



# INTERNATIONAL HORSE SPORT PALM BEACH



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## 2011 SHOWS AT THE HORSE PARK AT EQUESTRIAN ESTATES

January 28-30  
International Horse Sport  
Dressage Premiere

March 24-27  
International Horse Sport  
Champions Cup CDI 3\*

April 2-3  
International Horse Sport  
Dressage at Equestrian Estates

March 3-6  
International Horse Sport  
Palm Beach Derby CDIW

April 22-24  
International Horse Sport  
Invitational & IHS Series Final

# 2011 SPONSORSHIP GUIDE

Welcome to World-Class dressage at the Horse Park at the Equestrian Estates, Home to the prestigious Palm Beach Dressage Derby CDIW and also to International Horse Sport Palm Beach. The Palm Beach Dressage Derby is a CDIW/CDIY and is a USEF High Performance Qualifying Competition for the 2011 Collecting Gaits Farm USEF National Grand Prix Championship as well as the 2011 Pan American Games. The Derby is also an Official Qualifying Competition for the USEF National Intermediaire I Championships, FEI North American Junior Young Rider, USEF National Junior, and Brentina Cup Championships.

International Horse Sport Palm Beach is set to have a huge impact on the Florida dressage scene beginning with the 2011 winter season. International Horse Sport Palm Beach will continue the legacy of the Palm Beach Dressage Derby and the Dressage at the Equestrian Estates shows and will also offer a unique series of national and international shows, as well.

We wish to extend our thanks to our sponsors, advertisers and vendors for their support and enthusiasm as we kick off our 2011 season. Special thanks to Walter and Mary Anne McPhail on behalf of the White Fences Equestrian Estates Community, and our sincere gratitude goes out to the wonderful and hard working people who make up the International Horse Sport Palm Beach staff.

Stay tuned for further details as we look forward to this exciting season!!



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## WHY DRESSAGE?

Dressage is the largest FEI (Federation Equestre Internationale) discipline within the sport-horse category in the U.S. Featured as an Olympic sport since 1912, dressage focuses on the unity between horse and rider, with horses competing at top levels well into their late teen years. Opportunities exist for every level of competition for juniors/young riders, adult amateurs, and professional riders & trainers.

## WHY SPONSORSHIP?

According to *EQUESTRIAN* magazine, the official publication of the United States Equestrian Federation, (USEF), members are well-educated, successful and financially secure. Nearly half have annual incomes greater than \$100,000 and have traded stocks, bonds or mutual funds in the last year. A majority is between 34-54 years of age, and spends \$1.4 billion annually on horse related products. On the average, they spend 30 nights per year in a hotel, rent a vehicle four times per year, own three vehicles and most own a pet besides a horse.

Our Vendor Boutiques, Competitors' Party, Sho Clothes Fashions and Sunday Entertainment are always crowd pleasers.

In addition to the exciting dressage show series and clinics, we offer corporate sponsors and patrons many opportunities for presenting their products and services to the spectators, competitors, owners and trainers throughout the show series. Let us bring your products and services to our target market of affluent equestrians and join us in our upcoming Fall/Winter Season. We offer many levels of participation from Title Sponsorship for one of our premiere events, to Season Sponsorships, to Official Show Program Advertising and Vendor Space.



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## Platinum Presenting Sponsor

### **PREMIERE SPONSOR LEVEL - "International Horse Sport Palm Beach (YOUR NAME) Show Series"**

Includes Your Corporate Name/Logo on Prizelist Cover AND TWO Full Page Color Ads - Inside Pages in Official Season Program. Your Name/Logo and link on International Horse Sport Website Homepage & Sponsor Page. Up to 6 Banners Displayed Prominently at Horse Park Showgrounds; your name on show ribbons; TWO Vendor Spaces (12' X 12' each) available in Vendor Area; Competitor Packet Inserts with Flyers/Product Samples as supplied by company; Frequent Public Address Announcements throughout the 5-event series, Company Presence at Awards Ceremonies and for Press Photos. Name /Logo included in show promotional materials, press releases & ads, Premiere Sponsor Trophy for up to 4 Championship Class(es); VIP Tent Seating & VIP Passes for 6 as available, which includes lunch and refreshments, Special Platinum Sponsor Plaque & merchandise.

