



**2016**  
***Saddleworld Brisbane CDI***  
***Sponsorship Proposal***



**July 14-17**  
**Qld State Equestrian Centre**  
**Caboolture, QLD**





# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

The Saddleworld Brisbane CDI is Queensland's only International Dressage event and Dressage QLD's showcase event on their 2016 calendar.

The event incorporates a CDI3\*, CDI-Y, and the Qld State Young Dressage Horse and Pony Championships, as well as other National Competitions including the Saddleworld Novice Club Challenge. The Young Horse and Young Pony Championships provide the opportunity for QLD's up and coming 4, 5 and 6 year old dressage horses and ponies to vie for the State Championship title. The Novice Club Challenge was introduced in 2015. It enables clubs to enter teams of 2 riders and opens the Brisbane CDI up to our grass roots riders. This was a tremendous success in 2015 and brought a new level of team spirit to the event. Combining these three major competitions with the Club Challenge into one event provides your business with a much greater market as it opens the event up to many more competitors, breeders and owners.

Dressage is an Olympic discipline and is unique in that Equestrian is the only sport worldwide where men and women compete against each other on equal footing, and involves an animal (the horse)! A sport that strives for excellence and perfection, and riders, owners and breeders are always on the look-out for quality products and services that best suit not only their own needs, but also those of their equine partner. This gives your business the opportunity to enhance its profile, products and services within a target market.

- ★ Queensland's Premier Dressage Event.
- ★ Australia's only International Dressage Event north of Sydney – an established & highly regarded event on the Australian Dressage calendar.
- ★ Featuring QLD's and Australia's top dressage combinations.
- ★ An opportunity for Australian-based riders to gain World Ranking points
- ★ An opportunity for Australia's top young riders to gain points in the CDI-Y Dressage Series.
- ★ A Ground Jury consisting of some of the highest qualified International Dressage Judges in the World.
- ★ Venue: Qld State Equestrian Centre, Caboolture offers a World Class Indoor Arena and facilities.
- ★ Extensive regional, state, national and international media coverage.
- ★ Mingle with riders, sponsors, owners, international judges, grooms & guests.
- ★ Designated Trade Village – offering potential for regional marketing.
- ★ General Admission is FREE on all days (subject to change for Saturday night).
- ★ Value for money sponsorship.

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## Sponsorship Opportunities – Summary

The table below summarises the sponsorship opportunities available for the 2016 Brisbane CDI. 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
Riders' Welcome Event	2	\$3,000
CDI Grand Prix Special	4	\$1,850
CDN Medium Tour Freestyle	4	\$1,850
CDN Grand Prix	5	\$1,300
CDN Grand Prix Freestyle	5	\$1,300
CDN Grand Prix Special	5	\$1,300
CDN FEI Intermediate II	5	\$1,300
CDN Intermediate A	5	\$1,300
CDN Intermediate B	5	\$1,300
CDI-Y Team Test (riders 16-21)	6	\$1,000
CDI-Y Individual Competition (riders 16-21)	6	\$1,000
Sharon Doe Memorial (Riders Under 25)	6	\$1,000
Riders & Volunteers Marquee	6	\$1,000
Preliminary 1.2	7	\$660
Preliminary 1.3	7	\$660
<del>CDI Grand Prix Freestyle - Sponsorship taken</del>	<del>2</del>	<del>Taken</del>
<del>CDI Big Tour Champion - Sponsorship taken</del>	<del>3</del>	<del>Taken</del>
<del>CDI Grand Prix – Sponsorship taken</del>	<del>4</del>	<del>Taken</del>
<del>CDN Intermediate Freestyle – Sponsorship taken</del>	<del>4</del>	<del>Taken</del>
<del>CDN Small Tour Championship – Sponsorship taken</del>	<del>4</del>	<del>Taken</del>
<del>CDN Intermediate I – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>CDN Prix St Georges – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>CDI-Y Freestyle (riders 16-21) – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>Advanced Freestyle – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>4 YO Young Horse – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>5 YO Young Horse – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>6 YO Young Horse – Sponsorship taken</del>	<del>5</del>	<del>Taken</del>
<del>Advanced 5.2 – Sponsorship taken</del>	<del>6</del>	<del>Taken</del>
<del>Advanced 5.3 – Sponsorship taken</del>	<del>6</del>	<del>Taken</del>





# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

## **Sponsorship Level 2**

### **Naming Rights to one of the following:**

- **Riders' Welcome Event**
- **~~CDI Grand Prix Freestyle~~ – Sponsorship Taken**

