



DRESSAGE IN THE WINE COUNTRY

Dear Sonoma County Business Leader, Friend and Neighbor,

On June 18, 2016, the eagerly anticipated equestrian event known as “**DRESSAGE IN THE WINE COUNTRY**” returns to Santa Rosa, CA at the Sonoma County Fairgrounds. Now in its 32nd year—the event known as “DWC”—has become an institution of summer events and we would like to invite you to be a part of this wonderful day.

Set amidst the rolling hills of beautiful Sonoma County, DWC seamlessly blends the sheer athleticism of the horse with exquisite local wines, beers and artisan crafts, creating an undeniably unique experience for sponsors, vendors and attendees alike.

Well-attended by over 2000 people, this is ***an exceptional opportunity for you to showcase your business*** to those who enjoy some of the best things in life. DWC provides outstanding equine performances, one of the area’s largest artisan/vendor tradeshow and showcases many of Sonoma County’s top wineries and breweries.

As a charitable event, DWC is hosted by the Sonoma Chapter of the California Dressage Society, a 501c volunteer organization. Our mission is to make a difference in the local community by donating a significant percentage of the proceeds to local charities; raise awareness of the Sonoma Chapter of the California Dressage Society; and showcase the incredible talent of our local horses and riders.

Please join us and give back to your local community while enjoying a unique and fun experience yourself.

Please take a moment to review the Sponsorship Levels we’re offering this year. We believe we’ve created appealing packages for every business size and budget.

We know that you must pick and choose carefully which events to support. ***Please remember this event is important to our local community. Your participation makes a difference.***

If you have any questions, please don’t hesitate to call **Margo Brown** at **707-529-8704** or email at **SonomaCDS@gmail.com**

Warmest regards,

Margo Brown
DWC Committee

Dressage In The Wine Country is produced by the Sonoma Chapter of the California Dressage Society which is a non profit 501(c)3 organization. Tax ID #94-1702674.





DRESSAGE IN THE WINE COUNTRY

CHAMPIONSHIP LEVEL SPONSORSHIP Above \$5,000

Championship Level dressage is when all eyes are upon the horse and rider. Within these tests you'll see piaffe (trot in place), passage (highly suspended slow-cadence trot) and flying changes, hence this accomplishment has often been called Equine Ballet.

Sponsorship at this level ensures your name will be front and center on all materials, on-air and online for the duration of our 2016 season. It also comes with a list of goodies for you and your guests to enjoy.

Sponsorship at the Above \$5,000 level receives:

- **Premium placement of Logo, Name, and Sponsorship level in all event marketing, website and social media, links to your site included**
- **On-Air Name Recognition (radio)**
- **2 Banners* in prominent placement at the Entrance & Main Arena**
- **Back Page Full Color ad in Souvenir Program**
- **Private VIP Box for 10 guests**
- **Trade Show Booth ** 12' x 24'**
- **Dressage in the Wine Country Programs and Wine Glasses 10)**

Additional Options may include:

- **Exclusive Naming Rights in event marketing, website and social media**
i.e. Your Company Name Presents Dressage in The Wine Country
This is your chance to attach your name to a truly beloved local event and feel sense of ownership.
- **Chauffeured Limo to drive you and your guests to and from DWC (from a single location)**
- **Gourmet Picnic Baskets for your guests to enjoy at DWC**
- **Advertorial spread in center of program**

* You supply the banner.

** If you wish to host a Trade-show Booth please indicate this on the enclosed Sponsorship Contract Form. Obviously every effort will be made to secure your preferred size and location.

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PIAFFE LEVEL SPONSORSHIP \$5000

Piaffe is a highly collected, cadenced, elevated diagonal movement giving the impression of being in place. The piaffe must always be animated by a lively impulsion and characterized by a perfect balance. While giving the impression of being in place, there may be a visible inclination to advance, this being displayed by the horse's eager acceptance to move forward as soon as he is asked

Sponsorship at the \$5000 level receives:

- Premium placement of Logo, Name, and Sponsorship level on website and social media
- Links to your website included
- On-Air Name Recognition (radio)
- A Full Page Ad in the Souvenir Program
- Private VIP seats for 10 guests
- A Banner* with prominent arena placement
- Trade-show Booth** 12' x 24'
- "Dressage in the Wine Country" Official Program and wine glasses (10)

PASSAGE LEVEL SPONSORSHIP \$2500 and Above

Passage is a measured, very collected, very elevated and very cadenced trot. It is characterized by a pronounced engagement of the hindquarters, more accentuated flexion of the knees and hocks and the graceful elasticity of the movement.

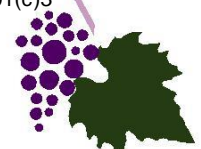
Sponsorship at the \$2500 level receives:

- Placement of Logo, Name and Sponsorship level on website and social media
- Links to your website included
- A Full Page Ad in the Souvenir Program
- VIP Seats for 6 Guests
- Arena Banner* placement
- Trade-show Booth** 12' x 24'
- "Dressage in the Wine Country" Official Program and wine glasses (6)

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COLLECTION LEVEL SPONSORSHIP \$1000 and Above

Collection occurs when the horse carries more weight on the hind legs than the front legs. Collection is achieved by using the seat and legs to engage the hind legs further under the horse's body.

Sponsorship at the \$1000 level receives:

- **Premium placement of Logo, Name and Sponsorship Level on website and social media, and souvenir program. Links to your site included.**
- **A Half Page Ad in the Souvenir Program**
- **VIP Seats for 4 Guests**
- **Arena Banner* placement**
- **Trade-show Booth** 12' x 18'**
- **“Dressage in the Wine Country” Programs and wine Glasses (4)**

CONNECTION LEVEL SPONSORSHIP \$500 and Above

The state in which there is no blockage, break, or slack in the circuit that joins horse and rider into a single harmonious, elastic unit. A prerequisite for throughness and the third level of the training pyramid.

Sponsorship at the \$1000 level receives:

- **A Quarter Page Ad in the Souvenir Program**
- **Listing of name and sponsorship level on website and social media**
- **Upper Grandstand seats (2)**
- **“Dressage in the Wine Country” Programs and wine glasses (2)**
- **Arena Banner* placement***
- **Trade-show Booth** 12' x 18'**

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RHYTHM LEVEL SPONSORSHIP

\$250

Rhythm is the recurring characteristic sequence and timing of footfalls and phases of a gait. In dressage, the only correct rhythms are those of the pure walk, trot, canter, rein back and piaffe.

Sponsorship at the \$250 level receives:

- **Business card ad in the Souvenir Program**
- **Upper Grandstand seats (2)**
- **Dressage in the Wine Country Official Program and wine glasses (2)**
- **Listing of name and Sponsorship Level on website and social media.**

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BENEFICIARIES IN PREVIOUS YEARS HAVE INCLUDED:

The Redwood Empire Food Bank

UC Davis, Equine Veterinary Hospital

Russian River Riders

Shonder Ranch Horse Recovery

The Living Room

Hoofbeats Pony Club / United States Pony Club

Equi-Ed

Sonoma County Horse Rescue

PLEASE Contact Margo Brown to discuss your generous sponsorship donation. phone: **707 529 8704**

email: **SonomaCDS@gmail.com**

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