## Gold Presenting Sponsor

### **MID-LEVEL SPONSOR - "International Horse Sport Palm Beach GOLD Sponsor"(YOUR NAME).**

Includes Your Corporate Name/Logo on Prize List Cover as a GOLD Sponsor AND Full Page Color Ad in Official Season Program. Your Name/Logo and Link on International Horse Sport website. Up to 4 Banners displayed prominently in Horse Park Showgrounds; One Vendor Space (12' X 12') available in Vendor Area; Frequent Public Address Announcements Throughout The 5-event series, Company Presence at Awards Ceremonies. Name/Logo included in show promotional materials & ads, Sponsor Trophy for up to 2 Championship Class(es); VIP Tent Seating & VIP Passes for 4 as available, which includes lunch and refreshments, Special Gold Sponsor Plaque & merchandise.

## Silver Sponsorship

**ENTRY-LEVEL SPONSOR:** Includes Your Corporate Name/Logo on Prizelist Cover as a SILVER Sponsor AND Full Page B&W Ad in Official Season Program. Your Name/Logo and Link on International Horse Sport website. Up to 2 Banners displayed prominently in Horse Park Showgrounds; One Vendor Space (12' X 12') available in Vendor Area; Frequent Public Address Announcements Throughout The 5-event series, Company Presence at Awards Ceremonies. Name/Logo included in show promotional materials & ads, Sponsor Trophy for 1 Championship Class; VIP Seating in Covered Arena & VIP Passes for 2 as available, which includes lunch and refreshments, Special Silver Sponsor Plaque & merchandise.

### **FOUNDER'S CLUB**

Founder Club members will enjoy special VIP Seating for 4 for CDI Event Finals, Dining, Special Recognition in International Horse Sport Palm Beach Official Season Program, Founders Club Recognition Page, Public Address Announcement Recognition during season events, and Special Founders Club Member Plaque and Merchandise.

### **FEI LEVEL SPONSORSHIP**

Specify From The Following: \_\_\_\_ Grand Prix Freestyle, \_\_\_\_ Grand Prix Special, \_\_\_\_ Grand Prix, \_\_\_\_ I-I Freestyle, \_\_\_\_ I-I, \_\_\_\_ I-II Freestyle, \_\_\_\_ Adult Amat OR \_\_\_\_ Open, \_\_\_\_ I-II, \_\_\_\_ Prix St Georges, \_\_\_\_ YR Freestyle, \_\_\_\_ YR Prix St Georges, \_\_\_\_ YR Indiv; VYR Team. Includes Half-Page Ad B&W Ad in Season Program (not for single show sponsors), Award Trophy for Class Winner, Presence at Awards Ceremony

### **CDI CLASS SPONSORSHIPS**

Specify class: \_\_\_\_\_

### **USEF LEVEL SPONSORSHIPS**

Specify ONE of the Following: \_\_\_\_ First Level, \_\_\_\_ Second Level, \_\_\_\_ Third Level, \_\_\_\_ Fourth Level  
Includes Half-Page Ad B&W Ad in Season Program (not for single show sponsors), Award Trophy for Class Winner, Presence at Awards Ceremony.



# Sponsorship Opportunities

## 2011 Show Season



- \_\_\_\_\_ Platinum Presenting Sponsor .....\$35,000 for the Show Series
- \_\_\_\_\_ Gold Presenting Sponsor .....\$20,000 for the Show Series
- \_\_\_\_\_ Silver Sponsorship .....\$10,000 for the Show Series
- \_\_\_\_\_ FEI Level Sponsorship.....\$5,000 for the Show Series  
(or \$1,500 per show)
- \_\_\_\_\_ Founder's Club .....\$5,000 for the Show Series
- \_\_\_\_\_ CDI Class Sponsorships .....\$1,500 per CDI Class
- \_\_\_\_\_ USEF Level Sponsorships.....\$4,000 for the Show Series  
(or \$1,200 per show)

### \_\_\_\_\_ SPONSORSHIP TOTAL

Sponsorship Coordinator:  
John Flanagan Ph 561-714-9058  
E-mail: [jflanagan@wellingtonclassicdressage.com](mailto:jflanagan@wellingtonclassicdressage.com)

▶ Company Name (Please Print): \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Email: \_\_\_\_\_

