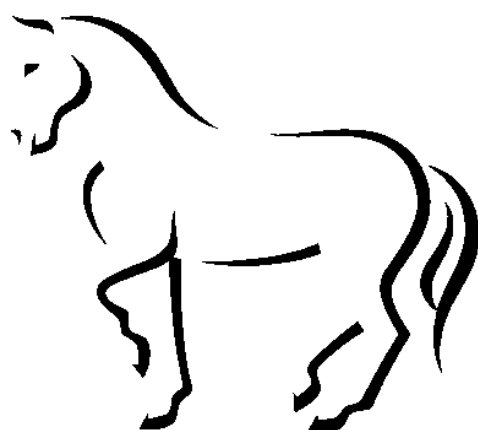


THE 2010 PARKLAND DRESSAGE FESTIVAL

*Featuring the Alberta Provincial & Western
Regional Championships*



SPONSORSHIP PACKAGE

*Supporting the Central Alberta Special Equestrians, Shadow
Riders 4-H and the Medicine River Pony Club*

Sponsored by the Red Deer Lodge

September 16, 17, 18 & 19, 2009

Westerner Park, Red Deer, Alberta

**Hosted by the Parkland Area Alberta Dressage
Association**

I would like to take this opportunity to say thank you for considering sponsoring dressage in Alberta. Each year we try to improve the quality of our show by offering some of the top judges in the world, excellent facilities, top levels of prize money and prizes and quality show management. We are pleased to welcome riders from Manitoba, Saskatchewan, BC and of course all over Alberta.

One of the highlights of our show is always the Duckering's International Freight and G2 Financial Gala Evening. Last year a full house of spectators enjoyed many fantastic musical rides, a wine and cheese social, complimentary cake and the ever popular Pet Parade. We were very excited to present The Central Alberta Special Equestrians with a cheque in support of their program and look forward to working with them again this year. In addition to the gala evening we were excited to offer a Welcome Supper on Friday evening courtesy of Double W Horsemanship Academy and the Aspen Creek Training Center Farewell Breakfast on Sunday.

In Alberta, we have junior athletes who will be aiming for the North American Championships over the next few years as well as high performance riders who are aiming for the World Equestrian Games this year and other international competitions in the coming years. The Festival helps to prepare these competitors for their move into the national and international dressage scene. Another popular class, the Young Horse Division, provides an opportunity for Alberta sport horse breeders to showcase their young horses. Shows of this calibre allow competitors to evaluate their standards of training and prepare for the next step of competition. This show also offers a chance for judges to see what Alberta has to offer in the way of horses and riders. In 2009 we had International judges from Germany, Austria, Peru and Canada. This year we again have invited judges from all over the world to provide an international level of assessment for our athletes.

We are busy "putting our name on the map" and would like to invite you to join us. Please take a moment to look through the attached sponsorship package and see if there is an option that you would be interested in or if you have any additional ideas for involvement. Please contact me with any questions or ideas.

Sincerely,

Sheri Bresee & Jean Duckering

Show Managers

sherib@xplornet.com

403-358-6605

SPONSORSHIP OPPORTUNITIES

Show Sponsor **\$ 2500** *Reserved table at the gala evening, banner space in arenas, full page ad in show program, trade fair space, competitor package inserts, participation in award ceremonies and PA announcements throughout the show.*

Gala Evening Sponsor(2 available) **\$1500** *Sponsor of the wine and cheese reception for competitors and sponsors, reserved table at the gala evening, banner space in the main arena, full page ad in show program, trade fair space, participation in award ceremonies and PA announcements during the gala.*

Gold Sponsor **\$1000** *Reserved table at the gala evening, banner space in the arena, full page ad in show program, participation in award ceremonies and PA announcements.*

Silver Sponsor **\$500** *Two seats in reserved section at the gala evening, banner space in the arena, half page ad in show program, participation in award ceremonies and PA announcements.*

Bronze Sponsor **\$250** *Banner space in the arena, quarter page ad in show program, participation in award ceremonies and PA announcements.*

“Early Bird” Sponsor(1 available) **\$1000** *Sponsor of coffee and hot chocolate for our competitors on Friday, Saturday and Sunday mornings, half page ad in program, trade fair space, signage and handouts on table, competitor package inserts and PA announcements.*

“Welcome” Sponsor(1 available) **\$1500** *Sponsor of a buffet supper Friday evening for competitors and volunteers, signage and handouts on tables at supper, competitor package inserts, full page ad in program and PA announcements.*

