

2021 Brisbane CDI

Queensland Dressage Championships



Brisbane CDI and Queensland Dressage Championships - September 15-18 2021

Sponsorship Proposal



DRESSAGE
QUEENSLAND



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Foreword from Event Director:



"In 2021 the Brisbane CDI will again be joining with the Queensland Dressage Championships to create an extravaganza of dressage unlike anything we have seen in Queensland before.

In addition to four days of exciting, high-standard dressage, I am calling on my previous experience as a long-standing committee member of the Queensland Festival of Dressage to bring a little 'FoD' into the Brisbane CDI.

My aim for this event is to make it fun, friendly and quintessentially 'Queensland', and I am so excited to be a part of this new-look Brisbane CDI.

I sincerely hope you will join me in bringing my vision for the Brisbane CDI to dressage riders, officials, support crew, enthusiasts, passionate others and the broader community."

Anita Barton – Event Director

Our Invitation:

The Brisbane CDI and Queensland State Championships 15-18 September 2021, Queensland State Equestrian Centre, Caboolture.

Be part of a prestige sport associated with luxury brands.

Put your brand, your product, your message, in front of a market who are educated, economically and socially affluent and have above average discretionary spending capacity.

Work with a team of event professionals committed maximising opportunities to deliver a real return on your investment

Invest in the social fabric of society. Your investment contributes to the improvement of the health and well-being of our community.

Furthermore, Brisbane is bidding to host the 2032 Olympic Games. Here is your opportunity to come on board and support the Olympic equestrian sport of Dressage through your sponsorship of the Brisbane CDI.

Be part of something big!



What is the Brisbane CDI?



Queensland's two premier dressage events, the Brisbane CDI and Queensland Dressage Championships, will again come together as a single extravaganza event! Creating the biggest dressage event ever held in Queensland, with riders from all over Australia competing at levels from preliminary to International Grand Prix.

The Brisbane event incorporates:

- ✚ CDI W Grand Prix, Grand Prix Special and Grand Prix Freestyle,
- ✚ CDI-Under 25 a dressage event run under International (FEI) rules for young riders 16 to 25 years of age
- ✚ CDI-Y, a dressage event run under International (FEI) rules for young riders 16 to 21 years of age.
- ✚ CDI-J, a dressage event run under FEI rules for young riders 14 to 18 years of age.
- ✚ CDI-P, a dressage event run under FEI rules for young riders on ponies 12 to 16 years of age.
- ✚ CDI-Ch, a dressage event run under FEI rules for young riders 12 to 14 years of age.
- ✚ The Queensland State Dressage Open and Adult Amateur Championships event classes run under national rules, rather than international FEI rules.
- ✚ FEI Para Equestrian Grades I to V Team, Individual, Freestyle.

It is anticipated the event will attract over 200 entries from Queensland and interstate riding 225 horses with over 750 tests ridden, up to 450 people residing on site and up to 1000 spectators daily over the four days of the event.



More about the 2021 Brisbane CDI and Queensland Dressage Championships.

- + Queensland's Premier Dressage Event.*
- + The Brisbane CDI is Australia's only International Dressage Event north of Sydney – an established & highly regarded event on the Australian Dressage calendar.*
- + The first post-COVID international Dressage event in Australia*
- + Featuring QUEENSLAND's and Australia's top dressage combinations and youth riders.*
- + A Ground Jury (Judging panel) consisting of some of the highest qualified International Dressage Judges in the World.*
- + Venue: Queensland State Equestrian Centre, Caboolture offers a World Class Indoor Arena and facilities, including a covered warm-up arena.*
- + Extensive regional, state, national and international media coverage.*
- + Mingle with riders, sponsors, owners, international judges, grooms & guests.*
- + Designated vibrant trade village – offering potential for regional marketing.*
- + General Admission is FREE Wednesday to Friday.*



Emma Flavelle-Watts and Cabaret C – Winners 2020 Brisbane CDN Grand Prix
Image supplied by © Geoff McLean - Gone Riding Media 2020



Venue:

Queensland State Equestrian Centre
Beerburram Road
CABOOLTURE QLD 4510





Schedule of Competitions:

