

Carl Hester

Through the Levels Masterclass

22 July 2018 – Old State Equestrian Centre



Sponsorship Proposal

Carl Hester Masterclass

Carl Hester – multiple Olympic champion including team Gold at London & team Silver at Rio, and trainer of Charlotte Dujardin, is conducting a masterclass at the Qld State Equestrian Centre, Sunday July 22, 2018.

Dressage Qld is very proud to have secured Carl for this amazing event and to be able to offer dressage and horse lovers alike, the opportunity to spend a day learning from one of the world's greatest dressage riders and trainers.

The response to our Facebook post announcing Carl's masterclass has been overwhelming, with post reaches exceeding 113,000. Our network has also been extended through Carl's own Facebook page and website.

Tickets have been priced to make this an inclusive event (rather than an exclusive event), to encourage everyone to attend. The Qld State Equestrian Centre has seating for 3,190 spectators and filling it is our aim.

This is an amazing opportunity for your business to gain extensive exposure – the like of which is rarely seen in Qld. We invite you to take advantage of this opportunity and be part of this very special event as a sponsor.

The table below summarises the sponsorship opportunities available for the Carl Hester Masterclass. Details of the benefits of each sponsorship level can be found on the following pages. *(Please note GST is included in all sponsorship values)*

Naming Rights to the:	Level	\$Value
Carl Hester Masterclass - SOLD	1	SOLD
4YO Young Horse Session	2	\$2,200
5YO/6YO Young Horse Session	2	\$2,200
Medium/Advanced Session	2	\$2,200
Small Tour Session	2	\$2,200
Big Tour Session - SOLD	2	SOLD

Carl Hester Masterclass

Sponsorship Level 1

Naming Rights to the Carl Hester Masterclass Event

- ★ Your saddlecloth or clothing worn by the horses or riders in all masterclass sessions.
- ★ Weblinks via the Equestrian Qld/Dressage Qld/Carl Hester Masterclass website – linked with Facebook promotional listings.
- ★ 2 x Full page colour advertisement in the Brisbane CDI & Carl Hester Masterclass Official Program (sponsor to provide artwork).
- ★ Company logo representation on all promotional material.
- ★ Extensive PA Promotion throughout the Carl Hester Masterclass.
- ★ Trade Stand/Display for 5 days at the Brisbane CDI and Carl Hester Masterclass, July 18 to 22 (size to be negotiated with organising committee, sponsor to provide own shelter/van).
- ★ Signage (to be provided by sponsor).
- ★ VIP Ringside Seating – 4 tickets.
- ★ Photo with Carl Hester and session horse and rider, post session.

Sponsorship Cash Investment: \$11,000.00 (GST included)

Carl Hester Masterclass

Sponsorship Level 2

Naming Rights to one of the Carl Hester Masterclass Sessions:

- Young Horse
- Elementary/Medium
- Medium/Advanced
- Small Tour
- Big Tour - **SOLD**

- ★ Your saddlecloth or clothing (whichever is not chosen by the event's naming rights sponsor) worn by the horse or rider in your masterclass session.
- ★ Weblinks via the Equestrian Qld/Dressage Qld/Carl Hester Masterclass website – linked with Facebook promotional listings.
- ★ 1 full page colour advertisement in the Brisbane CDI & Carl Hester Masterclass Official Program (sponsor to provide artwork).
- ★ Company logo representation on all promotional material.
- ★ PA Promotion before and after the Masterclass Session.
- ★ Trade Stand/Display for 5 days at the Brisbane CDI and Carl Hester Masterclass, July 18 to 22 (size to be negotiated with organising committee, sponsor to provide own shelter/van).
- ★ Signage (to be provided by sponsor).
- ★ VIP Ringside Seating – 2 tickets.
- ★ Photo with Carl Hester and session horse and rider, post session.

Sponsorship Cash Investment: \$2,200.00 (GST included)

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SPONSORSHIP BOOKING/ENQUIRY FORM (payment due within 14 days of booking)

Company:		ABN:	
Trading Name:			
Contact Name:			
Mailing Address:			
Mobile:			
Email:			
Website:			

I would like to book the following Level of Sponsorship or would like to discuss options. (Please tick) Please note some sessions may no longer be available.

An invoice will be sent to you once your booking is received.

Sponsorship Level : _____

Masterclass Session: _____

I would like to book a Trade Stand (we will send you a trade stand booking form).

I would like you to contact me to discuss my Sponsorship options.

For further information or booking enquiries, please contact:

Event Director – Leesa Murray –

email: leesa_murray@optusnet.com.au

Phone: 0402 033 716

Booking/Enquiry forms should be emailed to Leesa at the above email address.