhouse
 - 1-page advertisement in event program
 - Banner space in prominent location
 - Announcements 4x daily at event
 - Social media coverage on GVRDC platforms (Facebook, Instagram, Twitter) before, during, and after the event
 - GVRDC will proactively promote sponsor-generated social media content (hashtags, sharing, tagging, etc.) surrounding the event
 - Logo and website linked from GVRDC event page
 - Post-event media photos and mention in online press-release
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SILVER PACKAGE

\$1500

- Vendor Space (10x10')
 - 2 tickets to the GVRDC VIP Clubhouse
 - ½ page advertisement in the event program
 - Banner space in prominent location
 - Announcements 4x daily at event
 - Social media coverage on GVRDC platforms (Facebook, Instagram) before, during, and after the event
 - GVRDC will proactively promote sponsor-generated social media content (hashtags, sharing, tagging, etc.) surrounding the event
 - Logo and website linked from GVRDC home page
 - Post-event media photos and mention in press-release
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BRONZE PACKAGE

\$1000

- Vendor Space (10x10')
- 1 ticket to the Patron's Tent
- ¼ page advertisement in event program
- Banner space in prominent location
- Announcements 4x daily at event
- Social media coverage on GVRDC platforms (Facebook, Instagram, Twitter) before, during, and after the event
- GVRDC will proactively promote sponsor-generated social media content (hashtags, sharing, tagging, etc.) surrounding the event
- Logo and website linked from GVRDC event page
- Post-event media photos and mention in online press-release

A rider in a black shirt and white breeches is on a dark horse, positioned in front of a large tent with black and white diagonal stripes. The rider is leaning forward, possibly preparing for a jump or a specific riding posture. The background shows the tent's structure and some foliage.

VENDOR SPACE PACKAGES

\$200

- Vendor space in the Vendor Village, adjacent to the show jumping arena, GVRDC VIP Clubhouse and show office.
 - Approximately 10'x10' space.
 - Logo and website linked from GVRDC event webpage
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RIDER CARE & VOLUNTEER SPONSORS

\$500 and/or in-kind donations may be acceptable.

- Sponsor our "hospitality fairy" golf cart. Highly visible opportunity to brand and decorate the cart!
 - In-kind donations for various prizes or for inclusion in competitor packets
 - This package provides funding for hospitality for our wonderful volunteers!
 - Logo and website linked from show landing pages.
 - Various price points, in-kind acceptable
 - May be combined with other sponsorship packages
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EVENT ADVERTISING

Fence Sponsor

Your company logo will be posted on a banner at the event in high visibility locations.

XC fence will be named for your organization in print & announced throughout the event.

\$250

Championship Prize Sponsor

Participate in the award giving ceremony! Sponsor Championship prizes per division.

Your organization will be named during prize giving ceremonies. Select division to sponsor. Limited opportunities.

\$200/division

PROGRAM ADVERTISING

- Advertisements must be electronically submitted by July 15, 2023.
 - High-quality, color, jpeg or PDF
 - ¼ Page: \$100.00 (3.5"w x 5.0"h)
 - ½ Page: \$175.00 (7.5"w x 5"h)
 - Full Page: \$250.00 (7.5"w x 10"h)
 - Cover: \$325.00 *Limited opportunities for front inside cover, back inside cover and back.*
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OTHER OPPORTUNITIES

Would you like to be involved and have another idea? Please contact us directly!

We would be thrilled to create a custom, meaningful opportunity for you.

sponsors@gvrdc.org - www.gvrdc.org