(Subject to change depending on entries)

Wednesday 15th September

- + *Veterinary Arrival Inspection CDI-Ch, CDI-P, CDI-J, CDI-Y, CDI-U25, CDIW (Grand Prix)*
- + *Fitness Inspection (Trot-up): CDI-Ch, CDI-P, CDI-J, CDI-Y, CDI-U25, CDIW (Grand Prix)*
- + *EA Open Preliminary Championship*
- + *EA AAOR Preliminary Championship*
- + *Open & AAOR Intermediate A (FEI ed. 2015, update 2021) CDN*
- + *Intermediate II (FEI ed. 2014, update 2021) CDN*

Thursday 16th September

- + *EA Open Novice Championship*
- + *EA AAOR Novice Championship*
- + *EA AAOR Medium Championship*
- + *Open & AAOR Prix St George (FEI ed. 2009, update 2021) CDN*
- + *FEI Childrens Preliminary B test (FEI ed. 2020, update 2020) **CDI-Ch***
- + *FEI Pony Rider 12-16 yrs Team Test (FEI ed. 2012, update 2021) **CDI-P***
- + *FEI Junior Rider 14-18 yrs Team Test (FEI ed. 2009, update 2021) **CDI-J***
- + *FEI Young Rider 16-21 yrs Team Test (FEI ed. 2009, update 2021) **CDI-Y***
- + *FEI 16-25yrs Intermediate II (FEI ed. 2014, update 2021) **CDI-U25***
- + *Open & AAOR Intermediate B (FEI 2021) CDN*
- + *Grand Prix (FEI 2009 update 2021) CDN*
- + *Grand Prix (FEI 2009 update 2021) **CDI***
- + *Para Equestrian – FEI Team Test – open to all grades*
- + *Brisbane CDI Riders, Owners, Grooms, Sponsors, Officials, Volunteers **Welcome Function***



Friday 17th September

- ✦ EA Open Elementary Championship
- ✦ EA AAOR Elementary Championship
- ✦ EA Open Advanced Championship
- ✦ EA AAOR Advanced Championship
- ✦ Open & AAOR Intermediate I (FEI 2009 update 2021) CDN
- ✦ FEI Childrens Team test (FEI ed. 2020, update 2020) **CDI-Ch**
- ✦ FEI Pony Rider 12-16 yrs Individual Test (FEI ed. 2012, update 2021) **CDI-P**
- ✦ FEI Junior Rider 14-18 yrs Individual Test (FEI ed. 2009, update 2021) **CDI-J**
- ✦ FEI Young Rider 16-21 yrs Individual Test (FEI ed. 2009, update 2021) **CDI-Y**
- ✦ FEI 16-25 yrs Grand Prix (FEI ed. 2009, update 2021) **CDI-U25**
- ✦ Grand Prix Special (FEI 2009 update 2021) CDN
- ✦ Grand Prix Special (FEI 2009 update 2021) **CDI**
- ✦ Para Equestrian – FEI Individual Test – open to all grades

Saturday 18th September

- ✦ EA Open Medium Championship
- ✦ Advanced Freestyle (EA 2017)
- ✦ FEI Pony Rider 12-16 yrs Freestyle (FEI ed. 2007, rev. 2009, update 2017) **CDI-P**
- ✦ FEI Junior Rider 14-18 yrs Freestyle (FEI ed. 2006, rev. 2009, update 2017) **CDI-J**
- ✦ FEI Young Rider 16-21 yrs Freestyle (FEI ed. 2006, rev. 2009, update 2017) **CDI-Y**
- ✦ FEI 16-25 yrs Grand Prix Freestyle (FEI ed. 1999, rev. 2009, update 2017) **CDI-U25**
- ✦ FEI Intermediate I Freestyle (FEI ed. 1998, rev. 2009, update 2017) CDN
- ✦ FEI Intermediate A/B Level Freestyle (FEI 2018, update 2021) CDN
- ✦ Grand Prix Freestyle (FEI ed. 1999, rev. 2009, update 2017) CDN
- ✦ Grand Prix Freestyle (FEI ed. 1999, rev. 2009, update 2017) **CDI**



Village:

The Brisbane CDI is known for its vibrant trade village, located around the precinct of the main indoor stadium.

