



# 2025 Sponsorship Opportunities

*National Equestrian Center*

*6880 Lake St. Louis Blvd*

*Lake St. Louis, MO 63367*

*April 24-27th, 2025*

## **Title: \$7,000+ (or merchandise equivalent)**

- Title name of our National Championship Competition
- Prominent logo display on IDA website for one year
- Advertising Link on IDA website – [www.teamdressage.com](http://www.teamdressage.com)
- Signage displayed around arena (sponsor to provide artwork)
- 2 Full-page, color ad with premium placement in program (1 full page & back cover)
- Company name and products announced during competition
- Inclusion of promotional information in 150 exhibitor packets and 150 programs (sponsor to provide materials in advance)
- Display of product on prize table
- Vendor space & display
- Opportunity to exhibit educational material & demonstration at event
- Social media spotlights to all our media outlets
  - Two e-blasts with provided content
  - 32 social media posts on the platform of your choosing throughout the collegiate competition season (September through April)
    - Maximum 4 per month
    - Tagged in regular IDA posts when appropriate

## **Platinum: \$1,500+ (or merchandise equivalent)**

- Logo display on IDA website for one year
- Advertising Link on IDA website – [www.teamdressage.com](http://www.teamdressage.com)
- Signage displayed around arena (Sponsor to provide artwork)
- 1 Full-page, color ad in program
- Company name and quick blurb announced during competition
- Inclusion of promotional information in 150 exhibitor packets and 150 programs (sponsor to provide materials in advance)
- Display of product on prize table

- Social media spotlights to our media outlets
  - One e-blast with provided content
  - 16 social media posts on the platform of your choosing throughout the collegiate competition season (September through April)
    - Maximum 2 per month
- Company is linked directly to our page

**Gold: \$1,000-\$1,499 (or merchandise equivalent)**

- Logo on IDA website for one year with link
- Banner Displayed in Arena (sponsor to provide banner)
- ½ Page, color ad in the Program
- Company name and products announced during competition
- Inclusion of promotional information in 150 exhibitor packets (sponsor to provide materials in advance)
- Display of product on prize table
- Logo on t-shirts (please provide 1 color art)
- Social media spotlights to our media outlets
  - 8 social media posts on the platform of your choosing throughout the collegiate competition season
- Company is linked directly to our page

**Silver: \$500-\$999 or merchandise equivalent**

- Logo on IDA website – [www.teamdressage.com](http://www.teamdressage.com) with link
- ½ Page, color ad in program
- Company name and products announced during competition
- Inclusion of promotional information in 150 exhibitor packets (sponsor to provide materials in advance)
- Display of product on prize table
- Social media spotlights to our media outlets
  - 4 social media posts on the platform of your choosing throughout the collegiate competition season

**Bronze: \$250-\$499 or merchandise equivalent**

- Logo on IDA website for a year
- ¼ Page, color advertisement in program
- Inclusion of promotional information in 150 exhibitor packets (sponsor to provide materials in advance)

**Supporter: gifts under \$250**

- Logo on IDA website for a year
- Logo listed in National Program with company name

**Program Advertising Rates:**

This publication is a great opportunity for advertisers because it contains pages for recording rider and team scores and is kept as a souvenir. In addition to sponsors, space for advertisements from businesses as well as greetings and well wishes from parents and friends of competitors may be purchased.

Ad Size <i>(with margins)</i>	Live Space Dimensions <i>(without margins)</i>	Cost
1/4 page ad (4 color) - 4.25" x 5.5"	3.9" x 5.2"	\$75
1/2 page ad (4 color) horizontal - 8.5" x 5.5"	8" x 5.2"	\$125
Full page ad (4 color) - 8.5" x 11"	8" x 10.5"	\$225

There will be a .25" white margin around each ad. Please make sure all text is INSIDE the "Live Space Dimensions" area. All ad copy must be print ready. Types of files accepted: **PDF or PNG preferred. JPEG will be accepted if absolutely necessary.**

**Sponsorship/Advertising Insertion Order**

Date: \_\_\_\_\_

Company Name	Sent check payment and ad copy or any USPS mail to:	Send any UPS or FedEx shipments to:
Contact Address	IDA Sponsorship/Nationals Shannon Lehman 2370 Jack Road Chambersburg, PA 17202	IDA Nationals/IEA Nationals Attn: Shannon Lehman 6880 Lake St. Louis Blvd. Lake St. Louis, MO 63367
Phone Number	240-538-7958 Shannon cell	240-538-7958 Shannon cell
Email	idanationalsponsorship@gmail.com	idanationalsponsorship@gmail.com
Sponsorship/Advertising		Ad size
		Final Price
		<b>Total \$</b>

With my signature below I acknowledge that I am authorized to enter into this agreement on behalf of said advertiser and agree the terms in the next page.

Advertiser Signature

Date

X \_\_\_\_\_

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**Please note, all Ad materials are due March 21<sup>st</sup>, 2025.  
All Ad copy must be camera ready**