



# GALA EQUINE AUSTRALIAN YOUTH

*Youth classes open to riders up to 25 years\**

# DRESSAGE CHAMPIONSHIPS

**19-21 JULY 2024**

QLD STATE EQUESTRIAN CENTRE

**QSEC, CABOOLTURE**



DRESSAGE  
QUEENSLAND



EQUESTRIAN  
QUEENSLAND



EQUESTRIAN  
AUSTRALIA

# Sponsorship Proposal

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## **2024 Gala Equine Australian Youth Dressage Championships**

*Why sponsor one of the most prestigious dressage events in Australia?*

Participation in the sponsorship program of the 2024 Gala Equine Australian Youth Dressage Championships offers opportunities for individuals, corporations and businesses to penetrate the diverse and high-profile Youth Dressage market with National exposure. As a valued supporter of the 2024 Gala Equine Australian Youth Dressage Championships, your company is offered opportunities to enhance its profile, products and services to an enormous target market.

Dressage is a part of Equestrian Olympic sport. Equestrian sports are unique in that they are the only sport worldwide where males and females participate and compete against each other on equal footing and involves an animal! The 2024 Gala Equine Australian Youth Dressage Championships caters for all levels of competitors from the first beginnings of the sport through to our elite young riders. These young athletes are the future of the enormous equestrian sport industry. Coming from around Australia, these dedicated competitors bring with them a range of support crew in the form of parents, family, coaches and owners and are constantly on the hunt for the best products and services available.

The 2024 Gala Equine Australian Youth Dressage Championships is a prestigious National calendar event and has competitors at all levels travelling from as far away as Far North Queensland, New South Wales, Victoria, South Australia and Western Australia. In a sport which strives for excellence and perfection, riders, owners and breeders are always on the look-out for quality products and services which best suit not only their own needs but those of their equine partner. For this reason, availing yourself of a sponsorship opportunity will allow you to connect with a prime target group for your product, service and/or organisation.

There are a great number of sponsorship opportunities that allow any organisation to contribute to the very future of the sport and at the same time, gain extensive promotion and visibility of the organisation.

To discuss please contact:  
Event Director, Anita Barton [ascampton@hotmail.com](mailto:ascampton@hotmail.com), or 0433 447 693

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## Event Sponsorship - What we will do for you:

- ★ We understand effective sponsorship is about your message hitting the right audience, it is about generating quality sales leads and opportunities which in turn convert to sales.
- ★ Like you, we are business people too. We understand sponsorship is not just about a bunch of logo placements, social media features or gold, silver, bronze status, gala dinner tickets or VIP status.
- ★ Effective sponsorship is about putting your business in front of a quality audience.
- ★ Prominent Product display, positioning and exposure
- ★ Provide your representatives the opportunity to meet with other sponsors, athletes and their connections, spectators and event attendees through-out the course of the event and functions
- ★ Provide your representatives with contact details of Championship and Reserve Championship winners (Name, email, telephone number)
- ★ Provide up to a full page A4 advertisement in the event program
- ★ Feature your advertisements on our social media page and web site
- ★ Provide opportunity for Live Stream Advertising, which is available to be viewed worldwide
- ★ Ensure social media commentary via the event Facebook page with links to your product web page and social media pages
- ★ Include your logo on event merchandise
- ★ Deliver announcer commentary throughout the event delivering your scripted message

Sponsorship of the Gala Equine Australian Youth Dressage Championships gives you the opportunity to:

- ★ Enhance your businesses profile
- ★ Deliver your businesses unique selling proposition
- ★ Present your products and services to a cash advantaged community

*Dressage is a sport that strives for excellence and perfection. Riders, owners and breeders are always on the look-out for quality products and services reflective of their personal goals and aspirations.*

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## How we communicate with our audience and Social Media presence:



- ★ The Gala Equine Australian Youth Dressage Championships has a media specialist to support the event in the lead up and during the event. Their brief is to ensure news and special interest information is communicated to competitors, competitor support people, supporters, followers and other interested parties whilst ensuring reach and engagement is maximised and the follower base increased.

Communication with our audience is via:

- ★ Equestrian Queensland web site
- ★ Dressage Queensland Facebook page
- ★ Australian Youth Nationals Facebook Page 2700+ followers
- ★ Live streaming
- ★ Traditional media outlets (Television, Radio, Domestic and International print media)
- ★ Currently, the Australian Youth Nationals Facebook page has over 2,700 followers with plans to grow our following to in excess of 3,000
- ★ During the event historically our reach has exceeded 25,000 people and engagement of 17,000 people

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## Live Streaming Feature FEI Classes



For the first time, the Gala Equine Australian Youth Dressage Championships features Live Streaming by Equestrian Life with special commentary provided by a panel of expert commentators comprising some of the most knowledgeable and well-respected riders and judges in Australia.