With the amalgamation of the Brisbane CDI and the Queensland State Championships the trade and retail village is going to be enhanced to create a festival type atmosphere attracting spectators, riders, grooms and other competition support personnel to congregate and socialise together.

Our Trade Village Plan:

- ✚ A trade site is included in all sponsorship packages at no charge
- ✚ Dedicated trade village/sponsor liaison officer
- ✚ A no sponsoring vendor/supplier may purchase a trade site for a fee
- ✚ Create a central focal point "The Saddlefitter Marque"
- ✚ Have live entertainment in the village hub
- ✚ Intersperse food outlets amongst the trade stands to create continual foot traffic through the village
- ✚ Create a "Village passport" in the event programme book requiring people to get stamp from each trade stall thus allowing exhibitors to collect warm leads in return for their passport stamped. When complete "Passport" holders will be able to enter their passport into a prize draw, drawn on the evening of Saturday 19 September



© Averil Crebbin – Picture the Moment 2021



© Averil Crebbin – Picture the Moment 2021



Non Sponsor Site Costs (15th-18th September)

- + [Single Trade Site \\$575 incl GST – 3m x 3m](#)
- + [Double Trade Site \\$975 incl GST – 3m x 6m](#)
- + Power - \$35 for one (1) 10 Amp outlet, if you require more power the venue may impose additional charges. (see booking form)

Bookings Close 1st September – if not sold out prior

Booking Fee includes:

- + A link to your website from the Brisbane CDI website
- + A listing with your contact details in the Official Program Booklet
- + Social media posting during the event featuring your trade display inclusive of photographs and links to your social media page and website

Hire Equipment:

- + Supplied by **Queensland Hire** – a price list is attached.

For further information please contact **Paula** at **Queensland Hire** for rates, requirements and orders 07 3299 4844 or email: paula@queenslandhire.com.au

Other Opportunities:

- + Sponsorship opportunities are available. Sponsors do receive priority allocation in the Trade Village.
- + A Silent Auction will be conducted throughout both events. If you would like to donate product with a value of \$100.00 or more to the Silent Auction, in return you will receive a credit card sized advertisement in the official program.

Other Information:

- + Bookings will not be considered until application form & payment are received.
- + Security will be the sole responsibility of the Operator
- + All operators **must** hold a current Public Liability Insurance Policy. Equestrian QLD Insurance will not cover any loss, damage or liability claim of a participant.
- + All operators must complete QSEC's induction prior to the event.
- + After the closing date for Applications a refund will be paid on the following basis:
 - o Site Fees 50% of fee paid
- + There will be no refund of hire equipment fees, if the decision to withdraw is made after the items hired have been delivered to QSEC.
- + Bump-in is Tuesday 14 September, 2021 or Wednesday 15 September 2021 before midday; Bump-out is after completion of events Saturday 18 September, 2021



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 gala functions*
- + Provide your representatives with contact details of Championship and reserve championship winners (Name, email, telephone number)*
- + Up to a full page A4 advertisement in the online event program*
- + Feature your advertisements on our social media page and web site*
- + 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*
- + Announcer commentary throughout the event delivering your scripted message*

Sponsorship of the Brisbane CDI 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.



How we communicate with our audience and Social Media presence:



The Brisbane CDI 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*
- + Brisbane CDI Facebook Page*
- + The Saddlefitter Queensland Dressage Championships Facebook Page 1345 followers*
- + Equestrian Life live streaming*
- + Traditional media outlets (Television, Radio, Domestic and International print media)*

Currently, the Brisbane CDI Facebook page has over 4,500 followers with plans to grow our following to in excess of 5,000

During the event historically our reach has exceeded 45,000 people and engagement of 37,000 people



Live Streaming Feature FEI Classes



In 2020 for the first time the FEI feature classes were live streamed by Equestrian Life with special commentary provided by a panel of expert commentators.

The live stream reached a global audience with comments received from viewers in the Australia, Netherlands, Germany, Great Britain, Hong Kong, Canada, New Zealand and United States. The statistics for the live streaming are impressive!