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Full page colour advertisement in Official Program (sponsor to provide artwork).
- ★ Company name/logo on prize rug (not applicable for Riders' Welcome)
- ★ Company logo representation on all promotional material.
- ★ Extensive PA Promotion on the day/night of the sponsored class.
- ★ Trade Stand/Display for 4 days (size to be negotiated with organising committee, sponsor to provide own shelter/van).
- ★ Signage (to be provided by sponsor).
- ★ Company representative at presentation ceremony for sponsored class.
- ★ Product sampling in Riders' Bags.
- ★ Saturday evening VIP Ringside Dinner – 2 tickets.
- ★ Luncheon each day – 1 ticket.
- ★ Riders' Welcome Function – 4 tickets.

**Sponsorship Cash Investment:           \$3,000.00 (GST included)**

# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

## **Sponsorship Level 3**

### **~~Naming Rights to the CDI Big Tour Champion— Sponsorship Taken~~**

The CDI-W Big Tour Champion is determined from the following classes:

- CDI Grand Prix
- CDI Grand Prix Freestyle
  
- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Half page colour advertisement in Official Program (sponsor to provide artwork).
- ★ Company name/logo on prize rug
- ★ Company logo representation on all promotional material.
- ★ Extensive PA Promotion during the Big Tour classes.
- ★ Trade Stand/Display for 4 days (size to be negotiated with organising committee, sponsor to provide own shelter/van).
- ★ Signage (to be provided by sponsor).
- ★ Company representative at presentation ceremony.
- ★ Product sampling in Riders' Bags.
- ★ Saturday evening VIP Ringside Dinner – 2 tickets.
- ★ Luncheon each day – 1 ticket.
- ★ Riders' Welcome Function – 4 tickets.

**Sponsorship Cash Investment:                   \$2,400.00 (GST included)**



# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

## **Sponsorship Level 4**

### **Naming Rights to one of the following:**

- **CDI Grand Prix Special**
- **Medium Tour Freestyle**
- ~~**CDI Grand Prix – Sponsorship Taken**~~
- ~~**CDN Intermediate Freestyle – Sponsorship Taken**~~
- ~~**CDN Small Tour Champion – Sponsorship Taken**~~

The CDN Small Tour Champion is determined from the following classes:

- CDN Prix St Georges
- CDN Intermediate I
- CDN Intermediate Freestyle

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Full page B&W advertisement in Official Program (sponsor to provide artwork).
- ★ Company name/logo on prize rug.
- ★ Company logo on all promotional material.
- ★ Extensive PA Promotion during the chosen class.
- ★ Trade Stand/Display for 4 days (size to be negotiated with organising committee, sponsor to provide own shelter/van).
- ★ Signage (to be provided by sponsor).
- ★ Company representative at presentation ceremony.
- ★ Product sampling in Riders' Bags.
- ★ Saturday evening VIP Ringside Dinner – 2 tickets.
- ★ Luncheon on day of chosen class – 2 tickets.
- ★ Riders' Welcome Function – 4 tickets.

**Sponsorship Cash Investment:                      \$1,850.00 (GST included)**

# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

## **Sponsorship Level 5**

### **Naming Rights to one of the following:**

- **CDN Grand Prix**
- **CDN Grand Prix Special**
- **CDN Grand Prix Freestyle**
- **CDN Intermediate II**
- **CDN Intermediate A**
- **CDN Intermediate B**
- ~~CDN Intermediate I~~ – ***Sponsorship Taken***
- ~~CDN Prix St Georges~~ – ***Sponsorship Taken***
- ~~CDI-Y Freestyle (Riders 16-21)~~ – ***Sponsorship Taken***
- ~~Advanced Freestyle~~ – ***Sponsorship Taken***
- ~~4 Year Old Young Dressage Horse~~ – ***Sponsorship Taken***
- ~~5 Year Old Young Dressage Horse~~ – ***Sponsorship Taken***
- ~~6 Year Old Young Dressage Horse~~ – ***Sponsorship Taken***

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Half page B&W advertisement in Official Program (sponsor to provide artwork).
- ★ Company logo on all promotional material where possible.
- ★ Extensive PA Promotion during the chosen class.
- ★ Signage (to be provided by sponsor).
- ★ Company representative at presentation ceremony.
- ★ Product sampling in Riders' Bags.
- ★ Saturday evening VIP Ringside Dinner – 1 ticket.
- ★ Riders' Welcome Function – 2 tickets.

