



Festival Sponsorship & Advertising

Foothills Dressage Festival I & II

July 9-10, 2022

Jefferson County Fairgrounds

We are pleased to offer **Foothills Dressage Festival I & II** as part of the lineup of USEF/USDF/RMDS equestrian competitions for the Rocky Mountain Region in 2022. We invite you to participate and offer a variety of sponsorships, advertising and promotion opportunities. This Level 2 USDF-recognized show series brings national-level dressage competition back to the West Denver Metro area. The demand for recognized shows far surpassed opportunities in 2021, with shows filling within hours of registration opening.

The Foothills Dressage Festival is a part of the Rocky Mountain Dressage Society, which is one of the largest Equestrian organizations in Colorado, New Mexico and Wyoming with over 660+ members. Our website, email blasts and Festival Program for the Foothills Dressage Festival I & II Shows reach an audience that is spread all over Colorado and the Rocky Mountain Region.



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About Foothills Dressage

The Foothills Dressage Chapter of the Rocky Mountain Dressage Society is a 501(c)(3) organization with a goal to promote the sport of dressage through educational opportunities and other sponsored events. Foothills Chapter also provides scholarships to members wishing to further their education in dressage.

About Rocky Mountain Dressage Society (RMDS)

Formed in 1971 and incorporated in 1977, RMDS supports the sport of dressage in the Rocky Mountain region with chapters in Colorado, New Mexico, Arizona and Wyoming.

RMDS Members are:

- Over 660+ members strong across Colorado and the Rocky Mountain Region.
- Active competitors, trainers, and clinic riders that travel across the state and utilize local hotels and restaurants.
- 65% of our members own 2 or more horses and 48% of our members board their horses.
- 92% own 2 or more vehicles, while 58% own 3 or more vehicles.
- 82% own at least 1 horse trailer.
- 68% live on acreage, and 32% live in a suburban area.
- 61% have a household income of \$100,000+.
- Many utilize services for their businesses, home, equine, vehicle, businesses and other conveniences and services.

Foothills Dressage Festival and RMDS Reach & Influence 2022		
Website	Facebook	Emails
9,804 Users 22289 Sessions 58917 Page Views	2300+ Likes 2500+ Follows 500+ Audience Reach	1367 Contacts 1183 Subscribers

About Colorado Jefferson County Fairgrounds

Located just outside of Denver, Jeffco Fairgrounds offers facilities for equestrian training, boarding, showing and rodeos. Plus, it's a unique venue for non-equestrian events, such as concerts, conferences, meetings, social events and more!

Along with its location in beautiful Golden, Colorado, Jeffco Fairgrounds features:

- 35,000 sq. ft. outdoor [rodeo arena](#)
- 20,500 sq. ft. [indoor arena and event center](#)
- Two 20,000 sq. ft. outdoor arenas
 - [Silver Spur Arena](#)
 - [Table View Arena](#)
- 39 (10x10) [indoor stalls](#) available year-round when not used for events
- Capacity to build 109 stalls (mix of indoor and outdoor) for event-related needs
- 26 [outdoor stock pens](#) with various capacities
- Overnight [RV camping](#) and parking for those renting event facilities or who have pen and stall bookings
- General public [open ride](#) hours
- Fun and [exciting events](#) throughout the year

Ad Space in the Festival Dressage Show Program

Ad Sizes	Ad Dimensions Price
● Inside Front Cover Color 7.5" x 10"	● \$200 (Limit 1)
● Inside Back Cover Color 7.5" x 10"	● \$200 (Limit 1)
● Outside Back Cover Color 7.5" x 10"	● \$200 (Limit 1)
● Full Page BW 7.5" x 10"	● \$100
● Half Page BW 7.5" x 4.75"	● \$75
● Quarter Page BW (Horizontal Only) 3.75" x 4.75"	● \$50
● Business Card 3.5" x 2"	● \$35
● Center Page BW 7.5" x 10"	● \$200 (Limit 2)

Sponsorship Packages

	Bronze \$150	Silver \$300	Gold \$750 (Limit 5)	Platinum \$1500 (Limit 4)
Promotion on social media and chapter website	Included	Included	Included	Included
Promo item in volunteer gift bags	Included	Included	Included	Included
Business to provide Ad in Show Program	Business Card	1/4 Page	1/2 Page	Full Page
Loudspeaker Shout-outs during Event	1x/day	2x/day	2x/day	3x/day
Vendor Booth Space	+\$75	+\$75	Included	Included
Award or Class Sponsorship (You provide prize of choice)		Lower-Level Class Sponsorship	Upper-Level Class Sponsorship	Class + High Point Award
Banner Space in Main Arena			+\$100	Included

Arena Sponsor (4)

Arena Sponsorship	Arena Sponsorship Price
<ul style="list-style-type: none"> Show Arena I – “Company Name” Show Arena Show Arena II – “Company Name” Show Arena Lunging Arena – “Company Name” Lunging Arena Warm-up Arena – “Company Name” Warm-up Arena <p>Signage/Banners displayed on grounds for duration of event; listed on chapter website; Advertisers must supply Banners (Up to 2)</p>	<ul style="list-style-type: none"> \$1200 \$1200 \$500 \$500

Banners (2) - \$150

- Displayed on grounds for duration of event
- Listed on chapter website Sponsors’ page
- Advertiser must supply banners (up to 2)

