# 2019 Brisbane CDI 3\* and CPEDI 3\* Sponsorship Proposal





Brisbane CDI and CPEDI - July 17-20

Qld State Equestrian Centre
Caboolture, QLD











The Brisbane CDI is Queensland's only International Dressage. The event incorporates a CDI 3\* Grand Prix, CDI-Y, CDI-J, CDI-Under 25 Big Tour, the Qld State Young Dressage Horse and Pony Championships, as well as other National Competitions including the Novice Club Team Challenge. The Young Horse and Pony Championships provide the opportunity for QLD's up and coming 4, 5, 6 and 7 year old dressage horses and ponies to vie for the State Championship title.

2019 will see the first international para-equestrian event, a CPEDI 3\*, held in conjunction with the Brisbane CDI. The Brisbane CPEDI 3\* will be a qualifying event for the Tokyo Olympics for our para-equestrians.

The Novice Club Team 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 through to 2018 and brought a new level of team spirit to the event. Combining these major competitions with the Club Team 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, 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.

This year we offer the opportunity to sponsor at the 2019 Brisbane CDI.

- ★ 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.
- ★ Featuring QLD's and Australia's top dressage combinations and youth riders.
- ★ 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, including a covered warm-up arena.
- ★ 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 Wednesday to Friday.
- ★ Value for money sponsorship.

### **Sponsorship Opportunities – Summary**

The table below summarises the sponsorship opportunities available for the 2019 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
Bubbles & Beans Marquee- SOLD	1	\$5,500
CDI Grand Prix Freestyle – under offer	2	\$2,750
CDI Big Tour Champion	3	\$2,200
CDI Grand Prix – SOLD	4	\$1,650
CDI Grand Prix Special – under offer	4	\$1,650
CDN Intermediate Freestyle – under offer	4	\$1,650
CDN Medium Tour Freestyle – under offer	4	\$1,650
CDN Small Tour Championship – SOLD	4	\$1,650
Young Horse Showcase with Laura Graves - SOLD	4	\$1650
CDN Grand Prix	5	\$1,100
CDN Grand Prix Special	5	\$1,100
CDN Grand Prix Freestyle - SOLD	5	\$1,100
CDN FEI Intermediate II	5	\$1,100
CDN Intermediate I – under offer	5	\$1,100
CDN Prix St Georges – under offer	5	\$1,100
CDN Intermediate A	5	\$1,100
CDN Intermediate B	5	\$1,100
CDI-Y Freestyle (Riders 16-21) - SOLD	5	\$1,100
CDI-J Freestyle (riders 14-18)	5	\$1,100
CDI-Under 25 Grand Prix Freestyle (Riders 16-25)	5	\$1,100
Advanced Freestyle	5	\$1,100
4YO, 5YO, 6YO & 7YO Young Horse Championships – SOLD	5	\$1,100 per age
Qld Young Pony Championships – all ages – SOLD		\$1,100
CDI-Y Team Competition (Riders 16-21)	6	\$880
CDI-Y Individual Competition (Riders 16-21)	6	\$880
CDI-J Team Competition (Riders 14-18)	6	\$880
CDI-J Individual Competition (Riders 14-18)	6	\$880
CDI-Under 25 Intermediate II (Riders 16-25)	6	\$880
CDI-Under 25 Grand Prix (Riders 16-25)	6	\$880

Naming Rights to the:	Level	\$Value
Advanced 5B	6	\$880
Advanced 5C	6	\$880
Medium 4B	6	\$880
Medium 4C	6	\$880
Para Equestrian Championships – All Grades	6	\$880
Riders' Welcome Event	6	\$880
Trot-up - Senior & Youth - SOLD	7	Negotiated

### Qld Young Dressage Horse & Pony Championships Novice Club Team Challenge

**Sponsorship Level 1** 

Naming Rights to the Bubbles & Beans Marquee at the Brisbane CDI – *SOLD* 

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website linked with Facebook promotional listings.
- ★ 2 x Full page colour advertisement in the Brisbane CDI's Official Program (sponsor to provide artwork).
- ★ Company logo representation on all promotional material.
- ★ Extensive PA 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 Ringside Dinner 4 tickets.
- ★ Luncheon each day 2 tickets.
- ★ Riders' Welcome Function 4 tickets.

