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# Sponsorship Prospectus 2010

## Brenda Wittmann Classic



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Contact us at:  
[brendawclassic@legs.org.au](mailto:brendawclassic@legs.org.au)  
PO Box 49, MARBURG Q 4346

## What is the Brenda Wittmann Classic...

Brenda Wittmann was a very active member of the Lockyer Equestrian Group, as a rider and also as a volunteer worker and committee member. Brenda had a great sense of humour and a ready smile for all who knew her. Current members of the club, remember her as "a great helper" and "someone you could always rely on to be there helping things run smoothly". After she tragically passed away at the start of 1999, L.E.G. decided to hold a memorial dressage event in honour of this much loved club member, with this year being the 12th Annual Brenda Wittmann Classic.

The Brenda Wittmann Classic is a Dressage Queensland 2 Star rated FEI Dressage Event. With classes running from Preliminary through to Grand Prix. The competition runs over our annual weekend in July. In 2010 the Brenda Wittmann Classic will be held on the weekend of the 9, 10 & 11th July at the Gatton Showgrounds, Gatton.

## What is Dressage...

*'Dressage, the highest expression of horse training, is considered to be the art of equestrian sport and is used as the groundwork for all the other disciplines.*

*In modern competitions, horse and rider are expected to perform from memory a series of predetermined movements, known as figures (volte, serpentine, figure of eight). The completely flat arena, measuring 60 x 20 m., is skirted by a low rail along which 12 lettered markers are placed symmetrically indicating where movements are to start, where changes of pace or lead are to occur and where the movements are to end. In all competitions, the horse has to show three paces: walk, trot and canter as well as smooth transitions within and between these paces.*

*High quality is revealed by freedom and regularity of the paces, lightness and ease of the movements. The horse gives the impression of doing the movements on his own accord and shows immediate and even intuitive response to the rider's commands.'*

From Fédération Equestre Internationale

[http://www.fei.org/Disciplines/Dressage/About\\_Dressage/Pages/What\\_Is\\_Dressage.aspx](http://www.fei.org/Disciplines/Dressage/About_Dressage/Pages/What_Is_Dressage.aspx)

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## Why you should sponsor the Brenda Wittmann Classic...

The Brenda Wittmann Classic provides your company with the opportunity to advertise your business to both the Dressage Riders of Queensland, interstate riders and spectators of the event. Not to mention the direct advertising your company would receive from your promotion in our Event Program and website. These promotional opportunities provide your company with an excellent canvas to showcase your product or service to a large interested crowd.

The Brenda Wittmann Classic could offer your business some fantastic advertising channels:

- . Advertisement in our Program and website
- . Advertisement around the event
- . Opportunity to display at the event
- . Tickets to the Saturday Night Dinner and Display
- . Voice-over promotion during the event

A wide range of Sponsorship packages are available from Event Naming Rights Sponsorship to Competition Sponsorship and other types of "Value in Kind" (VIK) sponsorship. "Value in Kind" sponsorship is available at all levels to a percentage of the monetary value of the sponsorship type.

This year, Lockyer Equestrian Group will be also be hosting the Queensland Dressage State Championships, 15, 16 & 17th October, 2010. Please let us know if you are interested in a joint package for both of the events.

Should your company be interested in sponsoring the event please contact Erin Goetz or email us at [brendawclassic@legs.org.au](mailto:brendawclassic@legs.org.au) to register your interest. We look forward to hearing from you.

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A wide range of Sponsorship packages are available from Event Naming Rights to Competition Levels and other types of "Value in Kind" (VIK) sponsorship. "Value in Kind" sponsorship is available at all levels to a percentage of the monetary value of the sponsorship type.

Example of the setup of Sponsorship Levels and ideas:

**GOLD SPONSORSHIP**

Naming Rights to the Event  
'2010 Your Business Name Here - Brenda Wittmann Classic'

**SILVER SPONSORSHIP**

Big and Small Tour Naming Rights  
(Grand-Prix, Intermediate, Prix St George)  
'Your Business Name Here - Big Tour Champion'  
'Your Business Name Here - Small Tour Champion'

**BRONZE SPONSORSHIP**

EFA Class Naming Rights  
(Advanced, Medium, Elementary, Novice, Preliminary)  
(All Pony Classes)  
i.e. 'The Embroidery Company Elementary Champion'

**SUPPORTER SPONSORSHIP**

i.e. 'The Supermarket Company Official Judges Sponsor 09''

**VALUE IN KIND SPONSORSHIP**

i.e. 'The Vet Practice Competition Ring'

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## Gold Sponsorship...

### Investment- \$ 2500 (incl. GST)

(Total value can be made up with Money and 'Value in kind' (to 60% of the monetary investment). Please contact us if interested, as we are negotiable on the package.

### Investment Benefits:

- Exclusive Naming Rights to the overall event (i.e. The Lockyer Equestrian Group Brenda Wittmann Classic)
- Company name included on all references to the event
- Exclusive Naming Rights to Indoor Arena for the weekend (i.e. 'Currently riding in the Lockyer Equestrian Group Indoor Ring is...')
- Four Complimentary Passes to the Saturday Evening Dinner
- A copy of the Souvenir program with your company logo included on the front page
- A link to your website from the Lockyer Equestrian Group website for the complete year
- A trade site free of charge (excluding power)
- Full page colour advertisement in the Official Souvenir Program
- Voice Over advertising via the loudspeaker throughout the event
- Right to display 2 company banners, flags or other signage at the venue
- Right for Company representative to assist with the presentation of sashes or rosettes and trophies
- Opportunity to provide company promotional material for distribution

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## Silver Sponsorship...