Golf Cart Banner - \$200

- Signage for Rear Golf Cart (Advertiser must provide banner)
- Listed on chapter website Sponsors’ page
- Golf carts are used by Show Personnel – High visibility and use around showgrounds

Class Sponsorships - \$50 per Class

Class Sponsorship	Class Sponsorship Price
<ul style="list-style-type: none"> General Class (Sponsor Choice, Based on Availability) Name announced as Sponsor of Class 	<ul style="list-style-type: none"> \$50 \$50

Vendor Booth

Arena Sponsorship Level	Price
Platinum Level Sponsor	<ul style="list-style-type: none"> ● Included in Sponsor Fee
Gold Level Sponsor	<ul style="list-style-type: none"> ● Included in Sponsor Fee
Silver Level Sponsor	<ul style="list-style-type: none"> ● \$75 + Sponsor Fee
Bronze Level Sponsor	<ul style="list-style-type: none"> ● \$75 + Sponsor Fee
Non-Sponsor	<ul style="list-style-type: none"> ● \$100


Volunteer Gift Bag Donations

Please coordinate with Debbie Black, 608.844.0144 for delivery to **Table Mountain Ranch 19000 W 58th Ave Golden CO 80403** by **6/15/2022**.

Volunteer Gift Bag Donations (Deliver by 6/15/21)	Quantity
<ul style="list-style-type: none"> ● Festival Sponsor Branded Items ● Provide branded item for gift bags to Show Volunteers ● Can include equine/other pet supplies, treats, etc... 	<ul style="list-style-type: none"> ● 60-75

Payment Options

All payments are due upon submission of Festival Support Form to reserve your space, and are on a first come, first served basis.

Check	PayPal
Payable to: <p style="text-align: center;">RMDS Foothills Chapter</p> Mail to: <p style="text-align: center;">c/o Hillary Ross 11170 E 26th Ave Aurora CO 80010</p> <p style="text-align: center;"><i><u>Please include copy of Festival Support Form</u></i></p>	Send to: foothillsrmds@gmail.com  <p style="text-align: center;">Scan. Pay. Go.</p>

Festival Key Contacts

- Festival Manager: Nadia Westra, 720.300.2860
- Festival Secretary: Hillary Ross, 818.653.1700
- Hospitality/Food Vendor Coordinator: Joie Williams, mbwillia345@gmail.com
- Volunteer Coordinator: Susie Anderson, 303.618.2891
- Volunteer Sponsorship Donations: Debbie Black, 608.844.0144

Please contact us by email at foothillsrmds@gmail.com



Festival Support Form

Business Name					
Mailing Address					
City		State		Zip Code	
Contact Name					
Contact Email				Contact Phone	

Check all that apply

<input type="checkbox"/>	Platinum Level Sponsor - \$1500 (Limit 4)	<input type="checkbox"/>	Silent Auction Donation
<input type="checkbox"/>	Gold Level Sponsor - \$750 (Limit 5)	<input type="checkbox"/>	Branded Items for Volunteer Gift Bags (Qty 60-75)
<input type="checkbox"/>	>> Gold Banner Space in Main Arena - \$150	<input type="checkbox"/>	Inside Front Cover Color 7.5" x 10" - \$200
<input type="checkbox"/>	Silver Level Sponsor - \$300	<input type="checkbox"/>	Inside Back Cover Color 7.5" x 10" - \$200
<input type="checkbox"/>	Bronze Level Sponsor - \$150	<input type="checkbox"/>	Outside Back Cover Color 7.5" x 10" - \$200
<input type="checkbox"/>	Show Arena Sponsor - \$1200 (Limit 2)	<input type="checkbox"/>	Center Page BW 7.5" x 10" - \$200
<input type="checkbox"/>	Other Arena Sponsor - \$500 (Limit 2)	<input type="checkbox"/>	Full Page BW 7.5" x 10" - \$100 (\$0 Platinum)
<input type="checkbox"/>	Banner (Qty 2) - \$150 (\$0 Platinum)	<input type="checkbox"/>	Half Page BW 7.5" x 4.75" - \$75 (\$0 Gold)
<input type="checkbox"/>	Golf Cart Banner - \$200	<input type="checkbox"/>	Business Card 3.5" x 2" - \$35 (\$0 Bronze)
<input type="checkbox"/>	Class Sponsor - \$50 per Class (\$0 Platinum, Gold, Silver)	<input type="checkbox"/>	Quarter Page BW (Horizontal Only) 3.75" x 4.75" - \$50 (\$0 Silver)

Total: _____

- **Sponsors** be sure to select the items for your level of support, reduced charges may apply.
- **Festival Support Form** should be emailed to: foothillsrmds@gmail.com.
- **Payment** accepted through PayPal, Venmo at foothillsrmds@gmail.com or Checks made payable to **RMDS Foothills Chapter**. Please see previous page for payment details.
- **Due dates:** All payments are due upon submission of Festival Support Form to reserve your space, and are on a first come, first served basis. Artwork (single insertion) sent to foothillsrmds@gmail.com by **6/1/2022**.
- **Branded Item Donations** coordinate delivery to **19000 W 58th Ave Golden CO 80403** by **6/15/2022**.

I agree to the above and am authorized to make decisions on the company's behalf.

Name		Company Name	
Signature		Date	

Thank you! We are so grateful for your support.