

Genesee Riding & Driving Club
Area 1 Championships & Horse Trials
August 17 & 18, 2024



Dear Prospective Sponsor or Vendor,

Genesee Valley Riding & Driving Club will run our August Horse Trials, and for the second year we will also host the **United States Eventing Association's Area 1 Championships!** The event will take place August 17 & 18 at the lovely Hideaway Farms and Fox Run Farm in Geneseo, NY.

After such a successful show in 2023, we are anticipating even more rider this year with over 200 riders, from all over the Northeast and more than 120 volunteers, officials, and staff to support this large event. Competitors, spectators, trainers, and families will be converging for the Area 1 Championships where they will be supporting businesses and vendors.

To host an event of this caliber we rely on the support of people and organizations like you! Sponsors and advertisers directly influence our ability as a not-for-profit club to execute a successful regionally relevant championship event.

We'd like to work with you to put your brand in front of a passionate and committed audience of competitors, volunteers, spectators, and officials.

You and your business will benefit from being showcased in our social channels, web presence, commemorative show program, and the many opportunities to network on site during the event. We have developed a range of sponsorship opportunities, and we welcome all levels of sponsor and vendor participation.

Included in this packet, you will find detailed information on a variety of tax-deductible 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.

For more information you can also go to gvrdc.org – Shows – Championships sponsorships/vendor opportunities.

We are looking forward to making plans with you,

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

Suzanne Adams, Sponsorship
(978) 729-2102; sponsors@gvrdc.org

Megan Bond, Sponsorship and Membership
(603) 851-2540 sponsors@gvrdc.org

Genesee Valley Riding & Driving Club

Sponsorship Packages

USEA Area 1 Championship & Horse Trails

August 2024

TITLE SPONSOR

\$5,000

- Title event sponsor
- Premium Vendor Space (10x20')
- 1 reserved table in the Patrons Tent
- 8 tickets to the competitor's party
- 2-page program ad with premium placement
- Banner space in prominent location
- Announcements 6x daily at the event
- Social media coverage on GVRDC platforms before, during, and after the event
- Logo and website linked from GVRDC website
- Mentions in press releases as title sponsor

PLATINUM PACKAGE

\$3,000

- Title Sponsor of a portion of the show. Limited options such as the Patron Tent, Volunteer Tent, competitor's party, dressage, cross country, and show jumping.
- Premium vendor space (10'x20')
- 1 reserved table in the Patrons Tent
- 8 tickets to the competitor's party
- 2-page ad with preferred placement in the event program
- Banner space in prominent location
- Announcements 4x daily at the event
- Social media coverage on GVRDC platforms before, during, and after the event



GOLD PACKAGE

\$2,000

- Cross country complex naming. Limited options such as start box, water complex, bank complex, finish line/area.
- Vendor space (10'x10')
- 4 tickets to the Patrons Tent
- 1-page ad in the event program
- Banner space in prominent location
- Announcements 4x daily at the event
- Social media coverage on GVRDC platforms before, during, and after the event
- Logo and website linked from GVRDC website
- Mentions in press releases

SILVER PACKAGE

\$1,500

- Vendor space (10'x10')
- 2 tickets to the Patrons Tent
- 1/2-page ad in the event program
- Banner space in prominent location
- Announcements 4x daily at the event
- Social media coverage on GVRDC platforms before, during, and after the event
- Logo and website linked from GVRDC website
- Mentions in press releases

BRONZE PACKAGE

\$1,000

- Vendor space (10'x10')
- 2 tickets to the Patrons Tent
- 1/4-page ad in the event program
- Banner space in prominent location
- Announcements 4x daily at the event
- Social media coverage on GVRDC platforms before, during, and after the event
- Logo and website linked from GVRDC website
- Mentions in press releases



RIDER CARE AND VOLUNTEER APPRECIATION SPONSORS

\$500 Hospitality Fairy, various dollar amounts and/or in-kind donations

- “Hospitality fairy” golfcart sponsorship allows you to brand the cart that is active across the venue the entire weekend.
- In-kind donations can be used for prizes or inclusion in competitor packets or as volunteer thank you gifts.
- Logo and website linked from GVRDC website

VENDOR SPACES IN VENDOR VILLAGE

\$100

- Vendor space (10'x10')
- Social media coverage in promotion of event
- Logo and website linked from GVRDC website
- Mentions in press releases

PROGRAM ADVERTISING

Full Page \$250, ½ page \$175, ¼ page \$100, Business Card \$50

- Advertising must be submitted electronically by August 1, 2024, pdf, jpg, tiff, bmp, photoshop or InDesign. They must be 300 dpi or higher

LOOKING FOR OTHER OPPORTUNITIES?

Would you like to be involved or have another idea? Please contact us directly. We are open to creating a custom opportunity that meets your needs and budget.

sponsors@GVRDC.org www.gvrdc.org

OTHER LEVELS:

CROSS COUNTRY JUMP SPONSOR

\$250

- Your logo, name or message will be posted at your
- Acknowledgement in the program

MODIFIED DIVISION SPONSOR

\$350

- 6 tickets to the Patron's tent
- 6 tickets to the Competitors party
- Acknowledgement posted by the Stadium Course
- Acknowledgement in the program

TRAINING DIVISION SPONSOR

\$300

- 5 tickets to the Patron's tent
- 5 tickets to the Competitors party
- Acknowledgement posted by the Stadium Course
- Acknowledgement in the program

NOVICE DIVISION SPONSOR

\$250

- 4 tickets to the Patron's tent
- 4 tickets to the Competitors party
- Acknowledgement posted by the Stadium Course
- Acknowledgement in the program

BEGINNER NOVICE DIVISION SPONSOR

\$200

- 3 tickets to the Patron's tent
- 3 tickets to the Competitors party
- Acknowledgement posted by the Stadium Course
- Acknowledgement in the program

INTRO DIVISION SPONSOR

\$150

- 2 tickets to the Patron's tent
- 2 tickets to the Competitors party
- Acknowledgement posted by the Stadium Course
- Acknowledgement in the program