▶ Payment Amount \$ \_\_\_\_\_  Check Enclosed OR  Credit Card

Visa  MC  Amex      Make Checks Payable To: International Horse Sport Palm Beach  
 Mail To: 14457 Draft Horse Lane, Wellington, FL 33414

Credit Card Account Number ---

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Expiration Date -

Security Code   
Visa & MC 3-Digits on Back  
 AMEX 4-Digits on Front

# Advertising

Joyce Jones  
 Sponsorship & Advertising Executive  
 Ph 954-796-1809; Fax 954-796-9157  
 Email:  
 jjones@wellingtonclassicdressage.com

## 2011 Dressage Series Show Program Ad Contract

### SEASON SHOW PROGRAM ADVERTISING

Rates are for 2011 International Horse Sport Palm Beach Show Series. This includes 5 weeks of dressage shows (including the 2011 Palm Beach Dressage Derby) and events hosted from January through April 2011.



### ADVERTISING DEADLINE: DECEMBER 3, 2010

Color Ads	Outside Back Cover .....	\$1,400.00	_____
	Inside Front Cover .....	\$1,200.00	_____
	Inside Back Cover .....	\$1,000.00	_____
	1st RH Page.....	\$1,100.00	_____
	Centerfold.....	\$1,500.00	_____
	Premium Placement (RH pg) .....	\$900.00	_____
	Full Page .....	\$800.00	_____
	Half Page (Vert/Horiz) .....	\$500.00	_____
	Quarter Page.....	\$350.00	_____
	<b>TOTAL</b>		_____
Black/White Ads	Full Page .....	\$700.00	_____
	Half Page (Vert/Horiz) .....	\$450.00	_____
	Quarter Page .....	\$300.00	_____
	Specifications		
	Full Page with Bleed .....	8.75"w X 11.25"h	
Full Page Trim .....	8.5"w X 11"h		
Full Page Live Area .....	7"w X 10"h		
Half Page (vertical) .....	3.25"w X 10'h		
Half Page (horizontal).....	7"w X 4.75"h		
Quarter Page.....	3.25"w X 4.75"h		

#### AD REQUIREMENTS:

TIFF, JPEG, or PDF format only. Please use PDF/X-1a option. All files and photos must be at 300 dpi. Files smaller than 10 meg can be emailed, please include company name in the subject line as well as your contact information in the body of the email. Files larger than 10 meg, contact our graphic designer at 803-644-2950 for FTP instructions. MICROSOFT PUBLISHER FILES ARE NOT ACCEPTED. NO EXCEPTIONS.

Please read the ad sizes and have your ad properly sized. Incorrectly sized ads will not be accepted. NO EXCEPTIONS.

Email digital ad files to Joyce Jones at jjones@wellingtonclassicdressage.com

▶ Company Name (Please Print): \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Email: \_\_\_\_\_

▶ Payment Amount \$ \_\_\_\_\_  Check Enclosed OR  Credit Card

Visa  MC  Amex

Make Checks Payable To: International Horse Sport Palm Beach  
 Mail To: 14457 Draft Horse Lane, Wellington, FL 33414

Credit Card Account Number ---

-  
 Expiration Date

Cardholder Name: \_\_\_\_\_

Security Code

Cardholder Signature: \_\_\_\_\_

Visa & MC 3-Digits on Back  
 AMEX 4-Digits on Front



# Advertising

Joyce Jones  
 Sponsorship & Advertising Executive  
 Ph 954-796-1809; Fax 954-796-9157  
 Email:  
 jjones@wellingtonclassicdressage.com

## 2011 OMNIBUS Program Ad Contract

Rates are for 2011 OMNIBUS which features all dressage shows for the Gold Coast Dressage Association, the Wellington Classic Dressage Challenge Series and the International Horse Sport Palm Beach Series. This includes over 20 weeks of dressage shows and events hosted from September 2010 through July 2011!