-  Video Views: 76,010
-  Reach: 199,550
-  Post Engagement: 2,398
-  Minutes Viewed: 203,817

This year the event is taking our live stream to the next level offering sponsors who purchase [FEI Packages](#) free advertising (sponsors to supply video media up to 50 seconds) on the Equestrian Life live stream.

A non-sponsoring advertiser may also [purchase live steam advertising](#) (purchaser to supply video media up to 50 seconds) for \$1295.



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 Equestrian International (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.



Social and Economic worth of Equestrian:

In 2017 Equestrian Australia commissioned Street Ryan to report on the community impact of equestrian in Australia. The findings from the report, "Equestrian in Australia: Community Impact Study", are summarised below:

In total, Equestrian in Australia contributes \$1.143 billion in benefits to the community. This is made up of \$1.130 billion in economic contributions and \$12.7 million in health contributions. Equestrian club participants contribution is the highest at \$676.4 million (maintenance of horses is the most significant input at \$352 million), followed by horse breeding (\$169 million), event participation (\$106 million), club and association input (\$93 million) and equipment retailing, training and coaching (\$84 million).

"Social capital is the glue that holds societies together and without which there can be no economic growth or human wellbeing... it is the internal social and cultural coherence of society, the norms and values that govern interactions among people and the institutions in which they are embedded."

Sport makes many positive contributions to the community through social capital and social cohesion, in addition equestrian has a number of unique social strengths:

- + Lifelong participation opportunities*
- + Strong family, female and people with a disability participation*
- + Structured, disciplined and selfless mindset*
- + Outdoor recreational outlet and escape*
- + Personal purpose and fulfilment*

Participation by individuals in sport provides real benefit to a person's health, regular physical activity and exercise training can:

- + Increase brain size, improve memory and reduce the risk of dementia*
- + Reduce the risk of depression and benefit/improve a range of mental health conditions*
- + Increase bone mineral density – important for bone strength; reducing risk of fractures and osteoporosis.*
- + Reduce the risk of developing type 2 diabetes by 30-40% and for cardiovascular disease*
- + Reduce their risk of death from cardiovascular disease by up to 20% to 25%.*



Life Long Participation – Far North Queensland Esther Brooks (74) “Australian Clubbie” of the year 2016 and Benchmark Lets Rock



Equestrian creates a sense of community



Para-Equestrian Bridget Murphy (Vic) and Dracmoore Flirtatious

Generally speaking participants in equestrian sport:

- + Are socially and economically better off and better educated than the general population.*
- + Has a high female participation rate comparative to other sports*
- + Have a higher level of education comparative to the general population*
- + Has a higher ratio of business owners, key decision makers, and professionals as, competitors, participants and followers.*
- + Have a higher level of available discretionary spend than the general population*



Female Participation:

The Australian Sports Commission recently revealed participation in sport and physical activity among women and girls is strong and growing. 63% of Australian women aged 15 years and over participate in sport and physical activity at least three times a week, compared with 60% of men.

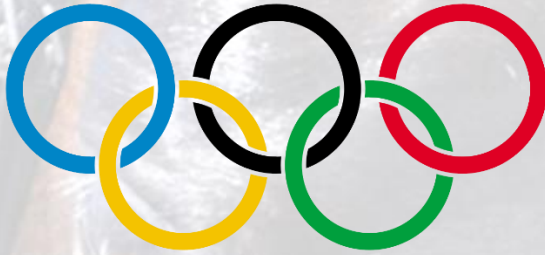
Whilst adult female participation is still focused primarily on non-organised physical activities rather than club sports, this tendency is starting to change. Equestrian Queensland reports an overwhelming majority of female participants (90%). This trend is reinforced by Australia wide participation studies.

Equestrian is the only Olympic sport where all genders compete directly against each other, and also in many competitions down to grassroots level. At Olympic level, trends in female participation are increasing.





2032 Olympic and Para Olympic Games:



The International Olympic Committee's (IOC) Future Host Summer Commission has designated Brisbane as the "preferred candidate city" to host the 2032 Summer Olympic Games, a decision endorsed unanimously by the IOC's executive board.