**Investment: \$ 1500 (Incl. GST.)**

(Total value can be made up with Money and 'Value in kind' (to 50% of the monetary investment). Please contact us if interested, as we are negotiable on the package.

## Investment Benefits:

- Small/ Big Tour Naming Rights for the event (i.e. The Lockyer Equestrian Group Big Tour Champion)
- Inscription of company name on anything referring to the Small and Big Tours
- Four complimentary passes to the Saturday Evening Dinner
- Opportunity to purchase additional Dinner passes at 50% off
- A copy of the Souvenir program with company name and logo included on class pages
- A link to your website from the Lockyer Equestrian Group website for the complete year
- A trade site free of charge (excluding power)
- Half page advertisement in the Official Souvenir Program
- Voice Over advertising via the loudspeaker throughout the event
- Right to display 2 company banners, flags or other signage at the venue
- Opportunity to provide company promotional material for distribution

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## Bronze Sponsorship...

### Investment: \$ 550 (Incl. GST.)

(Total value can be made up with Money and 'Value in kind' (to 50% of the monetary investment). Please contact us if interested, as we are negotiable on the package.

### Investment Benefits:

- Naming rights for a chosen Brenda Wittmann Classic award or EFA Competition Level (i.e. The Lockyer Equestrian Group Elementary Champion)
- Inscription of company name in Program for the Level
- Opportunity to be the official sponsor of the Judges and officials
- Two complimentary passes to the Saturday Evening Dinner
- Opportunity to purchase additional dinner tickets at 50% off
- A copy of the Souvenir program with company name and logo included on class page
- A link to your website from the Lockyer Equestrian Group website for the complete year
- A trade site free of charge (excluding power)
- Quarter page advertisement in the Official Souvenir Program
- Right to display 1 company banner, flag or other signage at the venue
- Opportunity to provide company promotional material for distribution

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## Supporter Sponsorship...

**Investment:** Please contact Erin to discuss a package if interested. (Total value can be made up with Money and 'Value in kind' (to 80% of the monetary investment)).

### Investment Benefits:

- Official Sponsor of any of the following:
  - Official Judges for the weekend (sponsorship would be contributed towards accommodation and catering)
  - Printing of the Official Program
  - Gifts or Mementos for Officials, competitors and volunteers
  - Entertainment
- Reference of Company name where possible to chosen area of support
- Two complimentary passes to the Saturday Evening Dinner
- 1/8th page advertisement in the Official Souvenir Program
- A link to your website from the Lockyer Equestrian Group website for the complete year
- Opportunity to provide company promotional material for distribution

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## Product/ Services Sponsorship...

The Organising Committee is looking for 'Value In Kind' contributions or special discounts to assist with minimizing cash outlay as well as sponsorship. In particular we are looking for support in the following areas:

- Arena decoration and plant supplies
- Accommodation for officials
- Airline tickets for officials
- Courtesy cars & mini bus for officials and Organizers
- Vehicles for judges to judge from
- Printing of brochures, flyers, tickets and programme booklet
- Wine for hospitality
- Product and gift prizes for volunteers (or food/drink vouchers)
- T shirts and caps for volunteers and Organisers
- Entertainment and special displays
- Computer equipment for scoring
- Electronic score board for live publishing of results
- Advertising in the official programme booklet
- Raffle Prizes
- Product give aways for competitors

These packages are negotiable with the Organising Committee, please contact us to discuss.

In return for your kind sponsorship the benefits you will receive are:

- . A limited number of 'Competition Ring' Naming Rights
- . 1/8th page colour advertisement in the Official Souvenir Program
- . A link to your website from the Lockyer Equestrian Group website for the complete year
- . Opportunity to provide company promotional material for distribution

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## Contact Information...

### Event Director:

Erin Goetz  
[brendawclassic@legs.org.au](mailto:brendawclassic@legs.org.au)  
0422 578 835

## Contractual Information...

All sponsors are required to complete the attached sponsorship agreement. A \$100 deposit is required with acceptance of the Sponsorship Agreement. Final funds/ goods are to be received by July 1st, 2010.

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## Sponsorship Form...

YES..... our company wishes to be involved as a Sponsor!

Company Name: \_\_\_\_\_

ABN Number: \_\_\_\_\_

Company Representative: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Website: \_\_\_\_\_

I hereby agree to the sponsorship arrangement as set out in this document for the 2010 Brenda Wittmann Classic event to be held the weekend of 9, 10 & 11th July, 2010 at the Gatton Showgrounds.

Please indicate the level in which you wish to sponsor:

- Gold Sponsorship \$ 2500
- Silver Sponsorship \$ 1500
- Bronze Sponsorship \$ 550
- Supporter Sponsorship \$ TBA
- Value In Kind

I understand that any sponsorship payments will be non-refundable in the case of a sponsor withdrawing from the Event.

I realise that no booking is confirmed until all fees have been paid. All fees include GST. To secure your sponsorship please return this form. Lockyer Equestrian Group will forward an invoice for \$100 deposit with the balance to be paid as stated in the information regarding the Contractual Agreement.

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

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