The recent partnership between Equestrian Life and Clip My Horse provides Australian events access to two of the largest Equestrian media powerhouses in the country and Internationally.

### Statistics:

- ★ Clip My Horse delivered 48 million video views (as of Nov) in 2023
- ★ Clip My Horse had 140 million video views on wider social media platforms
- ★ Free streaming view on Clip My Horse for all events
- ★ Equestrian Life garnered 430,000 impressions and 214,000+ new users in the past financial year
- ★ Equestrian Life's social channels reached over 25,300,000 million users in the past financial year, with a predominately Australian audience

This year the event is proud to offer complimentary live stream to sponsors who purchase FEI, EA Young Rider or EA Youth Rider 'All Levels' Package free advertising (sponsors to supply video media up to 50 seconds) on the Equestrian Life live stream.

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## What is Dressage?

A French term most commonly translated to mean "training" is a highly skilled form of riding performed in exhibition and competition, as well as an "art" sometimes pursued solely for the sake of mastery. As an equestrian sport dressage is managed globally by the Federation Equestre Internationale (FEI) and within Australia by Equestrian Australia and its state branches.

Dressage is described as "the highest expression of horse training where horse and rider are expected to perform from memory a series of predetermined movements.

Competitions are held at all levels from amateur to the Olympic Games and World Equestrian Games. Its fundamental purpose is to develop, through standardized progressive training methods, a horse's natural athletic ability and willingness to perform, thereby maximizing its potential as a riding horse.

At the peak of a dressage horse's gymnastic development, the horse responds smoothly to a skilled rider's efforts. The rider is relaxed and appears effort-free while the horse willingly performs the requested movement.



*2019 Australian Grand Prix Champion Lone Jorgenson (Vic) and Corrina executing an "extended trot".*



*Riley Alexander (NSW) and Larenso performing highly collected short steps known as "piaffe"*

The discipline has a rich history dating back to the ancient Greeks. Modern dressage has evolved as an important equestrian pursuit and has been an Olympic sport since 1912.

Equestrian is the only sport worldwide where men and women compete against each other on equal footing and involves an animal (the horse)!

The standard competition format for world and continental championships and the Olympic Games dressage consists of CDI Grand Prix, CDI Grand Prix Special and CDI Grand Prix Freestyle (Kur) tests. In a Freestyle test, the athlete is free to choose his/her own choreography, although there are a number of compulsory movements required.

Australia has sent a Dressage Team to each Olympic Games since 2000 and before that Australia was represented by individuals.

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## 2032 Olympic and Para Olympic Games:



*Australian Young Rider Jessica Dertell, who has qualified for the 2024 Paris Olympic Games on her stallion, Cenin*

*The Australian Olympic Committee (AOC) has awarded Brisbane and Queensland to host the 2032 Olympic and Paralympic Games.*

*This is an exciting opportunity to bring equestrian sport to the Queensland public and boosts local interest from up-and-coming interstate and local riders to participate in Queensland events as a part of their long-term goal of competing in the 2032 Brisbane Olympics.*

*It is likely some of the riders participating at the 2024 Australian Youth National Dressage Championships may be representing Australia in the 2032 Brisbane Olympics*

*The benefits to the local community in terms of infrastructure and business exposure are unprecedented. The Olympic Games provide global exposure to the community, and represents a wonderful opportunity to place your business products on the world stage.*

*“You literally couldn't buy the type of name recognition that the Olympics would bring to a city.” Brisbane Lord Mayor Adrian Schrinner*

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## Event Naming Rights

### Package Inclusions:

- ✓ The exclusive Naming Rights to the “Your Company Name” 2024 Australian Youth Dressage Championships
- ✓ Company name/logo on Championship Prizes
- ✓ Extensive advertising and links with the official Australian Youth Dressage Championships website, Equestrian Australia website, Equestrian Queensland website and print media coverage.
- ✓ Logo acknowledgement on all Australian Youth Dressage Championship letterhead and promotional material.
- ✓ Extensive advertising and acknowledgement on event programs, social media pages, newsletters.
- ✓ Weblinks via the Equestrian Queensland/Dressage Queensland/Australian Youth Dressage Championships website – linked with Facebook promotional listings. 2 x full page colour advertisements in Official Program (sponsor to provide artwork).
- ✓ PA Promotions at least 8 times per day during the event.
- ✓ Trade Stand/Display for 3 days (sponsor to provide own marquee).
- ✓ Indoor arena signage (to be provided by sponsor).
- ✓ Company representative at presentation ceremonies.
- ✓ Product sampling in Riders’ Bags.
- ✓ Luncheon each day – 2 tickets.
- ✓ Riders’ Welcome Function – 4 tickets.
- ✓ 2 tickets for the Dressage Queensland Awards Evening (December, 2024).