The news was delivered by IOC president Thomas Bach during a press conference in Switzerland.

"We have unanimously after a very intense discussion approved this recommendation," Mr Bach said.

"The commission based on this decision will start more detailed discussions with the Brisbane 2032 committee and the Australian Olympic Committee about their potential to host the Olympic Games 2032."

Queensland Premier Anastacia Palaszczuk has hailed the International Olympic Committee's (IOC) decision to elevate Brisbane to preferred city for the 2032 Summer Games a "game-changer" for the state.

The 2032 Olympic Games are now Brisbane's to lose after IOC officials named the city preferred candidate to host the global sporting event.



Five time Olympian Mary Hanna and her mare Calanta, recently achieved a qualifying score for a sixth Olympic games

Pending final negotiations - the formal exercise of declaring Brisbane the winner will occur at an IOC session as soon as the Tokyo Olympics in July,

"We know Queensland and Australia has the capability and experience to host an Olympic Games for a third time but must ensure that all planning is aligned with Queensland's long-term requirements, particularly transport infrastructure, including fast rail, community wellbeing and grassroots sports." John Coates – President Australian Olympic Committee



Sponsorship Opportunities – Summary

The table below summarises the sponsorship opportunities available for the 2021 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)

FEI Events: Naming Rights to the:	\$Value
<i>CDI Big Tour Champion</i>	\$2,400
<i>CDI Grand Prix Freestyle</i>	\$2,895
<i>CDI Grand Prix</i>	\$1,815
<i>CDI Grand Prix Special</i>	\$1,815
<i>CDN FEI Intermediate II</i>	\$1,200
<i>CDN Grand Prix Freestyle</i>	\$1,200
<i>CDN Grand Prix Special</i>	\$1,200
<i>CDN Grand Prix</i>	\$1,200
<i>CDN Medium Tour Freestyle</i>	\$1,815
<i>CDN Intermediate A & B (OPEN & AAOR)</i>	\$1,200
<i>CDN Medium Tour Championship</i>	\$1,815
<i>CDN Intermediate I Freestyle</i>	\$1,200
<i>CDN Intermediate I (OPEN & AAOR)</i>	\$1,200
<i>CDN Prix St George (OPEN & AAOR)</i>	\$1,200
<i>CDN Small Tour Championship</i>	\$1,815
<i>CDI-Under 25 Grand Prix Freestyle (Riders 16-25)</i>	\$1,200
<i>CDI-Under 25 Intermediate II & Grand Prix (Riders 16-25)</i>	\$1,200
<i>CDI-Y Freestyle (Riders 16-21)</i>	\$1,200
<i>CDI-Y Team & Individual Competition (Riders 16-21)</i>	\$950
<i>CDI-J Freestyle (riders 14-18)</i>	\$1,200
<i>CDI-J Team & Individual Competition (Riders 14-18)</i>	\$950
<i>CDI-P Individual, Team and Freestyle Test (Riders 12-16)</i>	\$950
<i>CDI-Ch Preliminary B and Team Test (Riders 12-14)</i>	\$950



National Championship Classes	
<i>EA Advanced Freestyle</i>	<i>\$950</i>
<i>EA Advanced Championship (OPEN or AAOR)</i>	<i>\$950</i>
<i>EA Medium Championship (OPEN or AAOR)</i>	<i>\$950</i>
<i>EA Elementary Championship (OPEN or AAOR)</i>	<i>\$950</i>
<i>EA Novice Championship (OPEN or AAOR)</i>	<i>\$950</i>
<i>EA Preliminary Championship (OPEN or AAOR)</i>	<i>\$950</i>
<i>Riders' Welcome Event</i>	<i>\$950</i>
<i>Trot-up – Senior & Youth</i>	<i>\$950</i>