Sponsorship Cash Investment: \$5,500.00 (GST included)

### **Sponsorship Level 2**

## Naming Rights to the CDI Grand Prix Freestyle at the Brisbane CDI – *under offer*

- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website linked with Facebook promotional listings.
- ★ Full page colour advertisement in the Brisbane CDI Official Program (sponsor to provide artwork).
- ★ Company name/logo on prize rug
- ★ 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).
- ★ Trade Site in Sponsor Row
- ★ 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: \$2,750.00 (GST included)

#### **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 Qld/Dressage Qld/Brisbane CDI website linked with Facebook promotional listings.
- ★ Half page colour advertisement in the Brisbane CDI 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).
- ★ Trade Site in Sponsor Row
- ★ 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: \$2,200.00 (GST included)

## Qld Young Dressage Horse & Pony Championships Novice Club Team Challenge

#### **Sponsorship Level 4**

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

- CDI Grand Prix SOLD
- CDI Grand Prix Special under offer
- CDN Intermediate Freestyle under offer
- CDN Medium Tour Freestyle under offer
- CDN Small Tour Champion SOLD

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

- CDN Prix St Georges
- CDN Intermediate I
- CDN Intermediate Freestyle
- Young Horse Showcase with Laura Graves SOLD
- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website linked with Facebook promotional listings.
- ★ Full page B&W advertisement in the Brisbane CDI 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).
- ★ Trade Site in Sponsor Row.
- ★ 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: \$1,650.00

### Qld Young Dressage Horse & Pony Championships Novice Club Team Challenge

#### **Sponsorship Level 5**

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

- CDN Grand Prix
- CDN Grand Prix Special
- CDN Grand Prix Freestyle SOLD
- CDN Intermediate II
- CDN Intermediate I under offer
- CDN Prix St Georges under offer
- CDN Intermediate A
- CDN Intermediate B
- CDI-Y Freestyle (Riders 16-21) SOLD
- CDI-J Freestyle (Riders 14-18)
- CDI-Under 25 Grand Prix Freestyle (Riders 16-25)
- Advanced Freestyle
- 4YO Young Horse Championships SOLD
- 5YO Young Horse Championships SOLD
- 6YO Young Horse Championships SOLD
- 7YO Young Horse Championships SOLD
- Qld Young Pony Championships SOLD
- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website linked with Facebook promotional listings.
- ★ Half page colour advertisement in the Brisbane CDI Official Program (sponsor to provide artwork).
- ★ Company logo on all promotional material where possible.
- ★ Extensive PA Promotion during the chosen class.
- ★ Trade stand fee reduced by 75%: \$220 3m x 6m site, \$110 3m x 3m site (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.
- ★ Saturday evening VIP Ringside Dinner 1 ticket.
- ★ Riders' Welcome Function 2 tickets.

#### Sponsorship Cash Investment: \$1,100.00 (GST included)

## Qld Young Dressage Horse & Pony Championships Novice Club Team Challenge

#### **Sponsorship Level 6**

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

- CDI-Y Team Competition (Riders 16-21)
- CDI-Y Individual Competition (Riders 16-21)
- CDI-J Team Competition (Riders 14-18)
- CDI-J Individual Competition (Riders 14-18)
- CDI-Under 25 Intermediate II (Riders 16-21)
- CDI-Under 25 Grand Prix (Riders 16-21)
- Advanced 5B
- Advanced 5C under offer
- Medium 4B
- Medium 4C
- Para Equestrian Championship All Grades
- Riders Welcome Function
- ★ Weblinks via the Equestrian Qld/Dressage Qld/Brisbane CDI website linked with Facebook promotional listings.
- ★ Quarter page colour advertisement in the Brisbane CDI Official Program (sponsor to provide artwork).
- ★ Company logo on all promotional material where possible.
- ★ Extensive PA Promotion during the chosen class.
- ★ Trade Stand fee reduced by 50%: \$440 3m x 6m site; \$220 3m x 3m site (sponsor to provide own marquee)
- ★ 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: \$880.00 (GST included)

**Sponsorship Level 7** 

Naming Rights to the Trot-up – Senior & Youth at the Brisbane CDI - *SOLD* 

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

**Sponsorship Cash Investment: Negotiated** 

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

Company:	ABN:		
Trading Name:			
Contact Name:			
Mailing Address:	Maria		
Mobile:			
Email:			
Website:	2001		
I would like to book the following Level of discuss options. (Please tick) Please note some An invoice will be sent to you once your book	competitions may no longer be available.		
Sponsorship Level :			
Competition Name:			
Component Name.			
<ul> <li>□ I would like to book an advertisement in the Official Program (please contact me).</li> <li>• Full Page Colour - \$300, Half Page Colour - \$150         All artwork to be provided.         (sponsors may upgrade advertisements at 50% of cost)     </li> </ul>			
☐ 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:			
	, p		
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.			