“Farewell” Sponsor (1 available) **\$1500** *Sponsor of a pancake breakfast Sunday morning for competitors and volunteers, signage and handouts on tables at breakfast, competitor package inserts, full page ad in program and PA announcements.*

Show Program Advertising

Full page ad	\$400	Half page ad	\$200
Quarter page ad	\$100	Business card ad	\$50

Promotional Opportunities

Trade Fair **\$200 w/o electricity** **\$250 w/ electricity**

Indoor or outdoor space and listing on trade fair page of show program

Competitor Package Inserts **\$150**

Banner Space in Arena **\$150**

Table at Gala Evening (seating for 8 people) **\$400**

DETAILS

Sponsorship agreements and payment should be received by Sheri before August 20, 2010. All ad copy and art work must be received by August 28, 2010. Any sponsorship or advertising received after August 28 cannot be included in the program. The details for ad copy are listed below. All artwork and ad information may be emailed directly to sherib@xplornet.com.

Ad dimensions: Business Card horizontal = 3.625 in wide x 2 in tall,
 Quarter page vertical = 3.625 in wide x 4.333 in tall,
 Half page horizontal = 7.375 in wide x 4.333 in tall,
 Full page vertical = 7.3889 in wide x 8.9028 in tall,

Ad specs: Black & white artwork, High-resolution (300 dpi) graphics, Preferred formats: JPG, GIF, TIFF

Email artwork to sherib@xplornet.com. (Please email if you have any questions regarding your advertisement artwork or if your artwork is in a different shape or format than required).

Competitor Package Inserts

Each horse entered in the competition will receive a package containing their number, show program and promotional items. We welcome you to include your business card, brochure, discount coupon, pens or any other promotional item you can think of. Any inserts for competitor packages must be received by September 13. They may be mailed to Sheri Bresee (RR 2 Site 14 Box 6 Red Deer, Alberta, T4N 5E2) or arrangements may be made for them to be dropped off.

Trade Fair Space

The trade fair will be held in the main arena building. This is an easily accessed area well located near the main ring and in the same area as the scoreboard. The Wine and Cheese Social, Welcome Supper and Farewell Breakfast will also be held in this area to create high traffic for your booth. You will be provided with one table and two chairs. Additional tables or chairs may be rented or you can bring your own. Space will be allocated on a first come, first serve basis. All indoor displays must be set up in this area; there will be no booths set up in the actual arena area. There is also display space outside. Please talk to Sheri about your booth requirements and we will do our best to accommodate you. The area is locked and security patrols the building after show hours. Arrival and set up for the trade fair will be available on Wednesday, September 15 starting at 1:00pm and closing for the evening at 9:00pm.

Banner Space

Banners will be hung in the main arena on display to the spectators. Banners must be received before or on Wed, Sept 15 in order to be hung on the 15th. Any banners received after the 15th cannot be hung in the main arena but will be put on display in the seating area.

Gala Table Seating

Purchasing a table allows eight guests to be seated at the table during the Saturday evening Freestyle Gala. This will include a show program per table, wine and cheese trays in the reserved area and a bottle of red and white wine on your table.

*The Parkland Dressage Festival is proud to
support:*

Central Alberta Special Equestrians

Central Alberta Special Equestrians (CASE) is a charitable organization operating under the Societies Act. It is funded through nominal user fees, fund-raising, donations and grants. CASE promotes competence, skill development and physical exercise in all areas related to horsemanship for mentally, physically and learning disabled individuals from Red Deer and surrounding areas. For more information: www.hoofbeats.org or call 403-302-0707

Shadow Rider's 4-H Club & Medicine River Pony Club



RED DEER LODGE
HOTEL AND CONFERENCE CENTRE

**Official Show Sponsor & supplier of the
officials accommodations.**

Special rates available for the show please contact them for more
information. 1-800-661-1657

2010 Parkland Dressage Festival

Westerner Park, Red Deer, Alberta

September 16-19, 2010

Sponsorship or Advertising Agreement

Name: _____

Address: _____

Phone/Fax: _____

Email: _____

We are hereby enclosing payment for the following:

(Please list the sponsorship package, advertising option or promotional opportunity you would like)

Please make checks payable to PA/ADA

Amount of Payment: _____

Signature of sponsor/advertiser: _____

Please send ad copy by email, following the above requirements, before August 28, 2010.

THANK YOU!

Please mail this form with payment to:

Sheri Bresee RR 2 Site 14 Box 6 Red Deer, Alberta T4N 5E2