Special Awards	
<i>"The Lounge" Ringside</i>	<i>\$6,500</i>
<i>Riders Welcome Event</i>	<i>\$1,200</i>
<i>Regional Riders Award</i>	<i>\$1,200</i>
<i>Ray Roe Star Fish Award</i>	<i>\$1,200</i>
<i>James Horsemanship Award</i>	<i>\$1,200</i>
<i>Best Performed Off The Track Thoroughbred</i>	<i>\$2,500</i>
<i>Own the Volunteers</i>	<i>\$1,200</i>
<i>Main Arena Naming Rights</i>	<i>\$4,500</i>
<i>Trade Village Naming Rights</i>	<i>\$1,200</i>



Sponsorship Packages:

Naming Rights to the Lounge Ringside at the Brisbane CDI

- ★ *Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.*
- ★ *Video advertising throughout the online streaming of FEI classes (sponsor to provide media).*
- ★ *2 x Full colour advertisement in the Brisbane CDI's Official Online Program (sponsor to provide artwork).*
- ★ *Company logo representation on all promotional material.*
- ★ *Extensive audio visual promotion throughout the Brisbane CDI.*
- ★ *Trade Stand/Display for 4 days at the Brisbane CDI (size to be negotiated with organising committee, sponsor to provide own shelter/van).*
- ★ *Trade Site in Sponsor Row.*
- ★ *Signage (to be provided by sponsor).*
- ★ *Product sampling in Riders' Bags.*
- ★ *Saturday evening VIP Dinner (pre-boxed meals) – 4 tickets.*
- ★ *Luncheon each day available from the Mane Event Cafe – 4 tickets.*
- ★ *Riders' Welcome Function – 4 tickets.*

Cash Investment: \$6,500.00 (GST included)



Naming Rights to FEI Packages at the Brisbane CDI

Whilst individual classes can be purchased, the Brisbane CDI has introduced for FEI classes packaged bundles.

A sponsor can “own” the entire classification at a significant discount to sponsoring individual classes.

For example:

Own the Small Tour consisting of the following classes CDN Prix St George, Intermediate I, Intermediate I Freestyle, Small Tour Championship.

Our goal is to offer a premium opportunity for our sponsors to deliver their unique selling proposition and achieve optimal reach and engagement with our audience.

Packages offered:

Bundle and Classes	Value
<i>CDI (CDI Grand Prix Freestyle, Grand Prix Special, Grand Prix)</i>	\$5,950
<i>CDN (CDN Grand Prix Freestyle, Grand Prix Special, Grand Prix)</i>	\$3,250
<i>Medium Tour (Medium Tour Freestyle, Intermediate A&B, Medium Tour Championship)</i>	\$4,500
<i>Small Tour (CDN Prix St George, Intermediate I, Intermediate I Freestyle, Small Tour Championship)</i>	\$4,875
<i>CDI Under 25 (U25 CDI Grand Prix, U25 CDI Grand Prix Freestyle, U25 Intermediate II)</i>	\$2,160
<i>CDI-Y Young Rider (Team, Individual and Freestyle Competitions)</i>	\$1,935
<i>CDI-J Junior Rider (Team, Individual and Freestyle Competitions)</i>	\$1,935



FEI Packages Benefits:

- ★ *Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.*
- ★ *Full page colour advertisement in the Brisbane CDI Official Online Program (sponsor to provide artwork).*
- ★ *Video advertising throughout the online streaming of FEI classes (sponsor to provide media).*
- ★ *Company name and logo on prize rug for championship.*
- ★ *Company logo representation on all promotional material.*
- ★ *Exclusive audio visual promotion on the day/night of the sponsored classes.*
- ★ *Premium Trade Stand/Display (3m by 6m, sponsor to provide own shelter/van) in Sponsor precinct.*
- ★ *Signage (to be provided by sponsor).*
- ★ *Company representative at presentation ceremony for sponsored classes.*
- ★ *Product sampling in Riders' Bags.*
- ★ *Saturday evening VIP Dinner (pre-boxed meals) – 4 tickets.*
- ★ *Luncheon each day available from the Mane Event Café – 4 tickets.*
- ★ *Riders' Welcome Function – 4 tickets.*