**Sponsorship Cash Investment:                      \$1,300.00 (GST included)**



# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

## **Sponsorship Level 6**

### **Naming Rights to one of the following:**

- **CDI-Y Team Competition (Riders 16-21)**
- **CDI-Y Individual Competition (Riders 16-21)**
- **Sharon Doe Memorial (Riders under 25 yrs)**
- **Riders & Volunteers Marquee**
- ~~**Advanced 5.2 – Sponsorship Taken**~~
- ~~**Advanced 5.3 – Sponsorship Taken**~~

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Quarter page B&W advertisement in Official Program (sponsor to provide artwork).
- ★ Company logo on all promotional material where possible.
- ★ Extensive PA Promotion during the chosen class.
- ★ Signage (to be provided by sponsor).
- ★ Company representative at presentation ceremony.
- ★ Product sampling in Riders' Bags.
- ★ Saturday evening VIP Ringside Dinner – 1 ticket.
- ★ Riders' Welcome Function – 2 tickets.

**Sponsorship Cash Investment:                      \$1,000.00 (GST included)**





# **2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge**

## **Sponsorship Level 7**

### **Naming Rights to one of the following:**

- **Preliminary 1.2**
- **Preliminary 1.3**

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Quarter page B&W advertisement in Official Program (sponsor to provide artwork).
- ★ Company logo on all promotional material where possible.
- ★ Company representative at presentation ceremony.
- ★ Product sampling in Riders' Bags.
- ★ Saturday evening VIP Ringside Dinner – 1 ticket.
- ★ Riders' Welcome Function – 2 tickets.

**Sponsorship Cash Investment:                      \$660.00 (GST included)**

# 2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge

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

<b>Company:</b>		<b>ABN:</b>	
<b>Trading Name:</b>			
<b>Contact Name:</b>			
<b>Mailing Address:</b>			
<b>Mobile:</b>			
<b>Email:</b>			
<b>Website:</b>			

**I would like to book the following Level of Sponsorship or would like to discuss options.**

(Please tick) Please note some competitions may no longer be available.

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

☐ Level 2 (CDI Grand Prix Freestyle, Riders' Welcome)

☐ Level 4 (2 Available)

Our Company's preferred class: \_\_\_\_\_

☐ Level 5 (6 Available)

Our Company's preferred class/es: \_\_\_\_\_

☐ Level 6 (4 Available)

Our Company's preferred class/es: \_\_\_\_\_

☐ Level 7 (2 Available)

Our Company's preferred class/es: \_\_\_\_\_

☐ I would like to book an advertisement in the Official Program (please contact me).

- Full Page Colour - \$300, Half Page Colour - \$150, Half Page B&W \$75  
All artwork to be provided.  
(sponsors may upgrade advertisements at 50% of cost)

☐ I would like to book a Trade Stand (complete attached 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.



# 2016 Saddleworld Brisbane CDI3\*, Qld State Young Dressage Horse & Pony Championships, & Saddleworld Novice Club Challenge

## TRADE STAND BOOKING/ENQUIRY FORM

<b>Company:</b>		<b>ABN:</b>	
<b>Trading Name:</b>			
<b>Contact Name:</b>			
<b>Mailing Address:</b>			
<b>Mobile:</b>			
<b>Email:</b>			
<b>Website:</b>			

**Trade booking options.** (Please tick)

☐ I would like to book a Trade Stand in the outside Trade Village for the 4 days.

### **Size Required:**

☐ 3m x 3m cost **\$330 (inc GST)**    ☐ 3m x 6m cost **\$660 (inc GST)**

☐ please provide me with a quote for larger sizes

☐ I will provide my own marquee, the size is \_\_\_\_\_m X \_\_\_\_\_m

☐ I will provide my own trailer/van, the size is \_\_\_\_\_m X \_\_\_\_\_m

☐ I would like a quote on the hire of equipment, eg. Marquee, table, chairs, other (fully payable by the vendor)

Please list items: \_\_\_\_\_

☐ I require power @ \$25 per site.

☐ I am a level 1, 2, 3 or 4 sponsor (no charge for site only, vendor pays power + equipment hire if required).

☐ I would like to discuss options.

The charge for hire equipment will be added to your invoice once quotes are received & confirmed by the vendor. Trade site bookings are not confirmed until payment is received.

### **PAYMENT: Credit Card**

Please debit my credit card: ☐ Visa    ☐ Mastercard    Amount \$ \_\_\_\_\_  
Card Number: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_    Expiry Date: \_\_\_\_/\_\_\_\_  
Full Name on Card: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

**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.

**This Form Constitutes a Tax Invoice upon Receipt of Payment**

*Equestrian Queensland ABN 79 598 577 242*