**Investment: \$5000.00 including GST**



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# Main Arena Naming Rights

## Package Inclusions:

- ✓ The exclusive Naming Rights to the “Your Company Name” Main Arena
- ✓ Company name/logo on Media Wall
- ✓ Complimentary Live Stream advertisement with Equestrian Life (max 45 seconds, to be provided by sponsor)
- ✓ Extensive advertising and links with the official Australian Youth Dressage Championships website, Equestrian Australia website, Equestrian Queensland website and print media coverage.
- ✓ Logo acknowledgement on all Australian Youth Dressage Championship letterhead and promotional material.
- ✓ Extensive advertising and acknowledgement on event programs, social media pages, newsletters.
- ✓ Weblinks via the Equestrian Queensland/Dressage Queensland/Australian Youth Dressage Championships website – linked with Facebook promotional listings.
- ✓ 1 x Full page colour advertisements in Official Program (sponsor to provide artwork).
- ✓ PA Promotion continuously whenever the main arena is mentioned.
- ✓ Trade Stand/Display for 3 days (sponsor to provide own marquee).
- ✓ Indoor arena signage (to be provided by sponsor).
- ✓ Company representative at presentation ceremonies.
- ✓ Product sampling in Riders’ Bags.
- ✓ Luncheon each day – 2 tickets.
- ✓ Riders’ Welcome Function – 4 tickets.
- ✓ 2 tickets for the Dressage Queensland Awards Evening (December, 2024).

**Investment: \$2500.00 including GST**

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## POPULAR PROMOTIONS

### *FEI Under 25 Championship*

The highest level of competition at these Championships, FEI Under 25 Championship consists of the **Intermediate II**, **Grand Prix** and **Grand Prix Freestyle** and is open to riders aged 16 to 25 riding horses.

#### Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$880 including GST**

### *FEI Small Tour Championship*

The FEI Small Tour Championship consists of the **Prix St Georges** and the **Intermediate I** tests including the **Freestyle**, and is open to riders aged 22 to 25 riding horses.

#### Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$880.00 including GST**

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## ***FEI Young Rider Championship***

The Young Rider Championship consists of the **FEI Young Rider Team** and **Individual** tests and the **FEI Young Rider Freestyle** and is open to riders aged 16 to 21 riding horses. The FEI Young Rider tests are at Prix St Georges level.

### Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$880.00 including GST**

## ***FEI Junior Championship***

The Junior Rider Championship consists of the **FEI Junior Team** and **Individual** tests and the **FEI Junior Freestyle** and is open to riders aged 14 to 18 riding horses. The FEI Junior tests are at Medium/Advanced level.

### Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$880.00 including GST**

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## ***FEI Pony Rider Championship***

The Pony Rider Championship consists of the **FEI Pony Rider Team** and **Individual** tests and the **FEI Pony Rider Freestyle** and is open to riders aged 12 to 16 riding ponies. The FEI Pony Rider tests are at Elementary level.

### Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony; Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$660.00 including GST**

## ***FEI Children Rider Championship***

The Children Rider Championship consists of the **FEI Children Rider Team** and **Individual** tests and is open to riders aged 12 to 14 riding ponies and horses. The FEI Children Rider tests are at Novice level.

### Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony; Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$660.00 including GST**

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## ***Sharon Doe Memorial Rider's Trophy***

The Sharon Doe Memorial Rider's Trophy is a feature class run in the format of the 'Young European Rider's Championship'. This prestigious event is a rider class for riders aged 21 years of age and under and is run at Prix St George level. Many former winners of this trophy have gone on to represent Australia internationally.

### Package Inclusions:

- ✓ Company name/logo on Championship Prize
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied)
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at mounted presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$660.00 including GST**



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# EA YOUTH CHAMPIONSHIPS

## *Equestrian Australia – Youth Championships*

CHAMPION packages provide Sponsorship of each EA level Championship for Youth Riders (22-25-year-old) riding horses or ponies. Each package brings the benefit of exposure across the two classes within your chosen class level.

The available levels are:

- Youth Rider Preliminary
- Youth Rider Novice
- Youth Rider Elementary
- Youth Rider Medium
- Youth Rider Advanced

Package Inclusions:

- ✓ Total naming rights to each Championship competition;
- ✓ Sponsorship of the two EA classes at each level;
- ✓ Sponsorship of Champion and Reserve at each level;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$660.00 per Championship including GST**



# EA YOUNG RIDER HORSE CHAMPIONSHIPS

## *Equestrian Australia – Young Rider Horse Championships*

CHAMPION packages provide Sponsorship of each EA level Championship for Young Riders (10-21-year-old) riding horses. Each package brings the benefit of exposure across the two classes within your chosen class level.