Sponsorship Level 3

Naming Rights to the CDI Big Tour Champion at the Brisbane CDI

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

- ✚ CDI Grand Prix.*
- ✚ CDI Grand Prix Freestyle.*
- ★ Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.*
- ★ Full page colour advertisement in the Brisbane CDI Official Online Program (sponsor to provide artwork).*
- ★ Video advertising throughout the online streaming of FEI classes (sponsor to provide media).*
- ★ Company name/logo on prize rug.*
- ★ Company logo representation on all promotional material.*
- ★ Extensive PA Promotion during the Big Tour classes.*
- ★ Premium Trade Stand Site 3m by 6m (sponsor to provide own shelter/van) in Sponsor precinct.*
- ★ Signage (to be provided by sponsor).*
- ★ Company representative at presentation ceremony.*
- ★ Product sampling in Riders' Bags.*
- ★ Saturday evening VIP Dinner (pre-boxed meals) – 2 tickets.*
- ★ Luncheon each day available from the Mane Event Café – 2 tickets.*
- ★ Riders' Welcome Function – 4 tickets.*

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



Sponsorship Level 4

Naming Rights to one of the following at the Brisbane CDI:

- ✦ **CDI Grand Prix**
- ✦ **CDI Grand Prix Special**
- ✦ **CDN Medium Tour Freestyle**
- ✦ **CDN Intermediate Freestyle**
- ✦ **CDN Medium Tour Champion**

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

- *CDN Intermediate A*
- *CDN Intermediate B*
- *CDN Intermediate A/B Freestyle*

✦ **CDN Small Tour Champion**

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

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

- ★ *Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.*
- ★ *Full colour advertisement in the Brisbane CDI Official Online Program (sponsor to provide artwork).*
- ★ *Company name/logo on prize rug.*
- ★ *Company logo on all promotional material.*
- ★ *Extensive PA Promotion during the chosen class.*
- ★ *Standard Trade Stand/Display 3m by 3m (sponsor to provide own marquee) in Sponsor precinct.*
- ★ *Signage (to be provided by sponsor).*
- ★ *Company representative at presentation ceremony.*
- ★ *Product sampling in Riders' Bags.*
- ★ *Luncheon from the Mane Event Café on day of chosen class – 2 tickets.*
- ★ *Riders' Welcome Function – 4 tickets.*

Sponsorship Cash Investment: \$1,815.00



Naming Rights to one of the following at the Brisbane CDI:

- ✦ ***CDN Grand Prix & Grand Prix Special***
- ✦ ***CDN Grand Prix Freestyle***
- ✦ ***CDN Prix St George & Intermediate I (OPEN & AAOR)***
- ✦ ***CDN Intermediate A & B (OPEN & AAOR)***
- ✦ ***CDI-Under 25 Grand Prix Freestyle (Riders 16-25)***
- ✦ ***CDI-Y Freestyle (Riders 16-21)***
- ✦ ***CDI-J Freestyle (Riders 14-18)***

- ★ *Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.*
- ★ *Full page colour advertisement in the Brisbane CDI Official Online Program (sponsor to provide artwork).*
- ★ *Company logo on all promotional material where possible.*
- ★ *Extensive PA Promotion during the chosen class.*
- ★ *Standard Trade stand 3m x 3m (sponsor to provide own marquee)*
- ★ *Trade Site in Sponsor Row.*
- ★ *Signage (to be provided by sponsor).*
- ★ *Company representative at presentation ceremony.*
- ★ *Product sampling in Riders' Bags.*
- ★ *Luncheon from the Mane Event Café on day of chosen class – 2 tickets.*

Sponsorship Cash Investment: \$1,200.00 (GST included)



Sponsorship Level 6

Naming Rights to one of the following at the Brisbane CDI:

- ✚ CDN Intermediate II
- ✚ CDI-Y Team and Individual Competition (Riders 16-21)
- ✚ CDI-J Team and Individual Competition (Riders 14-18)
- ✚ CDI-Under 25 Intermediate II & Grand Prix Competition (Riders 16-21)
- ✚ CDI-Under 25 Grand Prix (Riders 16-21)
- ✚ Advanced Freestyle
- ✚ Advanced Championship (OPEN or AAOR)
- ✚ Medium Championship (OPEN or AAOR)
- ✚ Elementary Championship (OPEN or AAOR)
- ✚ Novice Championship (OPEN or AAOR)
- ✚ Preliminary Championship (OPEN or AAOR)
- ✚ CDI Trot Up Senior, Under 25 and Youth