### ADVERTISING DEADLINE: SEPTEMBER 3, 2010

Color Ads	Outside Back Cover .....	\$800.00	_____
	Inside Front/Back Cover .....	\$600.00	_____
	1st RH Page.....	\$575.00	_____
	Premium Placement (RH pg) .....	\$550.00	_____
	Full Page .....	\$500.00	_____
	<b>TOTAL</b>		_____

#### Purchased ALONG with an ad in the IHS Show Programs:

Color Ads	Outside Back Cover .....	\$600.00	_____
	Inside Front/Back Cover .....	\$400.00	_____
	1st RH Page.....	\$300.00	_____
	Premium Placement (RH pg) .....	\$275.00	_____
	Full Page .....	\$250.00	_____

#### SEASON PROGRAM ADS

Ad Size: _____	Cost of Ad _____
<b>TOTAL</b>	_____

**AD REQUIREMENTS:**  
 TIFF, JPEG, or PDF format only. Please use PDF/X-1a option. All files and photos must be at 300 dpi. Files smaller than 10 meg can be emailed, please include company name in the subject line as well as your contact information in the body of the email. Files larger than 10 meg, contact our graphic designer at 803-644-2950 for FTP instructions. MICROSOFT PUBLISHER FILES ARE NOT ACCEPTED. NO EXCEPTIONS.  
  
 Please read the ad sizes and have your ad properly sized. Incorrectly sized ads will not be accepted. NO EXCEPTIONS.  
  
 Email digital ad files to Joyce Jones at jjones@wellingtonclassicdressage.com

Specifications Full Page (Live Area)..... 4.5"w X 7.25"h  
 NO BLEED ACCEPTED

▶ Company Name (Please Print): \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Email: \_\_\_\_\_

▶ Payment Amount \$ \_\_\_\_\_  Check Enclosed OR  Credit Card

Visa  MC  Amex      Make Checks Payable To: Wellington Classic Dressage  
 Mail To: 14457 Draft Horse Lane, Wellington, FL 33414

Credit Card Account Number ---

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Expiration Date -

Security Code   
Visa & MC 3-Digits on Back  
 AMEX 4-Digits on Front

Sponsorship Coordinator:  
 John Flanagan Ph 561-714-9058  
 E-mail: jflanagan@wellingtonclassicrodressage.com

*Vendor*



## Space Reservations and Vendor Regulations

### SEASON SHOW VENDOR RATES:

Rates are for a 12' X 12' Space for the International Horse Sport Palm Beach Show Series. This includes over 5 weeks of dressage shows hosted from January through April 2011!! Additional charges apply for larger vendors, subject to actual space used. **VENDOR SPACE MUST BE PAID IN ADVANCE.**

Please Specify:

\_\_\_\_\_ \$450 per 3-day show; Show Date(s) \_\_\_\_\_

OR

\_\_\_\_\_ \$350 for 2-day shows; Show Date(s) \_\_\_\_\_

- ◆ All Vendors participating at the International Horse Sport Palm Beach Show Series must be pre-approved by the competition organizers and agree to abide by the following rules and regulations:
- ◆ All Vendors must carry insurance, including but not limited to, liability insurance, theft insurance and any other applicable insurance. A Current Certificate of Insurance as per enclosed sample **MUST** be provided to International Horse Sport Palm Beach and Fairweather Properties Inc. **PRIOR** to show set-up. (Certificate must name International Horse Sport Palm Beach and Fairweather Properties, Inc. as additional insureds, Commercial General Liability in the amount of \$1,000,000).
- ◆ All Vendors are responsible for and must adhere to the State of Florida and Palm Beach County regulations with regard to sales tax payments and any other applicable state or county regulations. International Horse Sport Palm Beach and Fairweather Properties, Inc. will not be held responsible for any infractions of the above mentioned regulations.
- ◆ Vendor Fees are for ground space measured by front footage, and all vendors are responsible for providing tents and/or booths and equipment as needed. A limited amount of electricity is available (must supply own power cords and strips).
- ◆ Vendor Names will be listed in Show Program, on Show Website and announced throughout the show via public address system.
- ◆ **ALL VENDORS MUST REPORT TO JOHN FLANAGAN** for space location prior to set-up. Anyone not set up in their assigned location **WILL BE ASKED TO MOVE OR MAY BE TOWED AT THEIR EXPENSE. NO EXCEPTIONS.**

▶ Company Name (Please Print): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

▶ Payment Amount \$ \_\_\_\_\_  Check Enclosed OR  Credit Card

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Make Checks Payable To: International Horse Sport Palm Beach  
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