The available levels are:

- Young Rider Horse Preliminary
- Young Rider Horse Novice
- Young Rider Horse Elementary
- Young Rider Horse Medium
- Young Rider Horse Advanced

Package Inclusions:

- ✓ Total naming rights to each Championship competition;
- ✓ Sponsorship of the two EA classes at each level;
- ✓ Sponsorship of Champion and Reserve at each level;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$660.00 per Championship including GST**



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# PONY CHAMPIONSHIPS

## *Equestrian Australia – Pony Championships*

CHAMPION packages provide Sponsorship for young riders on ponies (8-21-year-old) at each EA level Championship. Each package brings the benefit of exposure across the two classes within your chosen class level.

The available levels are:

- Preliminary Pony
- Novice Pony **SOLD**
- Elementary Pony
- Medium Pony
- Advanced Pony

Package Inclusions:

- ✓ Total naming rights to each Champion competition;
- ✓ Sponsorship of the two EA classes at each level;
- ✓ Sponsorship of Champion and Reserve at each level;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$440.00 per Championship including GST**





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# FREESTYLES

FREESTYLE packages provide Sponsorship for each EA level Freestyle. Each package brings the benefit of exposure across the freestyle class.

The available levels are:

- Novice Freestyle **SOLD**
- Elementary Freestyle
- Medium Freestyle
- Advanced Freestyle

Package Inclusions:

- ✓ Total naming rights to each Freestyle competition;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

**Investment: \$330.00 per Championship including GST**



# 2024 Gala Equine Australian Youth Dressage Championships

*Sponsorship Booking Form – all prices include GST – please tick below*

<b>Trading Name: (to appear on Advertising)</b>	
<b>Address:</b>	
<b>Telephone:</b>	
<b>Mobile:</b>	
<b>Email:</b>	
<b>Contact Person:</b>	

Cash       Product       Cash/Product (Please indicate amount \_\_\_\_\_)

## FEI Championships

- |  |       |                                       |       |
|--|-------|---------------------------------------|-------|
| <input type="checkbox"/> FEI Under 25 Grand Prix | \$880 | <input type="checkbox"/> FEI Junior   | \$880 |
| <input type="checkbox"/> FEI Small Tour          | \$880 | <input type="checkbox"/> FEI Pony     | \$660 |
| <input type="checkbox"/> FEI Young Rider         | \$880 | <input type="checkbox"/> FEI Children | \$660 |
| <input type="checkbox"/> Sharon Dee              | \$660 |                                       |       |

## EA Youth Rider Championships

- |  |       |   |       |
|--|-------|---|-------|
| <input type="checkbox"/> Preliminary Youth                                   | \$660 | <input type="checkbox"/> Medium Youth   | \$660 |
| <input type="checkbox"/> Novice Youth  | \$660 | <input type="checkbox"/> Advanced Youth | \$660 |
| <input type="checkbox"/> Elementary Youth                                    | \$660 |   |       |
| <input type="checkbox"/> EA Youth Rider Package (all EA Youth Rider classes) |       | <b>\$3000</b>                           |       |

## EA Young Rider Horse Championships

- |  |       |   |       |
|--|-------|---|-------|
| <input type="checkbox"/> Preliminary Young Rider                             | \$660 | <input type="checkbox"/> Medium Young Rider   | \$660 |
| <input type="checkbox"/> Novice Young Rider                                  | \$660 | <input type="checkbox"/> Advanced Young Rider | \$660 |
| <input type="checkbox"/> Elementary Young Rider                              | \$660 |   |       |
| <input type="checkbox"/> EA Young Rider Package (all EA Young Rider classes) |       | <b>\$3000</b>                                 |       |

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### EA Young Rider Pony Championships

- |  |       |  |               |
|--|-------|--|---------------|
| <input type="checkbox"/> Preliminary Pony                                  | \$440 | <input type="checkbox"/> Medium Pony   | \$440         |
| <input type="checkbox"/> Novice Pony                                       | \$440 | <input type="checkbox"/> Advanced Pony | \$440         |
| <input type="checkbox"/> Elementary Pony                                   | \$440 |  |               |
| <input type="checkbox"/> EA Pony Rider Package (all EA Pony Rider classes) |       |  | <b>\$2000</b> |

### EA Freestyle Championships

- |  |       |                                   |               |
|--|-------|-----------------------------------|---------------|
| <input type="checkbox"/> Novice  | \$330 | <input type="checkbox"/> Medium   | \$330         |
| <input type="checkbox"/> Elementary                                      | \$330 | <input type="checkbox"/> Advanced | \$330         |
| <input type="checkbox"/> EA Freestyle Package (all EA Freestyle classes) |       |                                   | <b>\$1500</b> |