- ★ Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.
- ★ Full page colour advertisement in the Brisbane CDI Official Online Program (sponsor to provide artwork).
- ★ Company logo on all promotional material where possible.
- ★ Extensive PA Promotion during the chosen class.
- ★ Standard Trade Stand 3m x 3m (sponsor to provide own marquee)
- ★ Signage (to be provided by sponsor).
- ★ Company representative at presentation ceremony.
- ★ Product sampling in Riders' Bags.
- ★ Riders' Welcome Function – 2 tickets.

Sponsorship Cash Investment: \$975.00 (GST included)



Special Events

- ✦ **Riders Welcome Event**
- ✦ **Off The Track Award**
- ✦ **Regional Rider Award**
- ✦ **Ray Roe Star Fish Award**
- ✦ **James Horsemanship Award**
- ✦ **Own the Volunteers**
- ✦ **Trade Village Naming Rights**

- ★ *Weblinks via the Equestrian Queensland/Dressage Queensland/Brisbane CDI website – linked with Facebook promotional listings.*
- ★ *Full page colour advertisement in the Brisbane CDI Official Online Program (sponsor to provide artwork).*
- ★ *Company logo on all promotional material where possible.*
- ★ *Extensive PA Promotion during the chosen class.*
- ★ *Standard Trade stand 3m x 3m (sponsor to provide own marquee).*
- ★ *Trade Site in Sponsor Row.*
- ★ *Signage (to be provided by sponsor).*
- ★ *Company representative at presentation ceremony.*
- ★ *Product sampling in Riders' Bags.*
- ★ *Luncheon each day available from the Mane Event Cafe - 2 tickets*
- ★ *Riders' Welcome Function – 2 tickets..*

Sponsorship Cash Investment: \$1,200.00 (GST included)



Sponsorship Booking/Enquiry Form

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 competitions may no longer be available.

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

Sponsorship Package: _____

Competition Name: _____

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

- Full Page Colour - \$300, Half Page Colour - \$150

All artwork to be provided.

(sponsors may upgrade advertisements at 50% of cost)

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

For further information or booking enquiries, please contact:

Event Director:	Anita Barton	Email: ascampton@hotmail.com Phone: 0433-447-692
Sponsor Liaison:	Geoff McLean	Email: Geoffrey.mclean1@bigpond.com Phone: 0417-222-734



Trade Village/Live Stream Advertising Booking Form

Trading Name:	
Address:	
Telephone:	
Mobile:	
Email:	
Contact Person:	
ABN:	
Web Address:	
I wish to book (please tick)	<input type="checkbox"/> Live Stream Advertising – Cost \$1295 incl GST <input type="checkbox"/> Single Trade Site 3mx3m – Cost \$525 incl GST <input type="checkbox"/> Double Trade Site 3mx6m - Cost \$999 incl GST
I will be supplying my own marquee/trailer	If supplying your own marquee/trailer it must fit within our size option or contact our Trade Village coordinator to discuss price options. Please indicate size: _____ m x _____ m
I require power @ \$35/site	YES <input type="checkbox"/> : NO <input type="checkbox"/> : (please tick & add to total amount payable)
Marquee & Equipment Hire	Please contact Paula at Queensland Hire P. 07 3299 4844 E. paula@queenslandhire.com.au

Trade sites must be paid in full at time of booking to confirm site.

* Credit Card is the only method of payment accepted.

Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> : (please tick payment method)	----- (card account number)	
Card Expiry Date:	__ / __	Total: \$_____
Name on Card:		
Signature:		

Please send completed form with credit card details via email to either **Anita Barton** or **Geoff McLean** (see below)

Event Director:	Anita Barton	Email: ascampton@hotmail.com Phone: 0433-447-692
Sponsor Liaison:	Geoff McLean	Email: Geoffrey.mclean1@bigpond.com Phone: 0417-222-734

This Form Constitutes a Tax Invoice upon receipt of payment
Equestrian Queensland ABN 79 598 577 242